



IFLA Management & Marketing Section

ANNUAL REPORT 2011

This annual report covers the period from January to December 2011.

1. MEMBERSHIP

Section members on December 31st, 2011

On December 31st, 2011, the section had 144 members (2010: 154). There were 20 Standing Committee members and 3 corresponding members.

Standing Committee members on December 31st, 2011:

Officers

Perry Moree, The Netherlands, chair (first term 2011-2015)

Madeleine Lefebvre, Canada, Secretary & treasurer (second term 2009-2013)

Silvère Mercier, France, Information coordinator and web editor (first term 2011-2015)

Members 2009-2013

Judith Broady-Preston, United Kingdom (first term)

Chao Chen, China (first term)

Agneta Holmenmark, Sweden (first term)

Børge Hofset, Norway (second term)

Angels Massisimo I Sanchez de Boado, Spain (second term)

Members 2011-2015

Antonia Arahova, Greece (first term)

Lamia Badra, France (first term)

Nancy E. Gwinn, United States of America (first term)

James Keller, United States of America (first term)

Jose Maria Ortiz Marchante, Spain (first term)

Hella Klauser, Germany (first term)

Shu Fang, China (second term)

Päivi Kytömäki, Finland (second term)

Réjean Savard, Canada (second term)

Nadia Temmar, Algeria (second term)

Grace Saw, Australia (second term)

Ludmila Zaytseva, Russia (second term)

Chair IFLA international Marketing Award

Dinesh K. Gupta, India

Corresponding members

Daisy McAdam, Switzerland

Amadou Anta Samb, Senegal

Raymond Bérard, France

Honorary member

Christine Koontz, United States of America

2. MEETINGS

Mid-Year Standing Committee meeting, Athens, Greece, February 26-27, 2011

The meeting was well organized and graciously hosted by Antonia, under sponsorship of the Greek Ministry of Education. Antonia had prepared a first class social program and a fine choice of restaurants. The minutes from Goteborg 2010 were approved. The conference program for San Juan (Grace, in cooperation with ARL Section) and the preconference on Martinique (Réjean) were discussed. The future of the Marketing Award was also on the agenda. The attending SC-members took the opportunity to decide to - as she was absent - secretly nominate Christie for an IFLA Award in San Juan. Perry and Raymond were assigned to propose this to IFLA Governing Board. And Dr Koontz was awarded during the closing session in San Juan in August 2011: she received the IFLA scroll of appreciation, an honor only to be granted to outstanding library professionals.



Standing Committee meetings in San Juan, Puerto Rico, Convention Centre, August 13 and 18, 2011

During the first meeting – after approving the Athens minutes and discussing the International Marketing Award – three new officers were unanimously chosen: Perry Moree (chair), Madeleine Lefebvre (secretary) and Silvère Mercier (information officer). Their predecessors, Raymond Bérard, Steffen Wawra and Christie Koontz, have proved to be first-class

officers of M&M. They received well-deserved thanks from and applause by all present: *Merci beaucoup, Danke schön* and *Thank you*. After this there were reports by Grace and Päivi on the coming San Juan session and the Turku preconference 2012.

During the second meeting new projects and the Helsinki program (Vision 2020) were discussed. The ARL Section was again interested in cooperating with M&M. A logical request, as Grace and her team did a great job. This will be titled “Library’s efficiency, impact and outcomes: statistical analyzes and other methods as tools for management and decision making”. ARL will be requested to take the lead this occasion. The meeting ended after locating the city (Paris, France) for the next midterm meeting in February 2012 (generously offered by Silvère) and the section’s coming 15th anniversary.

3. COOPERATION WITH OTHER SECTIONS AND GROUPS IN 2011

Our section has cooperated in 2011 with Academic and Research Libraries section to organize sessions at the WLIC and will continue to do this in 2012. Perry had a fruitful discussion with ARL-chair Andrew MacDonald in London in December 2011 to discuss the session in Helsinki. As a matter of principle M&M is always on the lookout for cooperation opportunities.

4. PROFESSIONAL ACTIVITIES

- Pre-conference in Martinique, “Francophony, libraries and sustainable development”, August 10-12, 2011
- Session (three hours) in WLIC San Juan on “Vision 2020 – Innovation policies, services and tools”, August 16, 2011. The session was successful with brilliant speakers and attracted a large audience of about 350.
- Preparation of pre-conference in Turku (Finland) and WLIV Helsinki (Finland) 2012.
- IFLA International Marketing Award: Sponsorship by Emerald has been secured until 2013. In 2011 the award was won by the Deutsche Zentralbibliothek für Medizin (Germany) for their “Pilots take off – and land *as you like it*” campaign. The award was presented during a well attended press conference in San Juan. The jury for the next two consists of Dinesch (chair), Antonia and Nancy.

5. INFORMATION AND PROJECTS

Christie (and supportive partner Rick) decided the step down as newsletter and web editor and Silvère will provide newsletters as per 2012. M&M is also checking possibilities of publication of pre-conference and session proceedings. During the first half of 2012 SC-members will also think of new projects for the section.

6. STRATEGIC PLAN

The new strategic plan will be discussed during the midterm meeting in Paris.

7. FINANCES

Administrative funds: 1000 € in 2011 (sections with 151 – 250 members). The Section has not applied for project money in 2011.

Perry Moree **Madeleine Lefebvre**
Chair Secretary