



IFLA Management & Marketing Section

<http://www.ifla.org/VII/s34/index.htm>

ANNUAL REPORT 2005

This annual report covers the period from January to December 2005.

Membership

The section has 177 members (September 2005), with 15 more than the previous year.

There were 20 Standing Committee members, - 19 after Sergey Kazantsev left IFLA and the section - and 9 corresponding and other members. 3 new SC-members are elected for 2005 – 2009, and 2 serve their second term from 2005 – 2009.

Standing Committee members from August 2005

New officers elected at the Sc-meeting August 13th in Oslo:

Ms Àngels Massísimo - 2009 Spain Chair

Ms Trine Kolderup Flaten -2007 Norway Secretary & Treasurer

Steffen Wawra –2007 Germany Information Co-ordinator

Yawo Assigbley - 2007 Ghana

Ms Gunilla Lilie Bauer – 2007 Sweden

Novella Castagnoli –2007 Italy

Thierry Giappiconi -2007* France

Dinesh K. Gupta – 2007 India

Børge Hofset –2009 Norge

Sergey Kazantsev –2007 Russian Federation**

Madeleine Lefebvre – 2009 Canada

Ms Daisy McAdam –2009* Switzerland

Qihao Miao –2007 China

Perry Moree –2007* The Netherlands

James L. Mullins –2007 United States

Rob Pronk –2007 The Netherlands

Jalel Rouissi -2007 Tunisia

Ms Natalia Santucci 2007* Italy

Ms Barbara Schneider-Kempf-07 Germany

Ms Sheila Webber –2009* United Kingdom

*= second term

** He announced by October -05 that he withdraw from IFLA as he no longer worked with libraries.

Corresponding and other members (9)

Fummi Akhigbe, Nigeria

Ms Selma Aslan, Turkey

Ms Lourdes Feria, Mexico

Péter Hegedûs, Hungary

Luis Herrera, Argentina

Ms Christie Koontz, United States

Masaya Takayawa, Japan (resigned end of August 2005)

Former chairs:

Réjean Savard *, Canada

Marielle de Miribel, France

Mid-Year Standing Committee Meetings on March 11 and 12 in London.

The meetings were organized by Sheila Webber. 7 SC-members were present. Important items on the agenda were brainstorming on IFLA membership benefits and recruitment, and the section's pre-conferences and programmes in 2005 and 2006.

Standing Committee Meeting August 13th in Oslo

12 SC-members were present, two corresponding and other members, including the outgoing chair, and 10 observer. Special guests: Claudia Lux, Jie Yin Feng who represented SC-member Qihao Maio.

New Officers were elected.

Standing Committee Meeting August 19th in Oslo

13 Sc-members were present, two other members and 7 observers.

Coordinating Board Meeting for Division VI

The present chair attended the meeting on August 12th, and the new chair and Secretary attended the later meetings during WLIC in Oslo.

The Section's information work

The secretary Perry Moree had prepared specially designed M&M Oslo 2005 T-shirts to hand out in order to promote our section.

A quickly produced leaflet for distribution purposes during the WLIC-conference in 2005 were also made.

New Section leaflet, Newsletter and website have to be given priority.

Professional activities

IFLA International Marketing Award

After the Buenos Aires conference in 2004, there has been no sponsor money and no activity. Members of the jury succeeded in finding a new sponsor, and the work continues.

Call for new contributions for the Award is prepared, with deadline January 15th 2006.

In the meeting August 19th 2005 in Oslo the Committee

- * agreed on the title IFLA INTERNATIONAL MARKETING AWARD sponsored by SIRSI DYNIX

- * decided to maintain the five IFLA working languages (English, French, German, Russian and Spanish)

- * assigned a Spanish-speaking member to the Jury (to be confirmed) in order also to represent Latin-America.

- * approved the time schedule: announcements in 5 languages by September 15 and deadline November 30

- * followed Jim Mullins' suggestion to limit the duration of service on the Jury: this will be discussed at the mid-year meeting in Munich

- * takes note that each member of the Jury has to formally agree to serve as a member of the Jury

The 6 members of the new jury are: Daisy McAdam, Christie Koontz, Dinesh Gupta, José Gomez, Natalia Santucci and Mariétou Diop.

Pre-conference in Bergen, Norway, August 9th – 11th 2005: “Management, marketing, evaluation and promotion of library services, based on statistics, analysis and evaluation in your own library”

The Satellite pre-conference in Bergen, organised by the M&M Section (cosponsors: Public Libraries Section and Library Theory and Research Section) was a success.

