



## **IFLA MANAGEMENT AND MARKETING SECTION**

### **Annual meeting of the Standing Committee, August 18, 2007, Durban, South Africa MINUTES**

**Present:** Trine Kolderup Flaten, Norway; Christie Koontz, USA; Ludmila Zaytseva, Russia; Päivi Kytömäki, Finland; Jim Mullins, USA; Raymond Berard, France; Réjean Savard, Canada; Ruth Wuest, Switzerland; Lena Olsson, Sweden; Fang Shu, China; Steffen Wawra, Germany; Daisy McAdam, Switzerland; Madeleine Lefebvre, Canada; Børge Hofset, Norway.

**Observers:** Joseph Uta, Malawi; Rebecca Moumakee, South Africa; Hudson Liyai, Kenya; Su Fang, China; Sharon Karasmani, Australia; Olga Einasto, Estonia; Mike Koenig, USA; Antonia Arahova, Greece.

#### 1. Opening and confirmation of the agenda

The agenda was approved. For final approval of the minutes from Durban Jim Mullins and Madeline Lefebvre were appointed.

#### 2. Apologies for absence

Trine Kolderup Flaten asked if there were any objections to her acting as chair due to the illness in the chair's family. Christie Koontz was asked to write the minutes.

Apologies for absence were received from Àngels Massísimo, Gunilla Lilie Bauer, Dinesh Gupta, Sheila Webber, Grace Saw.

#### 3. Minutes from mid-year-meeting February 23-24<sup>th</sup>, 2007

Approved by the members appointed in Geneva.

#### 4. Information from the Coordinating Board:

##### IFLA Professional Committee's Hearing on IFLA's Professional Structures

All were invited to attend, Sunday, August 19 at 11:45. The only item of possible controversy is the closing down of sections with less than 50 people. These sections will have two years to meet criteria. There will still be 35 or 40 sections, M&M has 168 members. The sections can merge with another section or form a special interest group (SIG.) Other items include decreasing IFLA's bureaucracy, and enhancing the facility/usefulness of the website.

#### 5. & 6 Report from M&M Chair & Secretary

Trine asked Børge Hofset for the section dinner selection. Børge chose "The Jewel of India" for Sunday night.

#### 7. Information Officer's report

Steffen Wawra reported the decision in Geneva is to have two newsletters (Fall and Spring) The most recent was published in July.

There will be one forthcoming late Fall. There was a high rate of return after the newsletter was put on IFLAnet. Again, IFLAnet has general problems, which are trying to be resolved. Steffen suggested a content management system (CMS) might solve some of the issues, and suggested going to Claudia Lux (new IFLA president from Germany) with this. Réjean Savard stated the new overhauled site will have CMS. The discussion list continues to have problems, there is no report from Gunilla on this at this time. Steffen stated the new leaflets are on the way with new SC members' names for distribution at the Wednesday program.

#### 8. International Marketing Award Report

Chair, Daisy McAdam saluted the winner attending meeting, Olga Einasto of Tartu University, Estonia, and applicants Suzanne Payette (Canada) and Sharon Karasmani (Australia).

Over the five years, the award has had 145 applicants from 39 countries. This coming year SirsiDynix is not sponsoring as it was bought out by a financial company and resource distribution is changing.

A possible new sponsor is in place. Efforts are being made to secure this. Language translations remain a problem. Lena Olsson suggested members translate. All agreed this was the best method. Réjean stated it is important to maintain the idea that all can apply for this award. Jim Mullins raised the issue of whether M&M section members' libraries should be eligible to apply. Jim Mullins does not think this is ethical. Réjean agreed this is a delicate question. Christie Koontz disagreed stating the members and their contacts help spread word of the award. Also Christie stated no jury member had ever had an application, and most jury members thus far are professors who do not have 'libraries.' Trine asked for a show of hands—3 felt it was unethical, 2 did not. The acting chair said this issue would continue to be discussed at the next meeting. There would be a press conference Monday at 8:30 about the award—all were invited.

#### 9. Publication of Shanghai Pre-conference Proceedings, "Library management and Marketing in a Multicultural World, IFLA Publications 125. Report from the editor, Jim Mullins

Jim was congratulated on the edition. He reported the papers were time consuming to edit. Trine and Réjean agreed as previous editors of proceedings. Jim discussed the cost and time to his university as well. It was suggested by Päivi Kytömäki that a different publisher might be sought. Trine pointed out there is little profit involved. Wednesday at 8:30 am, it was announced there will be a press conference for new publications, all were invited.

#### 10. Elections

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

Angels Massísimo was elected chair 2007-2009

Trine Kolderup Flaten was 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.

Daisy asked for two new Award jury members, none volunteered at this time. (see last meeting, point 15).

#### 11. Preconference at Dakar, August 14-16, :Managing technologies and library automated systems in developing countries: Open source vs. Commercial Options. Report from Réjean Savard.

Around 100 attendees. Papers will be edited and published around the first of the year. The conference was a great success with initial few resources, and was in French and English. Réjean was congratulated on this success.

