



IFLA Management & marketing Section

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

ANNUAL REPORT 2006

This annual report covers the period from January to December 2006.

Membership

The section has 177 members, which is the same as previous year.

There were 19 Standing Committee members, and 4 corresponding and other members.

3 new SC-members are elected for 2005 –2009, and 2 serve their second period from 2005 – 2009.

Standing Committee members from August 2005

Àngels Massísimo - 2009 Spain, Chair

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

Madeleine Lefebvre - 2009 Canada

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

Corresponding and other members

Christie Koontz, United States

Sueli Mara Ferreira

Former chairs:

Réjean Savard *, Canada

Marielle de Miribel, France

Mid-Year Standing Committee Meeting on February 24 – 25th in Munich

The meeting was organized by Steffen Wawra, and took place in Bavarian State Library in Munich. 12 SC-members and 3 observers were present.

Important items on the agenda were International Marketing Award, Strategic plan 2006 - 07 and planning for the section's pre-conferences and programmes in 2006 and 2007 - 2008.

Standing Committee Meetings in Seoul:

August 19: 10 SC members, two corresponding members and 5 observers were present, among them: Réjean Savard and Reinhard Altenhöner for the Dakar pre-conference.

August 25: 8 SC members were present, and 4 observers.

Important items were programme planning for future conferences, projects, cooperation with other sections. Two themes brought up by IFLA got much attention: 1) The president-elect Claudia Lux' brainstorming session on "Libraries on the Agenda" and 2) GB's review of Sections and the suggestions for change in IFLA's professional organization, discussed in an open programme for all sections SC members.

Whether or not to have pre-conferences each year, were also debated, in connection with Quebec planning.

The Chair and Secretary attended the meetings in Division VII and the meeting with the treasurer. The information Officer attended the meeting for Information Officers.

Cooperation with other sections and groups:

Metropolitan Libraries Section approached M&M for cooperation on programme for Durban, giving 1 of their programme hours for the purpose. At the end of the year IFLA HQ granted an extra hour. Thus a 4 hours session is to our disposal.

The chair of Academic and Research Libraries Section, Sue Mc Knight, invited M&M to cooperate with her section – without M&M giving in time – on a 2-hour session for Durban on "Promotional and marketing Strategies for outreach to customers".

Invited by Judith J. Field and Irene Wormell, chair and secretary met, together with representatives from several other sections, with Knowledge Management Section in Seoul. They wanted to discuss policy and to explore grounds for co-operation on future activities.

PROFESSIONAL ACTIVITIES

IFLA International Marketing Award

Daisy McAdam reported.

First place was awarded to Cindy van Kranenburg from the public library of Spijkenisse, near Rotterdam, The Netherlands, for a marketing campaign for attracting patrons not longer using the library – with the slogan "We miss you". Second place was awarded to Suzanne Payette, Quebec for a topical and unique marketing campaign/promotional material for the Public Libraries of Quebec, Canada: "Follow the stream". Third place winner was Óscar Arroyo Ortega, from Regional Library Service of Castilla-La Mancha, Spain for a travelling exhibition on modern library services "Public Libraries: No need to knock!"

The winners were presented at the IFLA Press conference in Seoul on Tuesday morning August 22 by Stephen Abram, vice president of innovation at SIRSIDynix. The winners of first and second place were present.

SIRSIDynix has agreed to sponsor one other year (2007). After that one don't know.

Poster Session on the "IFLA International Marketing Award: Dinesh K. Gupta had made a colourful poster, a leaflet, bookmark, pens and banner in order to promote the award.

Members of the Award jury are: Daisy McAdam, Switzerland, Chair, Christie Koontz, USA, Dinesh K. Gupta, India, Mariétou Diop, Senegal, José Antonio Gómez, Spain. Members of the jury who have not been active lately are Natalia Santucci and Sergey Kazantsev, the last one retired from the SC before 2006.

Pre-conference in Shanghai, China

The pre-conference in Shanghai, China, August 15th and 16th, 2006 on “Library Management and marketing in a multicultural world”, were organized by Qhiao Miao, and - for the programme work - Jim Mullins. A Call for papers resulted in many interesting abstracts, and the evaluating committee (Jim Mullins, Quihao Miao, Àngels Massísimo, Dinesh K. Gupta, Jie Yin Feng) chose 28 papers.

42 attendees took part in this successful conference, with good papers and discussions and very nice and interesting social programme. The opening of the pre-conference included several Welcome- and Keynote-speakers, among them President Elect Claudia Lux, M&M Chair Àngels Massísimo and Dinesh K. Gupta.

There were some minor problems with translation and communication during the conference, as the language was decided to be mainly English, except for keynotes, which were also translated into Chinese.

