

IFLA Management & Marketing Section

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



Standing Committee meeting

August 19th and 25th 2006, Seoul, South-Korea

Venue: COEX Congress center

MINUTES

August 19 -25th 2006

Present:

SC-members and corresponding members: Àngels Massísimo, Spain, Trine Kolderup Flaten, Norway, Steffen Wawra, Germany, Gunilla Lilie Bauer, Sweden, Perry Moree, The Netherlands, Daisy McAdam, Switzerland, Dinesh K. Gupta, India, Christie Koontz, United States, Madeleine Lefebvre, Canada, James Mullins, USA, Børge Hofset, Norway.

Observers:

Rejean Savard, Governing Board, Reinard Altenhöner, Information Technology Section, Sharon Karasmanis, La Trobe University Library, Australia, s.karasmanis@latrobe.edu.au
Xuemao (Shimo) Wang, John Hopkins University, USA, xmw@jhu.edu
Carol Lee Anderson, University Albany, SUNY USA, canderson@uamail.albany.edu
Dan Butcher, Canadian Library Association, Canada, dbutcher@cla.ca

Agenda:

1. Opening and confirmation of agenda
2. Apologies for absence
3. Minutes of the midyear meeting in Munich, February 24-25, 2006 (approved)
4.
 - a. Information from the Coordinating Board by M&M's Chair and Secretary
 - b. IFLA Strategic Plan 2006-09,
 - c. M&M Strategic Plan 2006-07
 - d. Marketing IFLA Report,
 - e. Membership
5. Information Officer's report
 - a. Section Leaflet,
 - b. Newsletter,
 - c. Web,
 - d. Discussion lists
 - e. Report on the Information Coordinator Meeting
6. Marketing Award, by Daisy McAdam, Christie Koontz, Dinesh K. Gupta
Sponsor, New announcement, Poster session, Promotional material
7. Financial report
8. Report on the pre-conference in Shanghai, China, August 15th and 16th, 2006: "Library Management and marketing in a multicultural world", by Jim Mullins, Qhiao Miao (Publication as IFLA green series volume)
9. Programme for WLIC in Seoul:
"Strategic planning tools for the tomorrow people: Library and information professionals of the 21st century", Wednesday, August 23th, at 10.45 - 12.45, by Christie Koontz, Gunilla Lilie Bauer
- 10 Other relevant sessions and meetings

11. Satellite meeting, 2007: "Managing technologies and library automated systems in developing countries: open source VS commercial options" (Dakar, Senegal, 14-16 August 2007, by Réjean Savard.
12. Programme for Durban 2007: proposals and decision (see minutes from MYM in Munich)
13. Proposals for Québec 2008 (see minutes from MYM in Munich)
14. Section Projects: proposals and decision (see minutes from MYM in Munich)
15. Any other business

1. Opening and confirmation of agenda

The agenda was approved. Point 11 to be discussed when Réjean Savard and Reinard Altenhöner were present.

2. Apologies for absence

Apologies for absence were received from Qhiao Miao, Yawo Assigbley, Natalia Santucci and Sheila Webber. These SC-members were not attending: Novella Castagnoli, Barbara Schneider-Kempf, Thierry Giappiconi, Natalia Santucci, Rob Pronk and Jalel Rouissi.

3. Minutes from the midyear meeting in Munich, February 24-25, 2006

Minutes from Midyear-meeting in Munich were approved.

For the minutes from the SC-meetings in Seoul this procedure will be applied: The minutes, set up by the secretary and approved by the chair, will be sent to three appointed members of the SC: Daisy McAdam, Madeleine Lefevbre and Gunilla Lilie Bauer for final approval and signing.

