

**IFLA Management & Marketing Section  
The Mid-Year-Meeting of Standing Committee  
February 24th and 25<sup>th</sup> 2006, Munich, Germany  
Venue: Bavarian State Library, Munich**

**MINUTES**

**February 24 -25<sup>th</sup> 2006**

**Present:**

SC-members and corresponding members: Àngels Massísimo, Spain, Trine Kolderup Flaten, Norway, Steffen Wawra, Germany, Gunilla Lilie Bauer, Sweden, Daisy McAdam, Switzerland, Dinesh K. Gupta, India, Christie Koontz, United States, Madeleine Lefebvre, Canada, Perry Moree, The Netherlands, James Mullins, USA, Sheila Webber, United Kingdom (*only meeting Saturday 25<sup>th</sup>*), Qihao Miao, China.

Observers: Mariétou Diop, Senegal (*only meeting Friday 24<sup>th</sup>*). From Shanghai Library: Jieyin Feng and Yiging Zhang.

**Agenda:**

1. Opening and confirmation of agenda
2. Apologies for absence
3. Minutes from SC meeting in Oslo Saturday August 13<sup>th</sup> and Friday August 19<sup>th</sup> 2005
4. Financial report
5. Marketing Award: Report from the chair/jury-members
6. Report on publications
7. Book Announcement from Dinesh K. Gupta
8. Report from IFLA "Membership recruitment"-Working Group
9. IFLA Headquarter's reports and reviews of sections
10. Annual report 2005 for Management & Marketing Section
- 10a Report of IFLA M&M's Information Group
11. Strategic Plan – revision, approval and task distribution.  
Cooperation with other sections – policy-discussion
12. Programme for Seoul 2006: report from Christie Koontz
13. Pre-conference in Shanghai August 2006: report from Jim Mullins
14. Conference and programme for Durban 2007: report
15. Pre-conference and programme for Dakar 2007: report
16. New projects
17. M&M Section – recruitment activities
18. M&M Section: Honorary membership
19. Any other business

1. Opening and confirmation of agenda

The agenda was approved.

This point was added to the agenda: 15 b. Preconference and programme for Québec

2. Apologies for absence

No apologies for absence were received. These SC-members were not attending: Børge Hofset, Novella Castagnoli, Barbara Schneider-Kempf, Yawo Assigbley, Thierry Giappiconi, Natalia Santucci, Rob Pronk.

### 3. Minutes from SC meeting in Oslo Saturday August 13<sup>th</sup> and Friday August 19<sup>th</sup> 2005

Minutes from the meeting August 13<sup>th</sup> were approved at the meeting August 19<sup>th</sup>.

Minutes from the meeting August 19<sup>th</sup> had been distributed and approved by the two appointed members of the SC: Jim Mullins and Daisy McAdam.

No further comments were received, and the minutes from August 13<sup>th</sup> and August 19<sup>th</sup> 2005 in Oslo were approved by the SC.

### 4. Financial report

a) The Financial report for the Section is incorporated in the “Annual report for 2005” re: p.10 on the agenda. Former secretary Perry Moree explained about the figures. The surplus per August 31<sup>st</sup> 2005 was Euro 564,59. This amount was returned to IFLA HQ in February 2006. From August – December 31<sup>st</sup> 2005 the new secretary has had neither income nor expenses, and thus has no Financial report to give.

New version by Perry Moree of “Financial report” in the “Annual report for 2005”:

*“Reports were given by the secretary/treasurer March 11<sup>th</sup> at the SC-meeting in London and at the SC-meeting August 13<sup>th</sup> in Oslo.*

*The total amount on the M&M bank account is E834,61, as was received from the former treasurer Christina Tovoté. From this amount Euro 270,02 was paid for the M&M T-shirts 2005, therefore a balance remains of Euro 564,59. This amount has recently been transferred to the central IFLA account. The KB (National Library of the Netherlands) has reserved an additional amount of Euro 815,- to cover an outstanding amount of Euro 100,- to IFLA (still to be verified) and Euro 715,- for a new leaflet or other promo material.”*

b) Account from the Satellite Meeting in Bergen August 2005 had been distributed by mail. The SC agreed on that the surplus from the conference could be used for layout work for the printed edition of the proceedings from the meeting.

### 5. Marketing Award: Report from the chair/jury-members

SirsiDynix is now the sponsor of the Award.

Members of the jury had a meeting in Munich February 23. Winners for the 2006 Award are:

**First** place was awarded to **Cindy van Kranenburg** from the public library of Spijkenisse, near Rotterdam, in the Netherlands, for a simple but cost-effective marketing campaign to attract patrons, no longer using the library, by sending a simple postcard. The library also evaluated the number of those who became users. The marketing slogan is *"We miss you"* (in Dutch: *"Wij missen u"*). The first-place winner will receive airfare, lodging, and registration for the 2006 IFLA Conference in Seoul, Korea, and a cash award of \$1,000 (U.S.) to further the marketing efforts of the library.

