



# Management and marketing section newsletter

No. 15. August 2004

## Management and marketing at IFLA 2004 in Buenos Aires!

### Management and Marketing Section session

**Wednesday: 10.45-12.45 Management and Marketing with Public Libraries:** *Management and staff development - how to provide new skills for librarians in order to meet new challenges in the digital world*

Jens Thorhauge (Danish State Library Directorate, Copenhagen, Denmark) *New demands - old skills: a strategy for bridging the competence gap, building competencies in a daily working context* (paper available in English, French and Spanish)

Dominique Babini (Consejo Latinoamericano de Ciencias Sociales (CLACSO), Buenos Aires, Argentina) *Cooperative virtual libraries: training via internet of librarians and editors* (paper available in English, French and Spanish)

*See page 3 for abstracts of these papers, and p2 for other sessions of interest*

### 3M International Marketing Award 2004: 2004 winners announced!

Full information about the 3M/ Management and Marketing Section Marketing Award for 2004 will be released at the IFLA conference in Buenos Aires. The winners are:

1st: Australian Islamic College (AIC) Library (Kewdale, Australia), for their campaign "I came, I saw, I read"

2nd: State Cultural Organisation, Krashennnikov Regional Research Library (Kamchatka, Russia), for their campaign "Ask and you'll get help"

3rd: West Africa Rice Development Association (Abidjan, Côte d'Ivoire) for Current Contents at WARDA = Bulletin de sommaires ADRAO

### World Library and Information Congress: 70th IFLA General

### Conference and Council: Libraries: Tools for Education and Development

August 22-27<sup>th</sup> 2004, Buenos Aires, Argentina <http://www.ifla.org/IV/ifla70/index.htm> Full text of papers is added to the Programme page as it is received, there are already many papers available



### IFLA Management and Marketing Section Committee meetings

Observers are welcome at the Section committee meetings. Two are taking place at Buenos Aires

Sunday 22nd August: 11.30-14.20

Saturday 28th August: 11.30-14.20

### Contents of this issue

M & M related sessions in Buenos Aires	p.2
Posters at Buenos Aires	p.3
Oslo 2005 satellite meeting	p.3
Preconference	p.3
Mid year meeting: report	p.4
List of Committee members	p.5

## **Management and Marketing at IFLA 2004: continued from p1:**

Here is an Editor's Pick of some other sessions that look interesting in their management or marketing coverage

### **Tuesday 24th August 10.45-12.45: Part of the Library and Research Services for Parliaments session**

Soledad Ferreiro and José Miguel Muga (Chilean Library of Congress, Santiago, Chile) *The reinvention of the Library of the National Congress of Chile: from management of products and services to management of relations with congresspersons* (paper in Spanish and English)

### **Tuesday 24th August 13.45-15.45: Knowledge Management session: Knowledge Management Practices**

Luis Ahumada Figueroa (Pontificia Universidad Católica de Valparaíso, Valparaíso, Chile) *Knowledge Management, information and organizational learning in academic libraries: a case study* (paper in Spanish and English)

Tatiana White (University of Oxford, Oxford, UK) *Knowledge management in academic library - case study of knowledge management within Oxford University Library Services*

Ruth A. Pagell, Deborah Valentine (Goizueta Business Library, Emory University, Atlanta, USA) and Jacqueline Meszaros (University of Washington, Bothell, Washington USA) *Introduction to E-mail management and knowledge management* (paper in French and English)

Kira Tarapanoff (Information Science Department of the University of Brasilia) *Overview of the Corporate University in the international context*

### **Wednesday 25th August 8.30-9.30: Quality Issues in Libraries Discussion Group**

There will be a number of short presentations with the group to try and identify what is meant by quality issues in libraries.

### **Thursday 26th August 8.30-10.30: Public Libraries with Statistics & Evaluation: Take it to the limit: using statistics to optimise the use of public libraries**

David Fuegi (MDR Partners, Colchester, UK) *Recent developments in the application of statistics, standards and performance indicators in public libraries in England* (paper in French, Spanish and English)

Pierre Meunier (Montreal Public Library, Montreal, Canada) *Development of Québec public libraries: Profile of the standardization process at Montreal Public Libraries System*

Toni Feliu and Jordi Permanyer (Servei de Biblioteca, Diputació de Barcelona, Barcelona, Spain) *How statistics and indicators can help improve the libraries: the case of the libraries network of the province of Barcelona* (paper in French, Spanish and English)

