



## **IFLA Management & Marketing Section**

### **ANNUAL REPORT 2008**

This annual report covers the period from January to December 2008.

#### **Membership**

The section has 162 members (per November 2008), which is 4 less than in 2007, partly a result of the revision work on membership undertaken by IFLA HQ.

There were 20 Standing Committee members, and 4 corresponding members.

#### **Standing Committee members from August 2007 – 2009, and from 2009 – 2011:**

Àngels Massísimo - 2009 Spain, Chair

Trine Kolderup Flaten -2011\* Norway, Secretary & Treasurer

Christie Koontz –2007 – 2011 United States, Information Co-ordinator

Gunilla Lilie Bauer – 2011\* Sweden

Raymond Berard – 2011 France

Dinesh K. Gupta – 2011\* India

Børge Hofset – 2009 Norge

Päivi Kytömäki - 2011 Finland

Madeleine Lefebvre - 2009 Canada

Daisy McAdam – 2009\* Switzerland

James L. Mullins - 2011\* United States

Lena Olsson - 2011 Sweden

Hannelore Rader - 2011 United States

Réjean Savard - 2011 Canada

Grace Saw - 2011 Australia

Fang Shu – 2011 China

Steffen Wawra - 2011\*

Ms Sheila Webber - 2009\* United Kingdom

Ruth Wuest - 2011 Switzerland

Ludmila Zaytseva - 2011 Russia

\*= second term

#### **Corresponding and other members**

Antonia Arahova, Greece

Sueli Mara Ferreira, Brazil

Perry Moree, Netherlands

Florence Muet, Switzerland

#### **Mid-Year Standing Committee Meeting February 29 and March 1<sup>st</sup>, 2008, Montpellier, France**

The meeting was very well organized by Raymond Bérard, and took place at Agence bibliographique de l'enseignement supérieur (ABES). 13 SC-members were present.

Important items on the agenda were International Marketing Award for 2008, information on the pre-conferences the Section was involved in before WLIC in Quebec 2008, the preparations for the open programmes in 2008. The SC wanted to accept a generous invitation

from Athens for organizing a pre-conference there. As the Section already was involved as one of five partners in a pre-conference on “Libraries as spaces and places”, and the partners wanted a venue rather close to Milan, the SC decided to organize another pre-conference in Athens. Antonia Arahova would be the local representative, and chair Àngels Masísimo would follow up the preparations together with Christie Koontz.

**Standing Committee Meetings in Quebec, meeting I: August 9<sup>th</sup> 11.30 -14.20 and II August 15<sup>th</sup> 11.00 – 13.50 held at Quebec City Convention Centre, Quebec City, Canada**

Present at SC meeting I: 16 SC members, 1 corresponding member and 9 observers.

Present at SC meeting II:13 SC members, 1 corresponding member and 8 observers.

Important items were reports from the pre-conferences held in Montreal, the open programmes at WLIC in Quebec, good news on future sponsorship of The IFLA International Marketing Award, programme planning for Milan WLIC in 2009, new projects, and cooperation with other sections, the changes in the IFLA structure and statutes - being effective from Milan onwards – and the proposed changes in the WLIC-schedule.

Cooperation with other sections should be tried out for recruitment activities.

The Chair and Secretary attended the meetings in Division VI and the meetings for the treasurer. Christie Koontz attended the meeting for Information Officers.

**Cooperation with other sections and groups in 2008:**

Management of Libraries Associations Section are co-sponsoring the M&M pre-conference in Athens in 2009.

Five Sections: Library Theory and Research, Public Libraries, Academic and Research Libraries, Library Buildings and M&M are working together on the pre-conference in Turin in 2009.

Academic and Research Libraries Section, are co-sponsoring the open programme for WLIC in Milan 2009.

Information Literacy Section (Jesús Lau) had approached the chair, Àngels Massísimo and Christie Koontz, with a proposal on cooperation on a project dealing with guidelines on how to act in information literacy programmes. They asked for both reviewing a document in work and for M&M to write a little chapter on how to promote Information Literacy skills.

**PROFESSIONAL ACTIVITIES**

**IFLA International Marketing Award**

Thanks to jury member Dinesh K. Gupta a good new sponsor for 2008 was in place - and during the WLIC in Quebec he and jury’s chair Daisy McAdam had negotiated an agreement for two more years to come.

Dinesh K. Gupta had worked out a brochure for the 2009 award.

For practical reasons the 2008-competition had to be judged by e-mail. The criteria were slightly updated.

The winners were as usual presented at the IFLA press conference during the WLIC in Quebec, on Monday August 11<sup>th</sup>.

First place was awarded to Ros Dorsman of Central West Libraries, Australia, where an online classroom partnership had been developed: online homework help for school students. The slogan for this campaign was: "Have you done your homework?".