**Second** place was awarded to **Suzanne Payette**, President of the Public Libraries of Québec for developing a topical and unique marketing campaign entitled **"Follow the Stream"** (in French: *"Suivez le courant"*) during the Week of the Public Libraries of Québec in Fall 2005, offering sustainable promotion material like reusable shopping bags.

**Third** place winner was **Óscar Arroyo Ortega**, of the Regional Library Service of Castilla-La Mancha, Spain for the campaign entitled **"Public Libraries: No need to knock!"** (in Spanish *"Biblioteca Pública, pasa sin llamar"*). The campaign consisted of a travelling exhibition about the new concept and social functions of the libraries. The main object was that the citizens of the small towns of this region knew the new concept, social functions and

services of the public libraries in the information society. Thus, they would use the libraries and then demand that the local authorities supported and financed them.

The first place winner will be announced officially at the final day, during the plenary session, of the IFLA Conference in August 2006, in Seoul, Korea. Second and third place winners will be awarded with distinctions.

The chair would like to have a leaflet for the International Marketing Award, in several languages, to distribute at the conferences in order to attract new applicants and to promote the Award.

The Jury was praised for their very good work.

#### 6. Report on publications

Trine Kolderup Flaten reported on the progress towards publication of the Bergen pre-conference proceedings. 2 papers are missing, and will not be included. One article is in French, with an English Summary. Daisy would see to a translation of this paper. The editorial work was not yet finished. The book will get a proper layout, and some pictures and other illustrations will be included.

Madeleine Lefebvre presented her book "Romance of Libraries", Scarecrow press, Maryland.

#### 7. Book Announcement from Dinesh K. Gupta

From the publisher Saur's Marketing department came David Welch, as a representative for Manfred Link. Dinesh K. Gupta presented the new publication in IFLA Series: "Marketing Library and Information Services: International Perspectives". Editors: Dinesh K. Gupta, who had been the working editor, Christie Koontz, Àngels Massísimo, Réjean Savard.

The SC-members were very pleased with the book, and praised Dinesh for his good work.

#### 8. Report from "IFLA Membership recruitment"-Working Group

This group was established formally in Oslo after the section had been asked to assist the Professional Committee on this item.

Steffen Wawra handed out the group's document/report "IFLA Membership Recruitment – Leading The Charge", where both Membership Recruitment Process, Action Plan for Recruitment, Definition of Benefits of Membership, Materials for Recruiting, etc. were systematically described.

This document will be sent to IFLA HQ/Professional Committee (PC) before March 10<sup>th</sup> and to the Governing Board Meeting March 13<sup>th</sup> as the M&M group's report. M&M will offer to present the report to the Committee/HQ.

Then Governing Board/PC have to confirm whether this project shall continue or not, before the M&M group goes on with the work.

#### 9. IFLA Headquarter's reports and reviews of sections

Questionnaire for review of sections was sent to the chair of Division VI by the secretary before the deadline November 15<sup>th</sup> 2005. The Governing Board administers the ongoing work on the reviewing of the material from all divisions.

#### 10. Annual report 2005 for Management & Marketing Section

The secretary's draft of the Annual Report was handed out to the SC members.

The part "Financial report" was handled under p.4 on the Agenda.

These corrections were made:

Members: Maasaya Takayawa resigned by the end of August 2005.

Preconference in Shanghai: + Dinesh K. Gupta.

Publications: The book edited by Dinesh K. Gupta is not in Green series, + the project started in Berlin 2003.

New text under Financial report – see p. 4 on the agenda.

With these corrections the annual report will be distributed to the SC members by March 20<sup>th</sup>.

Deadline for comments: April 5<sup>th</sup>. Afterwards the report is automatically approved, and will appear on the section's website.

#### 10a Report of IFLA M&M's Information Group

Steffen Wawra reported on the information Group's plans:

- 1) New website will be launched very soon – “draft” was showed.
- 2) Gunilla Lilie Bauer will host the two lists for a) for the SC members + corresponding members and b) for all our section's members + “other members” wanting to join.
- 3) One newsletter per year – after the Mid-Year-meetings.
- 4) Leaflets – in several languages – will be made before Seoul. Draft before May 1<sup>st</sup>.

#### 11. Strategic Plan – revision, approval and task distribution.

Cooperation with other sections – policy-discussion

The Strategic Plan, written by the chair, had to be sent the Division VI before November 15<sup>th</sup>.

The document was handed out to the SC members.

This was decided:

- 1) The draft was approved with some minor corrections under Mission and p. 1, point 3 and 4.
- 2) The Strategic Plan 2007 – 2009 should be worked on in SC meeting in Seoul. Thus the members are asked to contribute actively with written proposals within deadline: Mai 15<sup>th</sup> 2006. (For this purpose the Strategic Plan 2006-2007 is to be distributed by e-mail from Trine very soon).

