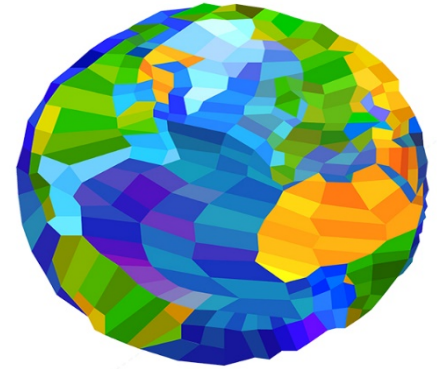


M & M SC Business Meeting

Minutes



Thursday, February 18th, 15.00-18.00 CET
Held on Zoom

In attendance: Anya Feltreuter (Chair), Leslie Weir, (Secretary), Jeremiah Walter (Information Coordinator), Cindy Hill (Jury Chair), Josephine Siegrist, Stephen Woods, Nick Boxem, Renaldas Gudauskas, Ruth Ørnholt, Jeannie Bails, Azenath Ateka, Catharina Isberg, Antoine Torrens-Montebello, Alberta Cromer, Vera Keown, Christie Koontz and IFLA Treasurer and Governing board member Tonia Arahova

Regrets: Bonnie Mager, Nie Hua, Dilara Begum and corresponding members Maria Anastasia Gkoutidou and Nafisha Ahmad.

Numerous observers were in attendance

1. Opening and confirmation of agenda – **Anya**

Welcome by Anya, who began by welcoming members and referencing last year and Ottawa Mid-Year Meeting. She went on to welcome observers and offer for them to email Anya with any questions, highlighting how happy to see big interest. Anya noted that there is a meet and greet planned for March for those interested in joining Management & Marketing Section. Invitations to come and she hopes to see many new people there. The Chair then invited members of the Standing Committee to introduce themselves. Following the introductions, Anya informed members that Bonnie Mager has decided to resign from the committee and IFLA as she is planning a career change. Anya noted that we learned a lot from Bonnie as a marketing expert and we will miss her.

Anya then introduced Antonia Arahova, former long-time member of M&M, former chair of Division IV and now IFLA Treasurer and Governing Board member. Anya asked Tonia to describe her role as treasurer – Third officer after President and President-Elect. Oversees the finances of IFLA, which are critical for IFLA's success.

Request for members to approve the agenda. Agenda approved

2. Apologies for absence

Please see above

3. Minutes from meetings in September – **Leslie** (5 min)

Leslie Weir introduced the draft minutes from the September 3rd meeting and called for corrections. There were no corrections. Leslie moved adoption of the minutes, seconded by Cindy Hill.

Approved

4. News from Division IV and Governing Board – **Catharina** (15 min)

The chair invited Catharina to provide a report on Division 4. Catharina began by highlighting the incredible work of the section and thanked the members for our great work. Professional committee with five divisions. In new IFLA structure there will be more

divisions, and chair of the Professional Committee will remain a member of the board, but the division chairs will no longer be members. Focus meetings were held on communicating in new ways. Jeremiah and others reported on the great communications work currently underway. There was a second focus meeting on working in new ways with a presentation by CPWDL – short meetings with social discussions, which we might wish to copy.

Action plans and action reports focus of professional committee. All groups are aligned with strategic directions of IFLA and there is a lot of collaboration. Major focus on the governance review. Last week the Extraordinary General Assembly took place, where the statutes were approved. Statutes and rules of procedures are in place and the handbook is underway (to be finalized by June). Nominations and election period dates announced. Opportunity to fill the gaps in our committee and will be a focus for the coming months.

WLIC – Catharina is a member with Tonia on the Congress Advisory Committee working closely with the Professional Committee. Task Force on WLIC – chair of Professional Committee and Catharina. Looking into the congress provider. Information to come in the coming months. It will not duplicate a physical congress – more curated. Members were surveyed on WLIC – shorter and more dynamic sessions planned in response to members input. No satellite meetings are to be planned. Business meetings will take place before and after the WLIC. New roles will start after the Congress. Congress to be held in the last 2 weeks of August.

Tonia added that WLIC is normally a fund-raiser for IFLA. This year that will not be the case, but with the good financial situation and fundraising IFLA should be able to cover the high cost of a virtual congress.

