



IFLA Management & Marketing Section

Annual Report 2007

This annual report covers the period from January to December 2007.

Membership

The section has 166 members, which is 11 members less than the previous year.

There were 19 Standing Committee members and 4 corresponding and other members up to the end of the 2005-2007-term, which ended at WLIC in Durban August 2007.

For the new period 9 members left the Standing Committee, and 10 new had been elected for a 4-years term, among them the section's former chair Réjean Savard and corresponding member Christie Koontz. There were 4 corresponding members, 1 remaining from 2006, and 3 elected at the Durban SC meeting.

Standing Committee members from August 2005 – August 2007

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, Brazil

Former chairs:

Réjean Savard *, Canada

Marielle de Miribel, France

Standing Committee members from August 2007:

Gunilla Lilie Bauer – 2011* Sweden

Raymond Berard –2011 France

Trine Kolderup Flaten –2011* Norway
Dinesh K. Gupta – 2011* India
Børge Hofset – 2009 Norge
Päivi Kytömäki – 2011 Finland
Madeleine Lefebvre - 2009 Canada
Daisy McAdam –2009* Switzerland
Àngels Massísimo - 2009 Spain
James L. Mullins –2011* United States
Lena Olsson – 2011 Sweden
Hannelore Rader – 2011 United States
Christie M Koontz – 2011 United States
Réjean Savard – 2011 Canada
Grace Saw – 2011 Australia
Fang Shu – 2011 China
Steffen Wawra –2011* Germany
Ms Sheila Webber -2009* United Kingdom
Ruth Wuest – 2011 Switzerland
Ludmila Zaytseva – 2011 Russia
*= second term

Corresponding and other members

Sueli Mara Ferreira, Brazil
Perry Moree, Netherlands (approved at the Durban SC meeting)
Florence Muet, Switzerland (approved at the Durban SC meeting)
Antonia Arahova, Greece (approved at the Durban SC meeting)

Mid-Year Standing Committee Meeting on February 23th – 24th in Geneva, Switzerland

The meeting was very well organized by Daisy McAdam, and took place in the Uni Mail Building, University of Geneva. 8 SC-members, 1 corresponding member and 2 observers were present.

Important items on the agenda were International Marketing Award for 2007, last details of the section's pre-conferences and programmes in 2007 and planning for these activities in 2008 - 2009.

The Jury for the International Marketing Award had their meeting the previous day.

Standing Committee Meetings in Durban, South Africa

August 18th:

14 SC members, 1 corresponding member and 7 observers were present.

Apologies for absence due to illness in her family, were received from Àngels Massísimo.

In the Chair's absence, Secretary Trine Kolderup Flaten took the Chair, and Christie Koontz acted as Secretary.

August 24th:

12 SC members, 1 corresponding member and 8 observers were present.

Trine Kolderup Flaten acted as Chair and Madeleine Lefebvre as Secretary.

Important items were: Elections, The International Marketing Award, revision of Strategic Plan for 2007 -2009, programme planning for the WLIC in Quebec and for the two preconferences co-sponsored by M&M.

The acting Chair attended the meetings in Division VI. Trine Kolderup Flaten was elected new chair for the Division.

The new elected Information Officer attended the meetings for Information Officers.

Elections of Section's Chair, Secretary and Information officer

Børge Hofset was asked by the acting chair to conduct the elections.

Angels Massísimo was re-elected chair 2007-2009

Trine Kolderup Flaten was re-elected secretary 2007-2009

Christie Koontz was elected Information Officer 2007-2009.

Steffen Wawra , Grace Saw, Madeline Lefevbre and Dinesh K. Gupta have volunteered for the Information team, and were appointed.

New Award Jury Members:

Ludmila Zaytseva, Russia

Lena Olsson, Sweden

Cooperation with other sections and groups

Statistics and Evaluation Section and Theory and Research Section are co-sponsoring M&M's open Conference programme for Quebec 2008. Theory and Research would like M&M to sponsor their programme on the topic "Library as place".

Pre-conference before Milan 2009: Discussion at the SC meeting in August ensued on a joint pre-conference for Milan with Theory and Research Section, who want to pursue the topic of "Library as Place" over two conferences (Quebec and Milan), focusing on the theoretical and the practical/evaluative.

The following offered to work on this project: Réjean Savard, Hannelore Rader, Ruth Wuest, Paivi Kytomäki and Jim Mullins. Theory and Research Section would find a venue.

Chair of the Management of Library Associations, Sinikka Sipilä, expressed interest in cooperation with M&M in recruitment and advocacy initiatives.

The chair of Academic and Research Libraries Section, Sue Mc Knight, invited again M&M to cooperate with her section on a 2-hour session for Quebec.

PROFESSIONAL ACTIVITIES

IFLA International Marketing Award

Chair of the jury is Daisy McAdam. The winner for 2007, Olga Einasto from Tartu University in Estonia, attended WLIC in Durban, and she was presented at the IFLA press conference at WLIC. This Award ceremony went very well.

Over the five years, the award has had 145 applicants from 39 countries.