M&M’s Open Programme at WLIC in Seoul on Wednesday August 23d 10.45 – 12.45

Gunilla Lilie Bauer and Christie Koontz had been in charge of the Call for Papers, evaluating and organizing, and they had done a very good job. The SC were content with the outcome of the programme. 360 attended, and there were simultaneous translations and good papers. One speaker, Prof. Malhan from India, did not turn up, and that gave room for long introductory speeches from the organizers. The SC discussed whether there should be such long introductory speeches – and some wanted IFLA’s guidelines for programmes to be followed, others liked to have introductory speeches.

SC agreed on recommending Hisamichi Yamazaki’s paper for IFLA Journal.

Satellite meeting in work for 2007

”Managing technologies and library automated systems in developing countries: open source VS commercial options”, Dakar, Senegal, August 14-16, 2007. Local organizer: University of Senegal. For the programme, financing etc. Madeleine Lefebvre is chosen as Management & Marketing’s representative. Other members: Réjean Savard, Reinhard Altenhöner (Information Technology Section) and representative from Africa Section. Each section has a member on the scientific committee for the Call for Paper.

Conference programme, Durban 2007

A joint 4-hours session with Metropolitan Libraries section represented by Liv Sæteren and Barbara Clubb and M&M with Christie Koontz and Trine Kolderup Flaten on “Libraries – crucial institutions in a complex society. Increasing the library’s appeal and value to users, and overcoming barriers to access”. Call for Paper with deadline January 15th 2007.

Publications

“Marketing Library and Information Services: International Perspectives”, (Isbn 3-598-44019-7) edited by Dinesh K. Gupta together with Christie Koontz, Àngels Massísimo and Réjean Savard, was launched at the Mid-year meeting in Munich in February. The book has during the year become one of IFLA bestselling titles!

This publication had been organized as a project, and had been given Euro 1.600 from 2004 - 2006. (see: Financial Report).

“Management, Marketing and Promotion of Library Services, based on Statistics, Analyses and Evaluation” (Papers from the satellite meeting in Bergen, Norway 2005) was launched in July in IFLA Green Series 120/121, 2006 Isbn 3-598-21848-6. Editor: Trine Kolderup Flaten.

Proceedings from the satellite meeting in Shanghai August 2006 “Library Management and marketing in a multicultural world”, will be published as a volume in IFLA/Saur series, with Jim Mullins acting as editor.

Information and marketing

Both a newsletter in English and nice leaflets in English, Spanish and French were made by Steffen Wawra and his team before WLIC in Seoul.

Projects

“IFLA Membership recruitment”-Working Group

The working group was established formally in Oslo after the section had been asked to assist the Professional Committee on this item. Members were Àngels Massísimo, leader of the group, Christie Koontz, Steffen Wawra, Marielle de Miribel, Sheila Webber, Daisy McAdam and Gunilla Lilie Bauer. Réjean Savard would act as a link to the Governing Board.

At the Mid-year meeting in Munich, Steffen Wawra presented the group’s document/report “IFLA Membership Recruitment – Leading The Charge”, where both Membership Recruitment Process, Action Plan for Recruitment, Definition of Benefits of Membership, Materials for Recruiting, etc. were systematically described.

The document was sent to IFLA HQ/Professional Committee (PC) in spring. The Governing Board/Professional Committee has not confirmed whether this project should continue or not, and the M&M group has not done any further work on it.

MatPromo

The project is at a pilot phase. The image database of library promotion tools from all over the world was approved and financed as one of the section’s projects in 2002 – 2003. A second phase for developing the database with much more material was approved by the section and Division in Seoul, and later granted Euro 2.000 for 2007 and 1.000 for 2008, for financing the digitisation work and portal design. MatPromo is hosted for free at University of Barcelona.

Bibliography on marketing

A plan for a bibliography on marketing was proposed by Dinesh. The SC found this very interesting, but did not want the bibliography published as a book, only as an ongoing project on the web, “Wiki”-based, with contributions from all over.

The work on Marketing curriculum, initiated by Sheila Webber, include Dinesh K. Gupta.

Financial reports

Administrative funds: According to the new system: The Section’s expenditure – up to the limit for the granted administrative funds: Euro 815,- will be paid by IFLA HQ. For 2006 the Section has been allowed to spend more, and the whole payment for production of leaflet was covered, in all Euro 946,79. Administrative Funds will be granted for 2007.

The account for DineshK Gupta’s book project on “Marketing Library and Information Services: International Perspectives. The amount of 1600 Euro was received for this. The money are well spent, mostly on translations, editorial work/lay-out. Promotion material for the book was also covered by the project money, and some material for the Award too.

Àngels Massísimo
Chair

Trine Kolderup Flaten
Secretary/treasurer