Questions: Will there be a cost to attend, yes. And for sponsors and exhibitors? Caterina confirmed that there will be a cost for sponsors and exhibitors to attend. In discussion at HQ. Working with provider on what services can be provided. It is a requirement to provide access to libraries around the world in their own time zones.

Stephen asked how the information on WLIC affects us (M&M) as a section? We will have two business meetings that will be virtual – one before Congress and one after. We don't yet know what programming opportunities we will have, we will have need to wait and see. We have planned a satellite meeting to be discussed later in the agenda, which could be done as a webinar or virtual meeting in the autumn, if necessary. Voting procedure will also be affected. Elections will go forward as usual with virtual voting which will be launched on March 1st. Professional Committee meeting tomorrow to push forward on planning for proposals for programs at Congress. More information about the conference may trigger a meeting of M&M.

5. Report from the meeting of the Jury for the International Marketing Award –
Antoine (15 min)

Antoine confirmed the most recent Jury meeting was held yesterday (Nie Hua, Cindy Ruth Jeremiah and Bonnie) Bonnie will be missed. We are waiting for submissions. Deadline of March 5th is extended to March 19th. Winners to be confirmed by the end of April. Thanks for all the support with communications. Please do disseminate the update on the award. One of our most important projects. We need many submissions and this year is especially challenging for libraries and library organizations. Important for the future of the award – important for PressReader, our sponsor. The more submissions, the better quality of the winners we will have. Incredible submissions last year and don't need to be big, winner last year, Mercia, tiny library but inspiring project. Bonnie's gap will need to be filled next year and four places will be open as a

number of members are finishing their second mandate on M&M. Most important message: Communicate about the award! Call in 6 of the 7 languages of IFLA, missing Arabic, which we are trying to rectify. Happy for members to translate into their own language. Website and press releases need to be updated with the new closing date on Monday. Vera has a contact at IFLA who found Arabic translator for her group and will send info to Antoine. Anya - We await confirmation of funding to support the award – hope to hear in the next week.

Question about how to become a jury member: Jury call for members for next year to go out once the M&M chair is elected (Anya will finish her first 2-year term and Leslie will finish her second two-year term as secretary) in August and the M&M Chair has named the Jury Chair. Thanks to Antoine for all his work in leading the Jury thus far.

5_Minute break

6. Action Plan 2020-2022 short follow-up– **Anya, Group discussion** (10 min)

Action plan sent out by Anya. To document what we wish to accomplish through the year. Two parts: marketing and management.

Marketing: Award underway as planned. Best practices on marketing in social media underway more to come under IC update. Mid-year program did not go ahead on Design Thinking – Christie Ruth and Jeremiah. Apologies from Christie. Speaker felt that he needed more time to develop a full-blown virtual program. Anya queried the team as to whether they will continue the planning and look at a possible spring date? Jeremiah suggested that if not the spring, perhaps sometime later in the year. Christie agreed that the spring would not work, but perhaps in summer/fall. Anya suggested that we keep this in our thoughts and plan to do later. Interactive sessions on marketing at satellite meeting – needs to see what we can do, depending on IFLA decisions.

Jeannie – question on metrics – shares and likes on SM? Could we discuss at our next meeting? Jeremiah will touch on this in the report for IT. Pandemic derailed the CT plan to expand our social media reach and platforms. Work has not taken place as planned, but hope to have in place for our next meeting. Jeanie invited to pass ideas on to the IT.

Management: Coaching initiative on CPWDL report to come. Goal to share management best practice on SM. Management skill building webinars – one held to be reported on later in the meeting. The second one didn't take place – Advocacy webinar with Catharina as the lead. She reported that the program was developed and the speaker identified, but help was needed to work on the execution and marketing of the session. Volunteers? Let Catharina know. Satellite meeting included as well, pending PC decision.

7. Report from Coaching Initiative – **Vera/Barbara** (10 min)

Vera and Barbara reported. Vera confirmed that the video and slides training materials were completed in all IFLA official languages. Podcast interview done. A second podcast to come. Working with HQ to acquire a better scheduling calendar system (used freebee last year, but not robust enough). Hoping IFLA will invest in tool. Barbara confirmed that the training series was very successful – 1000 plus downloads of slides. Move to online was challenging – interest was as high as normal with 50 coaches both live and online. Time zone challenges arose. Coaches confirmed directly

with coachees. Coaches felt isolated from the IFLA environment. Plan to continue with a more robust scheduling software that requires no human intervention. Six-member team with M&M and CPWDL. Vera added that they are in the process of developing an information page and worksheet for coaches to be translated into the official languages – what they hope to achieve in the session. Catharina was thrilled with the success and momentum as she was involved at its inception.