4.a. Information from the Coordinating Board, by M&M's Chair and Secretary

Àngels Massísimo reported from the Division VI meeting Friday, August 18. Practical information regarding the Seoul-conference was passed on. News: FAIFE will be moved to Haag; more regional Offices are needed, one for the Arab-speaking area and one in Russia. Division chair, Nancy Gwinn, informed the Officers about the hearing, Sunday Aug. 20 on the theme "IFLA's Professional Organization: Suggestions for Change" and hoped that as many from the Sections Standing Committees would attend the hearing and take part in the discussions.

4.b. IFLA Strategic Plan 2006-09

A draft had been distributed, for comments. Àngels had sent a written comment.

A final version of the plan would appear in IFLA Express Wednesday August 16th.

4. c. M&M Strategic Plan 2006-07

Àngels summarized point by point what had been done, and what still had to be done.

Point 3.4 "To coordinate the translation of the Marketing Glossary to every IFLA language in 2006-07" had to be changed to 2008 – 2009, as Christie would like to update the material before translation was done.

Point 4.1: At least two new members from the Bergen pre-conference 2005 had joined our section.

4. d Marketing IFLA Report

Réjean suggested that the chair should send a letter to the President and Governing Board about M&M's document on recruitment (done by the working group lead by Steffen, ref. Minutes point 8 from MYM in Munich February 2006).

SC agreed. The letter should point out that this was not meant as a final document, and the underlying question should be: Shall we continue with this work?

A follow up could be an informal contact to Claudia Lux.

5. Information Officer's report

5.a Section's Leaflet. Steffen brought the new leaflet, in English, French and Spanish versions. Praise for the work done, and for an elegant lay-out. It was decided to keep the leaflet during two years and then review it and eventually produce an updated one.

5.b Newsletter. A newsletter (17 colourful pages) was ready just in time for the Seoul Conference. Praise to Steffen for this good work. Next newsletter will come in November.

5.c Web. The website is not yet ready, but will come later, after IFLANET re-launch.

5.d Discussion lists. In June/July two discussion lists were launched, organized by Gunilla: one for the Section's Standing Committee members only, and one for all Section's members. The last one had 70 subscribers after two weeks.

5.e report on the Information Coordinator Meeting: see SC-meeting August 25th.

6. Marketing Award

Daisy reported. (This year's winners – see Minutes from MYM in Munich, point 5.

At the IFLA Press conference on Tuesday 22 August at 10.45 –12.45, Stephen Abram, vice president of innovation at SIRSIDynix, will present this year's winners.

The winner has got travel expenses and accommodation covered, and will be there to receive the award.

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

New announcement is ready – in English, French and Spanish.

Poster Session: Dinesh has made a colourful poster, leaflet/information-sheet, bookmark, pens and banner in order to promote the award. Warm thanks to Dinesh for his work.

Christie is writing an article on the award work, it will be distributed to the Section after two months for copyright reasons.

For next year: Hopefully an updated poster for the award can be made – and shown in the IFLA Corner.

7. Financial report

- 1) Administrative funds: Trine reported no expenditure so far. Steffen would present invoices for work and printing of Newsletter and leaflet.
- 2) The account for Dinesh' book project on "Marketing Library and Information Services: International Perspectives. The amount of 1600 Euro was received for this, and the money are well spent, mostly on translations, editorial work/lay-out. Promotion material for the book was included in the account, and material for the Award too.

11.Satellite meeting, 2007: "Managing technologies and library automated systems in developing countries: open source VS commercial options" (Dakar, Senegal, 14-16 August 2007), by Réjean Savard.

Réjean Savard and Reinhard Altenhöner, secretary, Information Technology, reported that Africa Section had joined as cooperator for the satellite meeting. Call for papers is developed and ready for launching. Each section has a member on the scientific committee: Reinhard from Information Technology. Madeleine Lefevbre, one of those proposed for this task at MYM, was chosen as Management & Marketing's representative.

They work on the funding – but have probably a sponsor for simultaneous translation. What about translation into one or more languages of abstracts? This solution gained the approval from the SC members.