Christina Jonsson Adrial (Royal Library of Sweden, Stockholm, Sweden) and Johan Edgren (Public library of Hisingen, Gothenburg, Sweden) *Together we shape better libraries. The Swedish Quality Handbook Project*

Analía Cañibano & Patricia Bargeró (Public Library 'Domingo F. Sarmiento', General Villegas, Buenos Aires, Argentina) *The Never People: reaching out to non-users in our communities* (paper in Spanish and English)

### **Thursday 26th August: 16.00-18.00: Management of Library Associations session: Global Advocacy for Libraries - the role of IFLA and the national library associations. Papers include:**

Mirja Ryyänen (Finland) *Promoting Libraries for Politicians as a Politician.*

Winnie Vitzansky (Danish Library Association, Copenhagen, Denmark) *An example of global lobbying for libraries: World Summit on the Information Society in Geneva 2003*

### **Friday 27th August: 08.30-10.30: Reading session: Libraries, language and literacy: linking continents through reading promotion programmes**

Papers include:

Daniel Ramón Ríos (Bibliotecas y Promoción de la Lectura, Buenos Aires, Argentina) *The project "Forging Reading Identities"* (paper in Spanish and English)

Clemencia Montalvo Villegas (CERLALC, Colombia) *The reading promoter librarians' bag: an experience in librarians' training* (paper in Spanish and English)

### **Friday 27th August: 08.30-10.30: @ your library: The Campaign for the World's Libraries: Update on @ your library: activities to promote for libraries and librarians worldwide**

Saul Armendarez Sanchez (Asociación Mexicana de Bibliotecarios, A.C.) *Mexico's national campaign efforts - Los esfuerzos de la campaña nacional de México*

Márcia Rosetto (Federation of Library Associations, Information Scientists and Institutions) *Brazil's promotional activities - Atividades promocionais de Brasil*

**Full text is available for most of these papers at <http://www.ifla.org/IV/ifla70/prog04.htm>**

## Posters at IFLA 2004: a few that caught the Editor's eye

The presenters will be standing by their poster 12.00-14.00 on Tuesday and Wednesday – do go and ask them about their work!

- R U thr : txt mesging in t libry (Text messaging in the library). Presenter(s): Ailsa Parker
- Information Professional: Profile of Abilities disputed by Companies of human resources recruitment and selection. Presenter(s): Danielle Thiago Ferreira
- Young library volunteers: from passive users - to active designers. Presenter(s): Verena Tibljas
- How to organise the digital library: Reengineering and change management in the Bayerische Staatsbibliothek, Munich. Presenter(s): Hildegard Schaffer
- Boletín electrónico de Promoción de la lectura sobre literatura para niños. Presenter(s): Adran Guerra
- Spreading the Word: Marketing Library Services. Presenter(s): Peggy Tahir
- La Promoción de la Lectura en Cuba: Trabajo cultural con la tercera edad en la comunidad de Guanabacoa. Ciudad de La Habana. Presenter(s): Regla Maria Oviedo Taylor

### Oslo 2005: Satellite meeting

Management & Marketing's Satellite meeting in connection with the World Library and Information Congress: 71st IFLA General Conference and Council in Oslo 2005 will be **Management, marketing, evaluation and promotion of library services, based on statistics, analyses and evaluation in your own library.**

**Co-sponsors are:** Public Libraries, and Library Theory and Research Sections

**Conference venue:** Bergen city, Norway

**Time:** From Tuesday 9<sup>th</sup>, after lunch, to Thursday 11<sup>th</sup> of August, after lunch.

Participants will be offered a special tour to Oslo: including sightseeing: fjords, glaciers, mountains, etc.



### Preconference: The Virtual Client: a new paradigm for improving client relations in libraries and information services

The Pre Conference and Satellite Meeting was held in São Paulo (Brazil) from August 18 to 20, 2004, organised by the IFLA Management and Marketing Section (M&M), in collaboration with the Library and Information Science Department of the School of Communications and Arts, University of São Paulo, and the collaboration of the École de Bibliothéconomie et des Sciences de l'information, Université de Montréal.