8. Report from the Management Skill Building group –
Anya/Catharina/Antoine/Josephine/Dilara (5 min)

Webinar in November: Managing successful teams. Anya shared link as it is still available to view:

https://alaevents.zoom.us/rec/play/6i36Qk3H7Y8KLIJOhwVQLkOqDhbFCM9xH_ALssqcqcf5TmSsRFm8b42ntkAgcuJ5lcQVqmJCFftaRLs.sCbVMg6GY9j-6pEL?startTime=1605797727000&_x_zm_rtaid=4y8ZIDYXSLepdOj3A9S62g.1613656155605.d850a23b07e7ef1f2a6fc6428538c9f0&_x_zm_rhtaid=495

9. Report from the Information Team - **Jeremiah (15 min)**

Jeremiah thanked the team Nie Hua, Nick, Azenath and the newest member Stephen. He noted that they continue to work on their plan. Jeremiah confirmed that we added new users on Facebook up over 4K now. We also added accounts on Twitter, Instagram, Webo and WeChat. Social media strategy presented at Division 4 Communications meeting. Megan Price saw a recording and liked the program, so the three speakers (Ray and Loida) were asked to do a webinar for officers across IFLA. Ramping up for the Marketing Award with the extension of the deadline – spreading the word and highlighting winners such as Mercia showing that small libraries can win. Work pressures for members delayed some IT work, so behind on metrics, but will work on that now. Thanks to Nick and other members of IT. If others have items, please feel free to send in to the IT. Email list – now 339 subscribers to our email list. Attentive audience and great resource. New IFLA website, no date for launch as yet, but getting closer with requests for us to share info and photos from our site. Thanks to the team for all their work and especially on the SM strategy.

Catharina added that there will be opportunities to get involved in testing/evaluating the new website. Jeremiah confirmed enthusiastic interest! Tonia added that 2021 will be the year for the new website, as discussed at the last GB meeting. HQ working hard on the new website. Catharina remarked that it is a very complex website, bumpy road but result will be worth the wait. Anya complemented Jeremiah and the team on their active and impactful work.

10. Virtual conference on the theme "Managing and Marketing Social Justice and Inclusion in Libraries" together with the IFLA section Library Services for People with Special Needs and Amsterdam University Library. (Satellite meeting 2021 Rotterdam) – **Nick, Alberta, Anya (5 min)**

Anya reminded members that we were planning to have a satellite meeting in Amsterdam (Nick, Anya, and Alberta) together with IFLA Library Services for People with Special Needs. Began planning for Rotterdam then went virtual. Still want to do program on libraries services for people with special needs, although IFLA has announced that there will be no satellite meetings this year. Funding for captioning received. Request for funding for speaker not successful. Next meeting will wait for further information on satellites. Nick reminded members that this started as an inclusion and diversity session and then Alberta recommended that we add those with special need and that resonated. Discussion began before COVID, but people with special

needs have been hard hit since COVID – even more important now. Nick asked members to recommend speakers.

11. Any other business (15 min)

Elections: This is election year. Tonia - Many IFLA positions up for election including president-elect, first time for treasurer election, important role. New structure with the new regional council and its chair will be an ex-officio member as well the chair of the PC. Other seats for IFLA GB members. Most important election as first under new structure. Smaller, more flexible and hopefully more engaged with members. UN structure of the planet for the regional divisions. Tonia is running for president-elect. Election starts March 1st.

And many new seats opening on our committee, as members are completing their second terms. This includes our secretary Leslie. Other members coming up for re-election having completed their first term. Members cycling off can still be observers. Nominations must come from M&M institutional members. Anya encouraged members to spread the work to find new engaged members – especially for those from countries not already represented. M&M member have fun doing serious work. Leslie, Ruth, Cindy cycling off. August meetings: Current and incoming members attend the first meeting and new current members and out-going attend second meeting. The Chair and Secretary are elected by the returning and in-coming members.

