



**Management and Marketing Section
ANNUAL REPORT
2019-2020**

Introduction

This Annual Report corresponds with the Management & Marketing Action Plan prepared for the period 2019-2020.

The Management and Marketing Section had a productive year under the leadership of Chair Anya Feltreuter and with the support of Secretary Leslie Weir and Information Coordinator Jeremiah Walter and the committee members.

During the year, the members of the committee have been working on the following teams: the Information Team, the Marketing Award Jury, the Coaching Initiative Working Group, or the Management Skills-Building Working Group. Two working groups have also been preparing the open sessions in Dublin.

The information team

Information coordinator Jeremiah Walter has, together with committee members, posted successful stories on facebook during the year. The information team, led by the Information Coordinator has also set up an Instagram, Twitter and Weibo accounts to broaden our reach.

- [Facebook](https://www.facebook.com/IFLA.MandM) (facebook.com/IFLA.MandM)
- [@ifla_mm](https://www.instagram.com/ifla_mm)
- [Twitter](https://twitter.com/ifla_mm) (@ifla_mm)

The information team created a Social Media Strategy, which is planned to be finalized at the midyear meeting 2021.

The Marketing Award Jury

The jury of the Marketing Award worked together during the year on the call for applications, reviewing the applications and selecting the awardees. Cindy Hill was the Jury Chair for 2019-2020. It was a successful year with applications from different types and sizes of libraries representing different kinds of campaigns and events. The timing of the process was challenging this year as the call went out late and then COVID-19 began early in the new year. There were 55 submissions from 29 counties.

The winners were:

- Foshan Library (China) wins 1st place for their N-Library: To Forge a Closer Community of Shared Future. N-Library, an abbreviation of “Neighborhood Library,” helps families build libraries at home by moving collected books and resources of public libraries to their homes.
- Greater Victoria Public Library (Canada) is the 2nd place winner for their campaign Change Your Mind. GVPL decided that it was time to Change Your Mind, using an integrated brand strategy to transform the way people think about libraries in Greater Victoria and well beyond.
- Murcia Public Library (Spain) is the 3rd place winner for their campaign Viven en la BRMU / They live in BRMU. The Murcia Public Library decided to change preconceived ideas about libraries, stimulate the intellectual curiosity of users through humor and reflection and open the library to new groups, sensibilities and speeches.

In previous years the Marketing Award Winners received a trip to WLIC to present their projects. Since the WLIC 2020 was cancelled and WLIC 2021 will be virtual we need to discuss the Award with PressReader our sponsor.

The Coaching Initiative Working Group

This is the second year of collaboration with CPDWL. The 2020 IFLA Coaching Initiative committee organized online coaching during “conference week” 17-21 August. Approximately 45-50 individual coaching sessions were provided by 18 coaches from around the world. Originally, 30 individuals volunteered to provide in-person coaching originally scheduled for Dublin.

Vera Keown created five video coach-training presentations to support the volunteer coaches. The videos are available on the IFLA Coaching website. The presentation slides were translated into six languages by coaching committee members and IFLA translators and

are available for download at the IFLA Coaching website. Vera hosted 3 live webinars where volunteer coaches could ask questions and get clarification on the coaching process. As of September 1, 2020, the videos have been viewed 242 times and the slides have been viewed 970 times.

In September, the committee will send feedback questionnaires to both the coaches and coachees and will report on the Coaching Initiative to Headquarters and the Professional Committee in October. The committee is also planning a podcast in December/January for the coaches and coachees to share their experiences.

The Management Skill-building Working Group

The Management Skill-building Working Group has been planning a webinar on the theme *Going from disaster to wonder - Managing successful teams*.

This webinar, with 3 speakers from different parts of the world, will focus on how to create and keep successful teams, covering issues such as dealing with conflicts, managing staff you have inherited, helping the teams work toward a goal, etc.

Sessions in Dublin/Rotterdam

Sessions (originally) planned for Dublin. The Management & Marketing Section had a total of 4 approved sessions planned for Dublin including:

- Wellness and Burnout – together with CPDWL & Library Services to Multicultural Populations. It was decided to move the session to WLIC 2021 in Rotterdam, rather than going virtual.
- SDGs Session led by Management of Library Associations was also moved to WLIC 2021 in Rotterdam.
- Marketing Award session postponed to 2021 in Rotterdam.

Zoom business meetings in June

The business meeting was held in two parts during June to accommodate the worldwide time zone differences of our members allowing for increased participation. The Committee discussed news from Division IV and Governing Board and the Governance Review process. The committee members also received an update from the Marketing Award Jury, a report from Coaching Initiative as well as an update regarding

planned sessions for Dublin. The committee updated the Action plan to correlate with the change of work plans due to Covid-19. The committee also got updates from the work of the Information team as well as the tentative plans for arranging a Satellite in Amsterdam 2021.

Zoom business meetings in September

The business meeting was held on September 3 on Zoom. The committee members discussed the previous year for the Marketing Award and the planning for the year to come. Antoine Torrens-Montebello was appointed Jury Chair for 2021. The Information Team presented a draft for a Social Media Strategy. The group will continue to work on the strategy and will present a proposal at the February 2021 midyear meeting. The committee also updated the working groups and started planning for the year to come. The committee discussed the annual report and the action plan.