We will give a report on this event in the next newsletter. There was a full programme of speakers from many countries. Full details are at: <http://www.eca.usp.br/iflamkt/>



### Abstracts from the Management and Marketing Session at IFLA 2004

Jens Thorhauge *New demands - old skills: a strategy for bridging the competence gap, building competencies in a daily working context*

“The paper is a presentation of the national programme

on competence development - an extraordinary effort undertaken in the wake of the new Danish Act on library services in 2001-2002. The programme involved a major push to integrate learning activities in the daily work in the organisation, to strengthen networking and project work on several levels and the nourishing of new leadership in the public libraries.”

Dominique Babini *Cooperative virtual libraries: training via internet of librarians and editors*

“The development of virtual libraries that offer the user access to the complete documents requires the team work of librarians, editors and webmaster. In this presentation, Dr. Dominique Babini, coordinator of the Latin American and Caribbean Virtual Library of Social Sciences of the Latin American Council of Social Sciences (CLACSO), proposes the option of cooperative virtual libraries and describes how they organized a distance learning course via Internet for the training of librarians and editors of 18 countries of Latin American and the Caribbean, pointing out the factors that must be considered for the organization of courses via Internet.”



## The IFLA Section Committee Mid-year Meeting

The IFLA Section Committee Meeting on Management & Marketing met in Budapest on the weekend of 26-28 March 2004. It was generously hosted by Péter Hegedűs at the Hungarian Patent Office, and we were all very grateful for this hospitality. As well as providing a place to meet, and ample refreshments, interesting trips had been organised to the National Library and the Parliamentary library.

The Judging Panel of the 3M/ IFLA Marketing Award met on the first day. There had been 52 applications to the Award: a big increase on the previous year. 17 countries were represented, including countries from all five continents. The top three entries had all put together particularly good applications paying attention to our requirements for the complete picture (as well as describing very good and interesting work). These winners are listed on p1. of this newsletter, and more information will be given in the press release that will be released at Buenos Aires. 3M was thanked for its continuing sponsorship.

The main meeting on 27-8 March started with a report from the IFLA Governing Board and Professional Board meetings. One of the items brought to our at-



*A fascinating visit: Approaching the Hungarian Parliament Library*

tention was the fact that IFLA had adopted four new priorities. The Management and Marketing Committee discussed the Section's strategic plan in the light of these new priorities, though it was felt that a number of them were already addressed within it. The Plan was agreed, and forwarded to IFLA. This plan can be found on the IFLA website at <http://www.ifla.org/VII/s34/annual/sp34-04.htm>



*Dinesh Gupta outside the Hungarian Parliament Library*

There followed a report from Daisy McAdam on the *e-learning for management and marketing of libraries* satellite meeting, held in Geneva in July 2003. There had been 42 registrations, of which 18 were paid registrations (the remainder being speakers and moderators). We were grateful to ensisib and to the library school and university library of the University of Geneva for sponsorship.

The proceedings from this meeting will be published by Saur in their IFLA Publications series. Another Management and Marketing Section publication which will be coming out in 2005 is the *International Review of Marketing in Library and Information Centres*, which is being edited by Dinesh K. Gupta. Final contributors were being sought at the time of the mid-year meeting.

A major item on the agenda was, of course, the programme for Buenos Aires. The results of that are being seen this month! We looked forward to the IFLA conference in Oslo in 2005 too. The satellite meeting for Oslo was already well in hand, organised by us jointly with Public Libraries & Library Theory and Research sections. The topic is "Management, marketing, Evaluation and Promotion of library services based on statistics, analyses and evaluation in your library."

There were a couple of proposals for the Management and Marketing contribution to the main 2005 conference, and these proposals are being prepared further and presented to the Management and Marketing Committee in Buenos Aires. Several good ideas for sessions at the Seoul (South Korea) conference in 2006 also emerged.

We had important discussions about the dynamics of the section i.e. how we can keep it active and healthy. Various people agreed to take actions to do with pro-

moting the section more effectively and keeping people informed about what is going on.

Finally, Tom Wilding, a valued former member of the committee, retires from work this year, and we thought about ways of conveying people's good wishes and fond memories to him.

This practice of having a mid-year meeting is not, I think, common amongst the IFLA Sections, but we have certainly found it very useful in keeping IFLA in mind and progressing the Section's agenda. Everyone who is able to attend also enjoys meeting colleagues and seeing new places and new libraries!