12. Program in Durban in cooperation with Metropolitan Libraries Section (August 21) report from Trine Kolderup Flaten. There were 21 papers and 6 selected. Eric Davies will moderate the panel discussion. Speakers are geographically diverse and the topics are lively and interesting.

13. Program in Durban in cooperation with Research and Academic Libraries Section (Tuesday August 21). Report from Steffen Wawra. Three papers will be presented.

14. New projects, proposals and decision

'Mat Promo' is the M&M project this year and next, and Dinesh Gupta's bibliography of marketing works. All projects are limited to section members. (Discussion continued at the last meeting)

15. M&M Section - recruitment and membership activities

Trine stated that the IFLA Marketing Award is our flagship project for recruitment and recognition, and our continued satellite and pre-conference meetings the section has held successfully since inception. (See last meeting).

16. M&M Strategic Plan 2007-2009 Revision (to be discussed at the last meeting).

17. Pre-conference in Quebec 2008 August 5 - 7.

The Preconference will be in cooperation with Public Libraries Section, Libraries for Children and Young Adults Section and Les Bibliothèques publiques du Québec, chaired by Suzanne Payette who had organized a meeting Saturday August 18 with representatives of all partners to discuss the program which will be August 5-7 in Montréal: "Navigating with youth - In these days of technology, how can public libraries attract and keep their young clientele?" The capacity is 500 delegates and the local arrangers will do their best to make it a tremendous success.

M&M will have a SC member on the scientific committee. Christie Koontz was selected, with Lena Olsson as an SC partner.

18. Conference program for Québec 2008, "Managing Libraries in a Changing Environment, Legal, Technical and Organizational Aspects."

Madeline and Jim are chairing the program thus far. Other sections pointed out for cooperation in previous SC meetings should be contacted, and Trine takes the lead on this. (Discussion continued at the last meeting.)

19. Report of Information Officer for Information Coordinator's Meeting (Wednesday August 22). This will be attended by Steffen and Christie, and reported at last meeting.

20. Pre-conference before Milan 2009.

At the mid-year-meeting in Geneva the topic of new product launching and or development of marketing mix strategy was suggested by Christie. It is agreed it is not necessary to decide on the exact topic before our next mid-year meeting. Antonia Arahova offers Athens, Greece as venue for a pre-conference. (Discussion to be continued at last meeting).

22. Venue for mid-year-meeting February 2008

The mid-year-meeting will be decided upon at the last meeting (item 22). Dinesh Gupta has invited the SC to Jaipur, India. Several members were concerned about time and money for such a long journey at that time of the year. Perry Moree has also offered Amsterdam. (The discussion to be continued at the last meeting.)

The acting chair called the meeting to a close.

Recorder: Christie Koontz

Minutes of the Management & Marketing Section of IFLA August 24, 2007 (a continuation of the August 18 meeting. Some items discussed on August 18 were revisited).

**Members present:** Trine Kolderup Flaten, Norway, Daisy McAdam, Switzerland, Jim Mullins, USA, Madeleine Lefebvre, Canada, Ruth Wuest, Switzerland, Raymond Berard, France, Hannelore Rader, USA, Steffen Wawra, Germany, Ludmila Zaytseva, Russia, Perry Moree, The Netherlands, Rejean Savard, Canada, Paivi Kytomäki, Finland and Børge Hofset, Norway

**Regrets:** Àngels Massísimo, Christie Koontz, Dinesh Gupta, Gunilla Lilie Bauer, Grace Saw and Lena Olsson.

**Observers:** Sinikka Sipilä, Finnish Library Association ([sinikka.sipila@fla.fi](mailto:sinikka.sipila@fla.fi))  
Amadou Anta Samb, Academic Library, Dakar, Senegal ([aasamb@ucad.sn](mailto:aasamb@ucad.sn))  
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In the Chair's absence, Trine Kolderup Flaten again took the Chair, and welcomed observers to the meeting. Madeleine Lefebvre acted as Secretary.

### **Acting Chair Report**

At the hearing on organizational changes, a revised proposal was presented from four divisions (as proposed) to five divisions and more flexibility in getting into SIGs (Special Interest Group). Proposal subsequently approved by IFLA's Governing Board. Trine had been elected new chair of Division VI, and subsequently member of Governing Board. The Section is now well represented, as Réjean Savard is an elected GB-member.

At the Officer training session, it was announced that IFLA is working on membership lists on the web, in connection with the new IFLA website.

The M&M book edited by Jim Mullins "*Library Management and Marketing in a Multicultural World*" (papers from the Shanghai pre-conference in 2006) was overlooked at the new publications session on August 22. Jim Mullins approached President Alex Byrne: as a result a picture of Jim Mullins and Alex Byrne was taken and can be included in an upcoming Newsletter. The book has now been advertised on IFLA-L.

Daisy Mc Adam reported that the M&M Award ceremony went very well: more time was allowed for describing the finalists and allowing the winner, Olga Einasto, to speak. Two potential sponsors have been identified to take over from SirsiDynix – not as yet finalized.