PART 1: Projects/Activities

Focus Area 1: Management

Objective 2	
Increase knowledge and improve practices to reflect best management practices in libraries to support them in attaining their goals and to inspire and enhance professional practice globally. In 2020 the special focus will be on personnel matters and coaching.	
Projects/Activities	Progress
<i>List the Projects you've worked on, as identified in your Action Plan.</i>	<i>Give brief details, including status (not started, in progress, near completion, completed)</i>
Coaching Initiative together with CPDWL.	Completed.
Sharing management best practices on social media.	Completed.
Management skills building - webinars and other interactive ways of promoting and developing best practices in management.	Not completed. Moved to November 2020.
Interactive sessions on management connected to Midwinter meeting.	Completed.

Interactive sessions on management on conferences or satellite meetings.	Not completed. Sessions planned for 2020 are moved to 2021.
Risks	
<i>Identify any problems or concerns (e.g. missed deadlines, lack of resource) and how you would propose to address them.</i> Because of Covid-19 it has been difficult to plan for sessions and webinars.	
Output	Impact
<i>Please state what the output of your project/activity was (e.g. Report, Standard, Workshop, etc.) and provide a URL to it.</i>	<i>Describe what difference the project or activity has made to the Unit, IFLA members, the wider profession or society at large.</i>
Coaching Initiative together with CPDWL.	The original plan was to host coaching sessions at the conference but with the conference cancellation the event changed to online sessions. Recorded training sessions were created and made available for new coaches.
Sharing management best practices on social media.	See above regarding the work of the information team.
Interactive sessions on management connected to Midwinter-meeting.	The Mid-year Meeting in Ottawa was hosted by Secretary Leslie Weir at Library and Archives Canada. The M&M business meeting was followed by a successful conference on the theme <i>The Millennial Shift in the Library Work Force</i> . The conference was co-hosted by the Library and Archives Canada and featured both national and international speakers.
Communications	

Focus Area 2: Marketing

Objective 1	
Increase capacity and knowledge of marketing processes and practices in libraries and IFLA sections to support them in meeting their goals. In 2020 the special focus will be on digital marketing and tools.	
Projects/Activities	Progress

<i>List the Projects you've worked on, as identified in your Action Plan.</i>	<i>Give brief details, including status (not started, in progress, near completion, completed)</i>
Administer the International Marketing Award, 2020; call for applications; organize jury review; select awardees.	Completed.
Sharing marketing best practices on social media.	Completed.
Interactive sessions on marketing connected to Midwinter-meeting.	Completed.
Interactive sessions on marketing on conferences or satellite meetings.	Not completed. Sessions planned for 2020 are moved to 2021.
Risks	
<i>Identify any problems or concerns (e.g. missed deadlines, lack of resource) and how you would propose to address them.</i> The timing of the Marketing Award was challenging this year as the call went out late and then COVID-19 began early in the new year. The call for 2021 will open earlier.	
Output	Impact
<i>Please state what the output of your project/activity was (e.g. Report, Standard, Workshop etc.) and provide a URL to it.</i>	<i>Describe what difference the project or activity has made to the Unit, IFLA members, the wider profession or society at large.</i>
2020 was a successful year with applications that came from many different types and sizes of libraries and represented many different kinds of campaigns and events. There were 55 submissions from 29 counties.	During the year the M&M Secretary, Information Coordinator, Jury Chair together with jury members marketed the call to increase submissions. Other committee members helped in sending out a worldwide call for applications.
Sharing marketing best practices on social media.	See above regarding the work of the information team.
Interactive sessions on marketing connected to Midwinter-meeting.	The Mid-year Meeting in Ottawa was hosted by Secretary Leslie Weir at Library and Archives Canada. The meeting M&M business meeting, which was followed by a successful conference on the theme <i>The Millennial Shift in the</i>

Library Work Force. The conference was co-hosted by the Library and Archives Canada and featured both national and international speakers.

Communications

Describe how the output and outcomes of the project/activity have been communicated to the Unit, IFLA members and the wider profession.

The work of the Management & Marketing Section has been communicated via press release, social media (Facebook), M&M webpage, e-mail list, and e-mails to the national library associations and other networks.

The Chair sent newsletters to the members twice during the year.

Professional Unit meetings or conference calls

Please show how the Standing Committee has conducted its business over the year.

Date <i>When the meeting was held</i>	Location or type of meeting <i>Physical or virtual meeting (telephone, skype etc.)</i>	Main outcomes <i>Briefly summarise the main outcomes of the meeting and how these were communicated to the membership of the Professional Unit</i>
1. Mid-year Meeting, Ottawa, Canada 26-28 February 2020.	In-person meeting with the opportunity to participate online/call in.	Business meeting, conference and opportunity to network with Canadian librarians.
2. Meeting for updating the Action plan and for discussing current work in the Committee. The meeting took place over two Zoom meetings on June 2 and June 3, 2020	Zoom meetings	The committee discussed the current work of the section and updated the Action plan.

3. Smaller meetings with different working groups in the committee has taken place during the year.	Zoom meetings	Planning for open sessions, webinars, the Marketing Award and information activities.
4. Business meeting, Sept 3rd 2020	Zoom meeting	The committee discussed the current and future work of the section and the Action plan and Annual report.

Please also make a summary of this form available to the IFLA Members registered with the Professional Unit, removing any sensitive information such as risks, individuals' contributions, etc.

(Officers can obtain a list of their IFLA Members from membership@ifla.org).

When making the Annual Report public, please remove any information you think should not be shared. A web page templete has been shared with Information Coordinators which you might use for this purpose: <https://codex.ifla.org/node/12489> [access with Codex log-in].