#### 12. Programme for Seoul 2006: report from Christie Koontz

20 papers were received on the Call for Paper before deadline, and 4 after the deadline. 4 papers are chosen for presentation in Open Programme in Seoul. These are:

J. Eric Davies: Meaningful Missions, Valid Visions and Virtuous Values: an Exploration.

I V Malham: Strategic Planning for Developing Indian University Libraries into Knowledge Resource- and Service Centres.

Larry White: Using the L.E.A.D Technique to turn your Competition into an Emergent Strategic Tool.

Hisamichi Yamazaki: Changing Society: Role of Information Professionals and Strategy for Libraries.

These speakers are given some expectations for their papers being published in IFLA Journal.

Full papers have to be sent IFLA HQ no later than June 1<sup>st</sup>. Translations will be handed by:

Daisy: French, Angels: Spanish, Steffen: German and Russian.

Compliments from the SC-members for the committee's good work.

#### 13. Pre-conference in Shanghai August 2006: report from Jim Mullins

Jim Mullins and Qihao Miao reported. The Scientific committee ( Jim Mullins, Qihao Miao, Angels Massísimo, Dinesh K. Gupta, Jie Yin Feng) had chosen 28 papers. The program is

changed – and starts from the morning August 16<sup>th</sup>, and thus there is room for two more papers, from invited speakers.

On the programme for Opening Ceremony Wednesday August 16<sup>th</sup> are IFLA-president Claudia Lux and a representative from Pudong Administration.

Good accommodation is taken care of, for the Section's members there will be a registration fee of 50 Euro, and accommodation for 50 Euro per night (single-room) and 65 for double. Ways of publishing the proceedings were discussed, but the Committee decided that standard IFLA procedures had to be followed. The chair will check this out with Sjoerd Koopman.

#### 14. Conference and programme for Durban 2007: report

As theme for Durban open programme was agreed on Christie Koontz' proposal: Overcoming Barriers to Access: Effective Management and Marketing Strategies. For this user oriented programme the following sections will be approached by the chair for cooperation:

Information Literacy, Public Libraries, Metropolitan Libraries and perhaps Evaluation and Statistics.

To work on this programme: Christie, Gunilla, Madeleine, Jim, Trine.

#### 15. Pre-conference and programme for Dakar 2007: report

The Chair referred Réjean Savard and the other organizers plans so far:

A Satellite Meeting in Dakar, Sénégal, August 15<sup>th</sup> – 16/17<sup>th</sup> on the theme: “Managing technologies and library automated systems in developing countries. Target audience: want to address people in the area of Africa: Librarians, information technology professionals. A good draft for a Call for papers is made. Local organizer: Université Cheikh Anta Diop, Sénégal, and Co-sponsors are: IFLA Information Technology Section and – to be confirmed - : IFLA Africa Section.

Proposals from M&M section for the Scientific committee – in this order: Yawo Assigbley, Jalel Rouissi, Madeleine Lefebvre, Perry Moree, Gunilla Lilie Bauer.

#### 15 b. Preconference and programme for Québec

This theme was agreed on: “Managing Libraries in a changing social environment – legal, technical and organizational aspects”. Madeleine Lefebvre, Jim Mullins, Trine Kolderup Flaten, Dinesh K. Gupta would like to work on this, and more people could join this team.

#### 16. New projects

Proposals from Dinesh K. Gupta and the chair were handed out:

Review of Management Literature 1999 - 2008. Cost Euro 1.600,-.

10 years of IFLA Management and Marketing Section (2007). Form: Article in IFLA Journal. Possible collaborators: Réjean Savard, Christina Tovoté, Marielle de Miribel, Àngels Massísimo. No cost.

Proposals from Àngels Massísimo: Follow up the MatPromo Database, in order to enlarge and maintain it. From 2007 to 2009. Cost: Euro 3.000,-

The SC decided to continue the discussion on Projects at the SC-meetings in Seoul, as the deadline for application for project-money is November 15th.

#### 17. M&M Section – recruitment activities

Discussion lists, attracting new members in connection with Satellite Meetings, etc. can be used as ways of recruiting new members.

Corresponding members are also useful. The Chair proposed Sueli Ferreira as a new corresponding member, and the committee agreed to that.

18. M&M Section: Honorary membership

The chair had inquired about this at IFLA HQ, but Honorary Membership was reserved for special members in high positions. For special sponsors “Fellow” is a possibility. Jim Mullins proposed to use the term “Emeritus”. Daisy McAdam wished this proposal added to the memo to IFLA HQ from the recruitment – toolkit Group, and she would write some lines in order to take this further within IFLA.

19. Any other business

One called the attention to the interesting “Library: Success Stories” from the Swiss librarians.

Sheila Webber presented: “European Curriculum Reflections on Library and Information Science Education – URL for cap. 12: <http://biblis.db.dk/uhtbin/hyperion.exe/db.leikaj05>

The web site of the project is: <http://www.db.dk/LIS-EU/>