Durban programs: Trine Kolderup Flaten outlined the response to the Durban programs. 550 attended the first program (with Academic and Research Section), 350 the second (with Metropolitan Libraries) reduced to 89 for the last session of this programme. Opinions about the first session (and in particular the presentation from the National Library of Singapore) differed widely. Evaluation forms are still to be reviewed.

#### 14. New Projects, proposals and decision

No proposals for new projects since first meeting. Regarding Dinesh's wiki based annotated bibliography of marketing materials, this should be housed on IFLAnet and not printed. The acting chair proposed to apply for money from IFLA HQ for this project.

MOTION (Jim Mullins, moved; Madeleine Lefevbre, second):

That 100 euros be allocated to Dinesh Gupta for incidentals in creating the bibliography on marketing literature. CARRIED

#### 15. Recruitment

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

Madeleine Lefevbre raised the issue of the new advocacy grant: could M&M be closely aligned with this Headquarters initiative?

#### Corresponding members:

Trine Kolderup Flaten proposed to include the following who had asked to become corresponding members: Perry Moree, Florence Muet, Antonia Arahova.

**Agreed**

#### Jury members for IFLA International Marketing Award

Daisy McAdam, Chair of the M&M Award Committee, stated that two new members have been added to the Committee: Ludmila Zaytseva (Russia) and Lena Olsson (Sweden). Nadia Temmar will translate proposals received in Arabic. These additions widen the capability of the committee to accept applications in most IFLA official languages.

#### 16. M&M Strategic Plan 2007-09 revision – proposals and decision

The meeting reviewed the draft, and proposed the following changes:

2.8 changed to “several”

Børge raised the issue of marketing libraries to young people, and developing tools to help other professionals.

2.9 changed to “Marketing and Library and Information science”.

Potential collaboration with other sections was noted – Continuing Education (using technology for advocacy for new professionals); SET (collaboration among library schools around the world). A possible theme for M&M for IFLA Milan 2009.

3. The Membership Pillar. The committee will continue to update the leaflet about the section which Steffen Wawra successfully created. As per Board guidelines, newsletters are to be produced in Oct/Nov and Mar/April in PDF format.

(added) 3.9 “To encourage and support involvement and participation of newly appointed members of the Standing Committee by the Chair, the Secretary and the Information Officer, through communications and dialogue”.

It was agreed that we would follow up with inactive members to find out why they weren't participating. Discussion followed regarding inviting new attendees and speakers to come as guests to the committee meetings.

**All changes passed unanimously.**

#### 18. Conference programme for Quebec 2008

The theme chosen for M&M is “Managing Libraries in a Changing Environment – Legal, Technical and Organizational Aspects”. The Theory and Research Section is interested in co-sponsoring this, and hope for M&M to sponsor their programme on the topic “library as place”. Co-sponsorship with Statistics and Evaluation section is also possible.

Jim Mullins and Madeleine Lefevbre will co-chair the program committee. Assistance in reviewing the proposals was volunteered by Raymond, Daisy, Dinesh, and Ruth. The final deadline for program details to IFLA HQ is November 1.

Steffen Wawra expressed an interest in working again with Klaus Ceynowa from the Academic and Research Libraries Section.

#### 19. Information Officers’ report from the Information Coordinator Meeting

Steffen Wawra reported on the meeting. IFLA has contracted advice for upgrading the web and database. A new implementation plan has been drawn up – first phase to be run in October. The private enterprise which supported IFLAnet is unable to accommodate all aspects of IFLAnet. Sophie Felföldi hopes this issue will be resolved with the new launch.

IFLA has a policy that newsletters should be electronic only. Any requests for print to go to IFLA HQ. Jim Mullins suggested that we print some copies to have available at the next WLIC M&M program to help inform attendees.

#### 20. Pre-conference before Milan 2009 proposals – preliminary decision

Discussion 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, 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.

Venues proposed by Theory and Research Section: Italy or Switzerland.

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

#### 21 Programme: theme and collaborators for Milan 2009 preliminary discussion

To be discussed at the mid-year-meeting.

#### 22. Venue for mid-year-meeting February 2008

MOTION (Daisy McAdam, Trine Kolderup Flaten): That following Dinesh’s generous invitation, the 2008 mid-year-meeting be scheduled for Jaipur, India in February. Discussion ensued. The majority of Committee members present stated that while they appreciated Dinesh’s invitation, they would be unable to attend a meeting in Jaipur due to distance, travel time and costs involved.

**The motion was defeated.**

Discussion took place regarding The Hague as a possible venue. Raymond Berard offered to host the meeting in Montpellier, France. This was put to a vote and the majority supported it. The dates were set as Febr. 29 - March 1, with the Award jury meeting on Thursday, Febr. 28.

#### 23. Any other business

The meeting recommended that consideration be given to a pre-conference in India (Jaipur) before the Brisbane WLIC 2010.

Trine Kolderup Flaten wished all safe travels home and adjourned the meeting at 4.45pm.