

IFLA MANAGEMENT AND MARKETING SECTION



**Mid-Year-Meeting of the Standing Committee,
February 29 and March 1st, 2008, Montpellier, France
Venue: Agence bibliographique de l'enseignement supérieur (ABES)**

MINUTES

Present: Àngels Massísimo, Spain, Trine Kolderup Flaten, Norway, Christie Koontz, USA, Ludmila Zaytseva, Russia, Päivi Kytömäki, Finland, Raymond Bérard, France; Ruth Wuest, Switzerland, Lena Olsson, Sweden, Daisy McAdam, Switzerland, Madeleine Lefebvre, Canada, Børge Hofset, Norway, Perry Moree, Netherlands, Antonia Arahova, Greece (only from Friday evening).

1. Opening and confirmation of the agenda

The agenda was approved.

2. Apologies for absence

Apologies for absence were received from all those who were not present: Jim Mullins, USA, Gunilla Lilie Bauer, Sweden, Dinesh Gupta, India, Fang Shu, China, Steffen Wawra, Germany, Sheila Webber, UK, Grace Saw, Australia, Hannelore Rader, USA, Ruth Wuest, Switzerland, Réjean Savard, Canada, Sueli Ferreira, Brazil.

3. Minutes from Standing Committee meeting in Durban August 18 –24th 2007

Approved by the members appointed in Durban.

Päivi Kytömäki wanted to add this in the minutes, item 8 in the 8th line: ... for this award.

Add: "Päivi Kytömäki, followed by" Jim Mullins, raised ...

Furthermore, item 8 in the 12th line: ... stated no jury Add: "members' or their libraries/institutions" had ...

4. Financial report 2007 for Management and Marketing Section

Report from the Secretary. There had been no expenditures in 2007. Leaflets and Newsletter had been produced for free by the help of Information Officer Steffen Wawra and his institution, Passau University.

In October 2007, the former treasurer of M&M Section had returned to IFLA HQ Euro 564,59 – money from previous years, kept in the National Library of Netherland.

5. Annual report 2007 for Management and Marketing Section

The annual report was approved.

6. Matters from Professional Committee and Division's Coordinating Board, information

Trine Kolderup Flaten reported relevant items from the Governing Board and Professional Committee meetings in December 2007: Finances, organizational changes from Quebec onwards, the work with the new IFLA website, marketing and recruitment – an obligation for all sections - and the fees for membership.

A good discussion followed, and the members pointed out that a new and functional website should have the highest priority.

7. Report from the M&M Chair

Àngels Massísimo reviewed the Section's former Strategic Plan and pointed at three items from it:

- * The project on Bibliography, proposed originally by Dinesh, should start/go on.
- * Christie Koontz's "Dictionary on marketing" should be translated into as many IFLA languages as possible, but it requires a previous revision. More entries to put in?
- * The Section's website relaunch – seems to depend on the progress of the new IFLA webpage.

8. Report from the M&M Secretary

Trine Kolderup Flaten had followed up the loose ends regarding programmes and pre-conferences from Durban, and the programmes for Quebec were all in good work.

9a Report from Information Officer and group

Information Officer Christie Koontz was praised for her very good work with the colorful newsletter with a lot of good content. Christie wanted material from the members for the late spring newsletter. Madeleine offered to give an update for Quebec WLIC. Christie Koontz wanted to have a printed version of the newsletter to hand out in Quebec. Updated leaflets is also needed, based on Steffen Wawra's files for previous versions. Leaflets are good as advertisement, for distribution among the attendants at our programmes and elsewhere. April 30rd should be the very last deadline for material for the Newsletter.

9b Mailing lists for Section's members and for SC members

Most of the present members had received the messages on the Section's list, but not all. Several wanted newer communication tools than lists, and some proposed blogs or open discussion forums. With a new IFLA website, this should be possible. The Secretary asked if ordinary mails including the whole group was OK for the SC-members? The answer was: yes.

10. International Marketing Award Report

Chair, Daisy McAdam reported.

Since last August, the Jury of the IFLA International Marketing Award has been busy looking for a new sponsor. Each step of the way, IFLA HQ was kept informed. The good news was confirmed, only January last, when Eileen Breen, from EMERALD GROUP PUBLISHING LIMITED, announced that after 3M and SirsiDynix, EMERALD was to be the new sponsor of the IFLA International Marketing Award. The announcement was finally put up on IFLANET at the end of February, just before the M&M Montpellier meeting, and Dinesh immediately publicized the information on IFLA-L.

Because of this delay, there will be no jury meeting this year; however, in order to take advantage of the rather tardy announcement of the prize, candidates were invited to send their applications electronically, and only in English, before April 18, 2008.

There will not be a poster session on the IFLA International Marketing Award in Quebec, but there will be a leaflet operation during the conference week. Our leaflets will be printed in Canada, and Dinesh will supervise this special campaign.

Next year, there will have to be a new action plan, with announcements and application forms translated into Arabic, Chinese, French, German, Russian and Spanish.

11. Pre-conference in Montreal August 5th – 7th 2008 "Navigating with youth - In these days of technology, how can public libraries attract and keep their young clientele?"

The Pre-conference is in cooperation with Public Libraries Section, Libraries for Children and Young Adults Section and Les Bibliothèques publiques du Québec, chaired by Suzanne Payette. Christie Koontz, M&M's representative in the organizing committee, reported that 50 papers were received and 20 were chosen. Several nice Newsletters are being produced for this pre-conference.