The members of the evaluating committee had been appointed by: Management & Marketing Section: Daisy McAdam, Àngels Massísimo, Christie Koontz, for Library Theory and Research Section: Ragnar Audunson and Beverly Lynch, for Public Library Section: Torny Kjekstad and Gunilla Konradsson. Coordinator: Trine Kolderup Flaten.

More than 50 papers by 63 authors were received for evaluation. 40 papers were accepted. Finally 31 presentations were given at the conference in Bergen, by 38 authors from 4 continents and 14 different countries.

73 participants from 5 continents and 17 different countries took part in the conference.

Local co-sponsors for the arrangements in Bergen were: University Library of Bergen, Bergen University College and Hordaland County Library.

The problem with the simultaneous translation had to be solved by distributing hand-outs. The proceedings will be published in the IFLA series.

After the conference a special tour was arranged in order to bring participants to the IFLA congress in Oslo.

The joint programme at WLIC in Oslo “Information Literacy: a voyage of discovery for citizens and librarians” with Information Literacy Section.

There were about 135 people in the first session "Information literacy: a voyage of discovery for citizens", in which we had three papers each from a different country: from Munoo & Choh (Singapore), Chagari (India) and Bunke (Germany). In the second session, "Information literacy: a voyage of discovery for librarians" the first part, with a presentation from Sheila Webber on marketing research and information literacy, attracted about 90 people. The workshop itself had about 40 participants.

Pre-conference Shanghai, China, August 16 – 17 2006

Organized by IFLA M&M Section and Shanghai Pudong New Area Government Jim Mullins, chair of the scientific committee, assisted by Àngels Massísimo, Réjean Savard and Dinesh Gupta, and Quihao Miao as organizer, represent the M&M Section. Call for paper with deadline for abstracts: January 15th–06.

Programme at the Seoul WLIC 2006

Christie Koontz is chairing the programme committee, with Gunilla Lilie Bauer, Dinesh Gupta and Àngels Massísimo. Call for paper with deadline for abstracts: January 15th–06.

Pre-conference in Dakar 2007

Réjean Savard has done preparatory work, including Call for paper for the programme.

Programme at the Durban WLIC 2007

Réjean Savard has been in charge of some preparatory work.

Publications

Ifla Publications Series 115: Papers from the Satellite meeting in Geneva, Switzerland 2003 “Teaching management and marketing online for librarians”. Editor: Daisy McAdam.

Published summer 2005.

Ifla Publication Series 117: Papers from the Satellite meeting in Sao Paulo, Brazil 2004: "The virtual customer". Editors: Sueli Mara Ferreira and Réjean Savard. Published autumn 2005.

Publications in progress – to be launched in 2006:

Dinesh K.Gupta: Review of Marketing Library and Information Services: International Perspectives. To be published in IFLA Series early 2006. Editors: Dinesh K. Gupta, Christie Koontz, Àngels Massísimo, Réjean Savard. This project was started in Berlin 2003.

Papers from the satellite meeting in Bergen, Norway August 2005: "Management, marketing, evaluation and promoting of library services, based on statistics, analysis and evaluation in your own library". To be published in IFLA Green Series 2006. Editor: Trine Kolderup Flaten

New projects

6. Membership recruitment – Tasks for M&M section.

M&M section was asked to look into this and report the first results to the Professional Committee (PC) before their December meeting. Final conclusions have to be sent to IFLA HQ before WLIC in Seoul.

Persons for this task appointed: Àngels Massisimo, leader of the group, Christie Koontz, Steffen Wawra, Marielle de Miribel, Sheila Webber, Daisy McAdam and Gunilla Bauer. Réjean Savard acts as a link to the Governing Board.

Financial reports

Reports were given by the secretary/treasurer March 11th at the SC-meeting in London and at the SC-meeting August 13th in Oslo.

The total amount on the M&M bank account is E834,61, as was received from the former treasurer Christina Tovote. From this amount Euro 270,02 was paid for the M&M T-shirts 2005, therefore a balance remains of Euro 564,59. This amount has recently been transferred to the central IFLA account. The KB (National Library of the Netherlands) has reserved an additional amount of Euro 815,- to cover an outstanding amount of Euro 100,- to IFLA (still to be verified) and Euro 715,- for a new leaflet or other promo material."

The total amount on the M&M bank account is €1.549,61. From our former treasurer Christina Tovote an amount of €834,61 was received. There is an outstanding amount to IFLA of €100,-- and for the year 2005 €815,-- was added. This last amount is the administrative funds for a section with 151-200 members (on September 14, 2004 our section had 162 members).

The new treasurer has opened a bank account. Since August there have been neither income nor expenditure for the Section. The balance here is 0 by the end of year 2005.

(With corrections after mid-year-meeting February 24-25 2006)

Bergen, March 2006

Trine Kolderup Flaten
Secretary/treasurer