Anya reminded members that we are having informal networking meetings tomorrow. She hopes that all received their invitations. It would be great to see as many members as possible. Bring a small thing to introduce ourselves on a more personal level. If anyone is interested in our work, email Anya or other members of the Section to discuss or ask questions. Networking meetings in March, with those interested in joining our committee, dates to be set in the next week.

Jeannie – Burnout session. Check in with Ray Pun and the session has been put on pause so that it can be done in person.

Nick – Can members that finish go to another section? Anya confirmed that they could.

Stephen, thanks Anya for all her work and taking us through this trying time. Antoine echoed Stephen's thanks and thanked Leslie and Jeremiah. Anya, encouraged all of us to applaud ourselves

12. Closing of meeting

Anya confirmed that we will likely need a meeting before August, as we receive updates from GB, PC and IFLA HQ. We will keep touch. Tonia thanked Anya for the great meeting and for allowing her to attend the meeting and wished everyone to take care and stay healthy Meeting adjourned at 17:09 CET.

M&M Standing Committee members

Officers

Anya Feltreuter, Sweden (first term 2017-2021), Chair anya.feltreuter@mjolby.se

Leslie Weir, Canada (second term 2017-2021), Secretary leslie.weir@canada.ca

Jeremiah Walter, USA (first term 2019-2023), Information Coordinator JWalter@ppld.org

Chair, Jury, International Marketing Award

Antoine Torens-Montebello, France (first term) antoine.torrens@mairie-compiegne.fr

Members 2017-2021

Cindy Hill, USA (second term)

Ruth Ornholt, Norway (second term) Ruth.Ornholt@hfk.no

Barbara Schleihagen, Germany (first term) Schleihagen@bibliotheksverband.de

Members, 2019-2023

Azenath Ateka, Kenya (first term) aateka@usiu.ac.ke

Dilara Begum, Bangladesh (first term) dilara.lab@gmail.com

Jeannie Bail, Canada (first term) jbail@unb.ca

Alberta Comer, USA (first term) Alberta.Comer@utah.edu

Renaldas Gudauskas, Lithuania (second term) Renaldas.Gudauskas@lnb.lt

Nie Hua, China (second term) hnie@lib.pku.edu.cn

Catharina Isberg, Sweden (first term) Catharina.Isberg@helsingborg.se

Bonnie Mager, New Zealand (first term) bonnie@ilibrary.co.nz

Josephine Siegrist, Switzerland (first term) joe.siegrist@sohoconsult.ch

Antoine Torens-Montebello, France (first term) antoine.torrens@mairie-compiegne.fr

Stephen Woods, USA (first term) swoods@psu.edu

Vera Keown, Canada (first term) Vera Keown Vera.Keown@umanitoba.ca

Nick Boxem, the Netherlands (first term) n.boxem@uva.nl

Corresponding members, 2019 - 2021

Nafisah Ahmad, Malaysia (first term) nafisahahmad96@gmail.com

Maria Anastasia, Gkoutsidou, Greece (first term) mgoutsidou@gmail.com

Consultants, 2019 - 2021

Christie Koontz, USA (first term) ckoontz@fsu.edu

Working Groups 2020-2021

Information-team

Lead: Jeremiah Walters, Information Coordinator

Members: Azenath Ateka, Nie Hua, Nick Boxem, Stephen Woods

Marketing Award Jury

Lead: Antoine Torens-Montebello, Jury Chair

Members: Cindy Hill, Leslie Weir, Ruth Ornholt, Nie Hua, Antoine Torens-Montebello, Bonnie Mager

Coaching initiative (co-ordinated by convenor Ewa Stenberg, CPDWL)

Lead M&M: Vera Keown

Members: Barbara Schleihagen

Management Skills Building Working group (coordinate webinars with CPDWL and NPSIG)

Lead: Anya Feltreuter

Members: Catharina Isberg, Josephine Siegrist, Antoine Torrens-Montebello, Dilara Begum

Session on burnout Dublin 2021 (together with CPDWL)

Lead: Stephen Woods, Jeannie Bail

Session on storytelling Design Thinking (midyear meeting)

Lead: Christie Koontz

Members: Ruth Ornholt, Jeremiah Walter

Satellite Amsterdam 2021 (together with Library Services for People with Special Needs)

Lead: Anya Feltreuter

Members: Nick Boxem, Alberta Comer