8. Report on the pre-conference in Shanghai, China, August 15th and 16th, 2006: “Library Management and marketing in a multicultural world”, by Jim Mullins

Jim Mullins reported from a successful conference, with good papers, that are going to be published as a volume in IFLA green series, with Jim responsible for the editorial work. The opening included several Welcome- and Keynote-speakers, among them President Elect Claudia Lux, 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.

9. Programme for WLIC in Seoul:

“Strategic planning tools for the tomorrow people: Library and information professionals of the 21st century”, Wednesday, August 23th, at 10.45 - 12.45, by Christie Koontz, Gunilla Lilie Bauer

Christie reported: 22 papers came within the deadline, and 2 afterwards. 4 papers were chosen. Gunilla and Christie had prepared a short paper for each of them, to be held as introductions to the other speakers.

10 Other relevant sessions and meetings

Àngels recommended that as many of the SC as possible attended the President Elect’s session in order to discuss her theme “Libraries on the Agenda”.

Management & Marketing had their “hour” at the IFLA booth on Monday from 12.00 – 13.00.

Standing Committee meeting friday 25th 11.00 – 13.50

Present: Àngels Massísimo, Trine Kolderup Flaten, Steffen Wawra, Gunilla Lilie Bauer, Børge Hofset, Perry Moree, Daisy McAdam, Madeleine Lefevbre

Observers:

Tonje Grave, National Library, Norway, tonje.grave@nb.no, Sue McKnight, Nottingham Trent University and chair Academic and Research Libraries Section, Hans Jansen, National Library of the Netherlands, hans.jansen@kb.nl Nadia Temmar, Ecole Supérieure de Banque Algeria, nadiatemmar@yahoo.fr

Apologies for absence: Dinesh K. Gupta, Jim Mullins, Christie Koontz, Natalia Santucci.

These SC-members were not attending: Novella Castagnoli, Barbara Schneider-Kempf, Thierry Giappiconi, Rob Pronk and Jalel Rouissi.

Some points from the agenda for August 19th were taken up.

4. c Management & Marketing Strategic Plan

Àngels: Updates and new proposals for 2008 – 09 are to be sent on the SC discussion list, in order to have the SC members to work on it.

5. c Report on the Information Coordinator Meeting

Steffen reported. Sophie Felföldi, HQ, the new IFLA website is in progress, and this will give a lot more flexibility and new options for the Sections and members to communicate.

Newsletter: The SC-members and the observers discussed whether the Newsletter should only be presented on the web, or printed as well. A sort of conclusion: On the web, but a few copies printed and distributed otherwise.

Report from the days in Seoul:

The Section's hour at IFLA Booth Monday from 12 to 13 o'clock was not so good, and a misunderstanding caused a lack of material to hand out.

We should also talk to the HQ more generally about profiling of Sections throughout the whole conference both with more visibility at IFLA Booth and a better way to organize the "Meet the Officers" at the booth.

Poster session with a large colourful poster made by Dinesh on the IFLA International Marketing Award. Daisy McAdam reported that the poster session had been a great success. She pointed out that a similar poster should be presented every year at the IFLA Corner.

Some of the observers would like to have a more professional lay-out, and Børge proposed to ask the sponsor for assistance. Madeleine promised to put this question before the representative from SIRSIDynix.

Daisy reported from the Press Conference on Tuesday where The Marketing Award winners were announced and praised in a very nice way. There were also presentation and praises for M&M Section's publications, and Dinesh's book appeared to be selling very well.

Àngels reported from the session chaired by Nancy Gwinn on IFLA's future structure was well attended by M&M representatives. Most sections agreed to the principles that were put forward from IFLA HQ.

She reported also from The President Elect, Claudia Lux' very successful session: "Libraries on the Agenda". Many of M&M SC-members were present and very active in the brainstorming.

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

Report on M&M's Open Programme on Wednesday August 23d 10.45 – 12.45.