12. Programme for Quebec – report from Madeleine Lefebvre

M&M's programme "Managing Libraries in a Changing Environment - Legal, Technical and Organizational Aspects" is sponsored by 2 other sections: Library Theory and Research and Statistic and Evaluation. Madeleine Lefebvre reported that 45 papers were received and 4 max. 5 of them would be chosen for the 3-hours programme.

Madeleine also reported from the WLIC preparations by the local organizing committee, the hard work for founding, etc.

13. Program for Quebec in cooperation with Academic and Research Libraries Section

Trine reported. The programme "Public and Private Partnerships" applied for - and got - an extra 2-hours timeslot by the Professional Committee meeting in December. The Call for Paper was launched rather late, but the programme work is in good progress.

14. Pre-conference before Milan on "Library as places and spaces" together with Library Theory and Research Section - preliminary discussion

The discussion started the previous day, both on topic, venue and collaborators. The possibility for M&M to be involved as partner in Theory and Research Section's pre-conference, "Library as place", and also to arrange our own pre-conference, was discussed. At the Mid-Year-Meeting in Geneva a year ago a possible topic "New product launching and or development of marketing mix strategy" was suggested by Christie for M&M's own pre-conference.

At the SC meeting in Durban cooperation with Theory and Research Section on "Library as place" was briefly discussed. Antonia Arahova then offered Athens, Greece as venue for a pre-conference.

Trine reported the present status for these plans: There were 5 sections involved: Theory and Research, Public Libraries, Buildings, Academic and Research Libraries and M&M. John Lake, the chair of Public Libraries had been asked to chair the organizing committee. But so far, no venue had been chosen, though both Barcelona, Parma, and others also had been discussed.

In the following discussion several SC-members felt they could go for both a separate pre-conference, and a joint one with the four other sections.

But most of the SC-members would prefer to work with the pre-conference on "Library as places and spaces" - provided that topics on buildings and equipment should not be allowed to dominate the programme.

Antonia Arahova, Greece, joined the meeting on Saturday morning. She presented a letter with a very nice and generous invitation from Ministry of National Education and Religious Affairs, Hellenic Republic, for hosting a larger pre-conference in Athens before the Milan WLIC. This included conference rooms/ auditoriums with capacity for 400, social events, etc. The Chair presented her warm thanks for this splendid invitation.

It was agreed that the Chair/Secretary should present this invitation to the partners as soon as possible.

15 Conference programme for Milan 2009 - theme and collaborators

Good discussion and several proposals and comments. Lena Olsson proposed "Marketing/advocacy - open access", Børge Hofset: Could Lena's proposal be a pre-conference before Brisbane? Florence Muet proposed: "Users involvement in library design ... design services". Päivi Kytömäki proposed: "Ways to use library and the impact on learning". Raymond Berard proposed: "Convergence of Public Libraries, University Libraries, Research Libraries ..."

Trine Kolderup Flaten pointed out that Raymond Berard's proposal could be seen as a heading, where some of the other subjects might fit in. Actual sponsors: Academic and Research Libraries, Public Libraries and others.

Interested to work on Milan programme: Lena Olsson, Børge Hofset, Raymond Berard and Ruth Wuest". The Chair asked the proposers to elaborate their theme more, and send it by mail.

16. New projects, proposals and decision

The chair reported about 'Mat Promo', the M&M project this year and next. Due to personal problems, there has been no work on this during 2007, and consequently no need for the project money. When the work goes on, money can be applied for again. In Quebec one will have to decide with who and how MatPromo should be brought forward. The Chair asked all interested in taking part in this project to contact her before WLIC.

Dinesh K. Gupta's wiki based annotated bibliography of marketing material is a very interesting project, and should be in progress from now, as we could start working while we wait for the relaunch of the IFLA website. Florence Muet offered to do some coordinating work on this, and wanted more people to participate, The Chair would also contribute with bibliographic material. The Chair will contact Dinesh K. Gupta and Sheila Webber, who also has a lot of bibliographic material, about these questions.

17. M&M Section - recruitment activities, possible cooperation with other Sections

Possible ways to recruit new IFLA members were discussed. Arranging pre-conferences in countries where IFLA have few members, could be a good recruitment method. Identifying possible new members should be "homework" for all SC members. Look at the section's membership list, could there be more personal affiliates from the institutional members? Børge Hofset stated that we had to look at what mix of members we wanted for our section, and mentioned that there were few from public libraries, should we recruit more?

At the Durban SC meeting, Sinikka Sipilä, Chair of the Management of Library Associations Section, expressed interest in cooperation with M&M in recruitment and advocacy initiatives. The Chair would contact her to discuss joint work.

18. Venue for Mid-Year-Meeting February 2009

Sueli Ferreira has sent an invitation for next MYM in Brazil.

Perry Moree stated that Den Haag always is a possible venue, Trine Kolderup Flaten added that this goes for Bergen, too.

Venue has to be decided at the second SC meeting in Quebec.

19. Any Other Business

Warm thanks for Raymond Bérard for a wonderful meeting. He was praised for his excellent organizing and for the grand hospitality that made this meeting so successful for all present.

The chair called the meeting to a close.

Recorder: Trine Kolderup Flaten

Àngels Massísimo
Chair

Trine Kolderup Flaten
Secretary