Sheila Webber

## Some marketing items you may have missed

Brewerton, A. (2003) "Inspired! Award winning library marketing." *New library world*, 104 (1190/1191), 267-277. (Describes a campaign that won a CILIP PR & Publicity Award)

Howell, . (2004) "Doing business in the city." *Library and information update*, 3 (5). <http://www.cilip.org.uk/update/issues/may04/article4may.html> (Marketing a business library)

Still, J. (2004) "How you can influence your local legislators." *Marketing Library services*, 18 (3). <http://www.infotoday.com/mls/may04/still.shtml> (A US perspective.)

## Newsletter

### The next issue of the *Newsletter* will be published in November 2004

This will include reports from meetings in Buenos Aires

Send items to the Acting editor: Sheila Webber, Department of Information Studies, University of Sheffield, Regent Court, 211 Portobello Street, Sheffield S1 4DP, UK.  
Email: [s.webber@shef.ac.uk](mailto:s.webber@shef.ac.uk)

## Members of the Standing Committee

**Chair:** Ms Marielle de Miribel (France) [miribel@u-paris10.fr](mailto:miribel@u-paris10.fr)

**Secretary & Treasurer:** Perry Moree (The Netherlands) [perry.moree@kb.nl](mailto:perry.moree@kb.nl)

**Information Co-ordinator:** Ms Natalia Santucci (Italy) [marketing@bnc.roma.sbn.it](mailto:marketing@bnc.roma.sbn.it)

## Members

Yawo Assigbley (Ghana) [yassig@aau.org](mailto:yassig@aau.org)

Ms Gunilla Lilie Bauer (Sweden) [gunilla.lilie.bauer@sub.su.se](mailto:gunilla.lilie.bauer@sub.su.se)

Ms Novella Castagnoli (Italy) [novella.castagnoli@pahramacia.com](mailto:novella.castagnoli@pahramacia.com)

Thierry Giappiconi (France) [thierry.giappiconi@mairie-fresnes.fr](mailto:thierry.giappiconi@mairie-fresnes.fr)

Dinesh K. Gupta (India) [dineshkg\\_in@yahoo.com](mailto:dineshkg_in@yahoo.com)

Sergey Kazantsev (Russian Federation) [intl@rsl.ru](mailto:intl@rsl.ru)

Ms Trine Kolderup Flaten (Norway) [trine@bergen.folkebibl.no](mailto:trine@bergen.folkebibl.no)

Ms Nancy Kranich (United States) [nancy.kranich@nyu.edu](mailto:nancy.kranich@nyu.edu)

Ms Daisy McAdam (Switzerland) [daisy.mcadam@ses.unige.ch](mailto:daisy.mcadam@ses.unige.ch)

Qihao Miao (China) [qhiao@libnet.sh.cn](mailto:qhiao@libnet.sh.cn)

James L. Mullins (United States) [jmullins@mit.edu](mailto:jmullins@mit.edu)

Rob Pronk (The Netherlands) [r.pronk@bngron.nl](mailto:r.pronk@bngron.nl)

Jalel Rouissi (Tunisia) [jalelrouissi@yahoo.fr](mailto:jalelrouissi@yahoo.fr)

Réjean Savard (Canada) [rejean.savard@umontreal.ca](mailto:rejean.savard@umontreal.ca)

Ms Barbara Schneider-Kempf (Germany) [barbara.schneider-kempf@sbb.spk-berlin.de](mailto:barbara.schneider-kempf@sbb.spk-berlin.de)

Stephan Wawra (Germany) [wawra@bbaw.de](mailto:wawra@bbaw.de)

Ms Sheila Webber (United Kingdom) [s.webber@sheffield.ac.uk](mailto:s.webber@sheffield.ac.uk)

## Corresponding and other members

Fummi Akhigbe (Nigeria)

Selma Aslan (Turkey) [selma.aslan@bc-ankara.sprint.com](mailto:selma.aslan@bc-ankara.sprint.com)

Lourdes Feria (Mexico) [iferia@volcan.ucof.mx](mailto:iferia@volcan.ucof.mx)

Péter Hegedűs (Hungary) [hegedus@hpo.hu](mailto:hegedus@hpo.hu)

Luis Herrera (Argentina) [biherrer@criba.edu.ar](mailto:biherrer@criba.edu.ar)

Christie Koontz (United States) [ckoontz@admin.fsu.edu](mailto:ckoontz@admin.fsu.edu)

Ms Angels Massisimo (Spain) [amassisimo@ub.edu](mailto:amassisimo@ub.edu)

Masaya Takayawa (Japan) [takayama@slis.keio.ac.jp](mailto:takayama@slis.keio.ac.jp)