Gunilla reported. 360 attended. There were simultaneous translations and good papers. Gunilla and Christie had been content with the outcome of this programme. One of the speakers did not turn up, Prof. Malhan, India. The SC discussed whether there should be long introductory speeches – and some wanted IFLA's guidelines for programmes to be followed, others liked to have introductory speeches.

The number of attendees had been reported to the HQ by Trine.

After some discussion, the SC agreed on recommending Hisamichi Yamazaki's paper for IFLA Journal.

12. Programme for Durban 2007: proposals and decision (see minutes from MYM in Munich)
Metropolitan Libraries Section wants to cooperate on the programme, and give one of their hours for this.

Division III, who has many members, plan for a joint all-day programme with their section's giving in one hour each. The programme they are planning is very much the same as M&M's and deal with barriers to access. This has to be coordinated, and adjusted a bit, in order to avoid having the same topics twice – for some of the same expected audience. The cooperation with another Section also means fewer members from M&M on the programme's evaluating committee.

SC would also like to have one extra programme hour, and the section will apply for that.

The chair of Academic and Research Libraries Section, Sue Mc Knight, asked if M&M section would like to cooperate with them – without giving in time – on a program for Durban on “Promotional and marketing Strategies for outreach to customers” – planned as a 2-hour session.

SC would like to cooperate on this, and Àngels will be M&M's contact, and some other of our members may also be asked to work on this programme.

13. Proposals for Québec 2008 (see minutes, point 15 b. from MYM in Munich)

Àngels would like to adjust the programme title – and remove “Techniques”.

Actual cosponsors were discussed: Theory and research Section, University Libraries Section, Academic and Research Libraries Section – more?

The programme could be both speeches with discussions from the audience, panel discussions, etc. –

People actual for programme work: Madeleine has to be on the committee, Steffen or others?

Pre- or post-conferences: A large “Francophone” conference is planned.

A discussion on whether to have a satellite meeting or not have to be left for the SC discussion list as several members present at this day's SC meeting questioned the need for a satellite meeting connected to the Québec-conference.

Furthermore: Who in Quebec/Canada could offer to organize this?

14. Section Projects: proposals and decision (see minutes from MYM in Munich)

A written proposal from Àngels on a phase 2 for MatPromo was distributed. The second phase will have the database enlarged with 1500 described images, and be included in a most ambitious project, i.e. a portal about library promotion, with toolkits, tutorials, and a link to M&M Section's discussion list.

SC decided to recommend this project for funding, 2000 Euro for 2007, and 1000 Euro for 2008. The expenditure will be for reorganizing and enlarging the website, and for translation work. Steffen would like to join this project, too – and discuss the project's title later.

Dinesh had a written proposal “Worldwide Study of Education and Continuing Professional Development of Library Managers in Marketing”, build on Sheila Webber's initiative to follow the project “European Curriculum Reflections on Library and Information science Education” (see Minutes from Munich February 2006 point 19.) Sheila had sent a comment on this by mail August 8th.

SC agreed on doing this work in the way Sheila had proposed, a minor work that would not need any funding for the moment. Dinesh would collaborate with Sheila in the project.

This proposal from Dinesh also included a plan for a bibliography on marketing. 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, perhaps, with contributions from all over.

Dinesh’s other proposal was about a book on M&M’s 10 years history. Most of the SC-members would rather look forward, and would not go for this project, especially because the very recent article of Réjean in our Marketing book.

15. Any other business

Mid Year Meeting :

Stockholm is not actual, as Gunilla just has got a new job. Daisy invited to Geneva. Perry said that Haag always is a possibility, but perhaps not in 2007 as the library building still is under rehabilitation.

The SC would like to say yes to Daisy’s invitation for Geneva, and these dates were decided: February 23 (Friday) and 24 (Saturday). The Award committee may hold their meeting the day before.

November 5, 2006

Trine Kolderup Flaten
Secretary

Àngels Massísimo
Chair