After 2007, SirsiDynix is not sponsoring anymore, as it was bought out by a financial company and resource distribution is changing. The jury works with possible new sponsors. Language translations remain a problem. The SC considered the best method would be to have jury members to translate.

During the Durban SC meeting two new members were added to the Committee: Ludmila Zaytseva (Russia) and Lena Olsson (Sweden). In addition Nadia Temmar, Algeria, has

offered to translate proposals received in Arabic. These additions widen the capability of the committee to accept applications in most IFLA official languages.

The members of the Award jury are: Daisy McAdam, Switzerland, Chair, Christie Koontz, USA, communication and award diffusion responsible, Dinesh K. Gupta, India, Mariétou Diop, Senegal, José Antonio Gómez, Spain, Ludmila Zaytseva, Russia and Lena Olsson, Sweden.

Preconference at Dakar

The preconference in Dakar on "Managing technologies and library automated systems in developing countries: Open source vs. Commercial Options", co-sponsored by Information Technology Section and Africa Section, was held from August 14th-16th. Réjean Savard, representing M&M section, did a great job in this joint event which gathered around 100 attendees. Papers will be edited and published around the first of 2008. The conference was a great success with initial few resources, and was in French and English.

M&M's two open Programmes at WLIC in Durban

Both programmes were very well received and gathered large audiences.

Programme August 21st in the morning on "Libraries in the spotlight: Effective marketing and promotional strategies" in cooperation with Academic and Research Libraries Section. Steffen Wawra represented M&M section in this very well visited 2-hours session. Three papers were presented, entertaining and interesting presentations, though opinions about one of the most spectacular presentations differed widely. A large audience, 550 persons, attended this session.

Programme August 21st in the afternoon on "Libraries – crucial institutions in a complex society. Increasing the library's appeal and value to users, and overcoming barriers to access". A joint 4-hours session with Metropolitan Libraries section (Liv Sæteren and Barbara Clubb) and M&M (Christie Koontz and Trine Kolderup Flaten). 6 speakers and a panel discussion gathered 350 attendees in the first session, and ended with 89 towards the evening. Speakers were geographically diverse and the topics were lively and interesting.

Satellite meetings in work for 2008

Pre-conference in Montreal 2008

M&M Section is a sponsor for this preconference organized by Public Libraries Section, Libraries for Children and Young Adults Section and Les Bibliothèques publiques du Québec, chaired by Suzanne Payette. The theme is "Navigating with youth - In these days of technology, how can public libraries attract and keep their young clientele?" The conference will be held in Montreal August 5-7. Christie Koontz represents M&M in the programme committee.

Open Conference program for Quebec 2008

M&M initiated the programme "Managing Libraries in a Changing Environment, Legal, Technical and Organizational Aspects."

Jim Mullins and Madeleine Lefebvre co-chair the program committee. Statistics and Evaluation Section will co-sponsor. Theory and Research Section will join, too, and would like to have M&M to sponsor their programme on the topic "library as place". Assistance in reviewing the proposals was volunteered by Raymond Berard, Daisy McAdam, Dinesh K. Gupta, and Ruth Wuest.

Open programme with Academic and Research Libraries Section

The chair, Sue McKnight applied by November 1st, and were granted, an extra timeslot for a joint programme on the theme: "Public-Private Partnerships", with Management & Marketing Section.

Publications

Shanghai Pre-conference Proceedings: *Library Management and Marketing in a Multicultural World*, IFLA/Saur Publications 125. Editor: Jim Mullins. He had done a very good job. The book has been well advertised after the WLIC in Durban.

The Information Officer Steffen Wawra had produced a nice newsletter in July (English) and updated and copied the M&M leaflets in several IFLA languages.

Mailing lists of the M&M Section

The IFLA-MM-list, which is open to everyone subscribing to the list, has until February 2008 179 subscribers. It is not often used but there are no technical visible problems with the list. There is also a list for the SC: IFLA-MMSC. Both lists are administered by Gunilla Lilie Bauer, Sweden, member of the information team since 2005.

Projects

"IFLA Membership recruitment"-Working Group

The Membership Toolkit was prepared for IFLA HQ and presented by Steffen Wawra at Mid Year Meeting in Munich 2006. Governing Board now seems to be satisfied with current toolkit – and for M&M Section no further action will be taken on this toolkit by now.

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. MatPromo is hosted for free at University of Barcelona's web-site.

A second phase for developing the database with much more material was approved in 2006 by the section and later received Project Money. As the circumstances have not allowed the planned progress, the project is now put off for a shorter period.

Bibliography on marketing

A plan for a bibliography on marketing has been proposed by Dinesh K. Gupta last year. The SC found it very interesting, but wanted to have it as a Wiki"-based one, as soon as IFLANET is relaunched. No further work on this has been done in 2007.

The Marketing curriculum, initiated by Sheila Webber in 2006, includes 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 2007 there has been no expenditure at all, as the whole payment for production of Newsletter and leaflets was generously covered by Passau University.

In October the former secretary of the Section returned Euro 564,59, due to the section from previous years and kept in The National Library of Netherland, to the IFLA HQ.

Barcelona/Bergen February 2008

Àngels Massísimo
Chair

Trine Kolderup Flaten
Secretary/Treasurer