Second place was awarded to Shelley Civkin, Richmond Public Library, Canada for the Rally card Campaign. The winning slogan was "Go Anywhere, Learn Anything: read Every Day".

From 2008 and onwards the jury members were: Daisy McAdam, Switzerland, chair; Dinesh K. Gupta, India; Christie Koontz, USA; Ludmila Zaytseva, Russia and Lena Olsson, Sweden. Nadia Temmar, Algeria should join when Arabic language skills were needed.

**Pre-conference in Montreal August 5 -7<sup>th</sup> “Navigating with youth”, where M&M was one of the co-sponsors.**

Christie Koontz represented M&M in the organizing committee, where Suzanne Payette (Public Libraries Section) and her team had organized everything very, very well.

The pre-conference was excellent, with good papers, wonderful cultural evening, etc. 165 attended the conference.

**Pre-conference in Montreal August 5 -7<sup>th</sup> organized by Réjean Savard: “Libraries and the French-speaking communities of the world: innovation, change and networking”.**

A French-speaking conference, sponsored by "Association Internationale Francophone des Bibliothécaires et Documentalistes". Several participants from M&M Section among the 250 attendees from 26 countries, including 75 speakers. A cultural evening, a city hall reception, and an organized boat-trip to WLIC in Quebec added to the very good outcome.

The proceedings from this conference would be published in the IFLA series.

**Open Programme for Quebec Tuesday 12<sup>th</sup> 8.30 – 11.45, co-sponsored by Theory and Research and Statistics and Evaluation: “Managing Libraries in a Changing Environment – Legal, Technical and Organizational Aspects”**

Jim Mullins and Madeleine Lefebvre had chaired the organizing and evaluating committee. M&M SC members had translated the Call for paper into all IFLA languages. 45 papers were received, well spread. The programme was chaired by Jim Mullins alone, as Madeleine Lefebvre was ill, and turned out to be a great success. There were at least 530 attendees, and they stayed to listen to all 6 papers. The questions and discussion at the end of the programme had from 250 attending, ending up with 150. The cosponsors were very totally content with this programme, too.

**Open Programme for Quebec Tuesday 12<sup>th</sup> 16.00 -18.00 in cooperation with Academic and Research Libraries: “Public and Private Partnerships”.**

M&M's appointed representatives in the organizing of this programme: Grace Saw and Hannelore Rader. The programme gathered more than 350 attendees, and was evaluated by the participants as rather good.

**Satellite meetings in work for 2009**

**Turin, 19 – 21<sup>st</sup> August 2009**

Pre-conference before Milan WLIC 2009 on “Libraries as places and spaces” is a cooperation between five sections: Library Theory and Research, Public Libraries, Academic and Research Libraries, Library Buildings, M&M. Trine Kolderup Flaten follow up the programme work.

### **Athens, 19 – 21<sup>st</sup> August 2009**

Management of Library Associations Section is co-sponsoring the M&M pre-conference in Athens on “Service strategies for libraries”, hosted by the President of the General Library Council in Greece, and having Antonia Arahova as local representative for M&M Section. Àngels Massísimo and Christie Koontz follow up the programme work.

### **Open programmes for WLIC in Milan 2009**

Academic and Research Libraries Section is sponsoring the open programme for Milan on “Where do we stand – where do we want to stand in 10 years – planning a vision: Libraries of the future”. Steffen Wawra represents M&M in the programme work, assisted by Daisy McAdam and Raymond Bérard for evaluation of papers.

### **Information and marketing**

Two very colourful and attractive Newsletters had been published by Christie Koontz, with illustrations and layout by Rick Rice. This achievement was honoured by nomination for “best Newsletter” – very well deserved.

### **Publications**

Réjean Savard had finished the editorial work on the proceedings from Dakar pre-conference 2007, and the book was launched at the "IFLA publications" session at WLIC in Quebec on Tuesday August 12<sup>th</sup>.

### **Projects**

#### MatPromo

The project dates from 2002 – 2003, and is hosted for free at University of Barcelona, and is an image database of library promotion tools from all over the world. A second phase for developing the database were approved and granted Euro 2.000 for 2007 and 1.000 for 2008, but the work had to be postponed.

#### Bibliography on marketing

The SC approved a wiki-based, annotated bibliography project proposed by Dinesh K. Gupta. Financial requirements, Euro 2000,- had been estimated, but not specified. Teams were supposed to work with Chinese, English, French, German, Russian, Spanish and Arabic material. Sheila Webber would work with Dinesh K. Gupta on definitions/guidelines for the items' recording.

### **Financial reports**

Administrative funds: According to the new system: The Section's expenditure – up to the limit for the granted administrative funds per year: Euro 815,- will be paid by IFLA HQ.

For 2008 there have been a small expenditure Euro 31,77.

The Section has not applied for, or received, project money this year.

Barcelona/Bergen, February 2009

Àngels Massísimo  
Chair

Trine Kolderup Flaten  
Secretary/treasurer