



IFLA Management & Marketing Section

**The Mid-Year-Meeting of Standing Committee
February 26-27 2010, The Hague, The Netherlands**

Venue: National Library of the Netherlands (KB)

Prins Willem-Alexanderhof 5, 2509 LK Den Haag

Friday 26 February: Midterm meeting M&M (1):

09:30 AM until 14:30 PM

Lunch will be served at 12:00

Saturday 27 February: Midterm meeting M&M (2):

10:00 AM until 13:00 PM

Midterm meeting M&M (2)

MINUTES

1. Opening and confirmation of agenda

The agenda was approved.

Present Section Members: Raymond Berard, Chair (France), Trine Kolderup Flaten (Norway), Dinesh K. Gupta (India), Agneta Holmenmark (Sweden), Christine M. Koontz (United States), Daisy McAdam (Switzerland), Perry Moree (The Netherlands), Nadia Temmar (Algeria), Steffen Wawra (Germany)

2. Apologies for absence

Apologies have been received from Àngels Massísimo (Spain), Antonia Arahova (Greece), Judith Broady-Preston (UK), Chao Chen (China), Shu Fang (China), Ken Haycock (United States), Børge Hofset (Norway), Päivi Kyömäki (Finland), Madeleine Lefebvre (Canada), Lena Olsson (Sweden), Hannelore B Rader (United States), Amadou Anta Samb (Senegal), Réjean Savard (Canada), Grace Saw (Australia), Ruth Wuest (Switzerland), Ludmila Zaitseva (Russia)

3. Minutes from Standing Committee meeting in Milan, August 22 –27, 2009

The minutes were approved will be published on the Website (Steffen).

4. Financial report 2009 for Management and Marketing Section

The Budget of 2010, which depends of the number of members of each section, is Euro 815. It can be used for information and communication needs, projects and to support invited speakers (registration fee for day delegate). Raymond pointed out, that the Standing Committee should think about new projects within the IFLAs environment.

5. Annual report 2009 for Management and Marketing Section

The annual report was given by the Chair. He presented an overview of the activities of the Section.

Some items were commented:

1. Project MatPromo: A status update of the work is necessary. The discussion described several scenarios to continue. The chair will ask Angels about the status of the project (Platform). The time line is very important – if the project should be supported by IFLA further, a decision will needed in Gothenburg 2010.

Project Wiki-based annotated Bibliography: Dinesh mentioned that it is - more then expected – difficult to get input for this project. Dinesh is asked to provide a detailed project description at the next Standing Committee Meeting in Gothenburg.

The annual report was approved.

6. Matters from Professional Committee and Governing Board

Trine provided an overview about the content of the IFLAs Professional Committee (PC) Meeting, 30 November 2009. There was a discussion about IFLAs Professional Programme and Professional Structure: “Satellite Meetings in the future”. Trine reported that harder restrictions for Satellite Meetings in the future are planned. The PC wants to establish Guidelines for SMs – a geographical venue closer to the General Conference is needed, and more than a half of SM participants should visit the General Conference. The Section decided to reflect this position in further planning of Satellite Meetings.

7, 8. Report from the M&M Chair and Secretary

The Chair pointed out, that the Information Strategy of M&M is very important for a successful work of the Section. Raymond suggested to create a state of the art Information Strategy – if we not able to move forward we’ll lose our members (see 9a,b).

The Secretary informed about dates and deadlines for IFLA Officers in 2010. March 2010 is the deadline for applications to hold satellite meetings at the 2011 conference, October 2010:

the IFLA/HQ distributes Calls for Nomination for President-elect 2011-2013, GB members 2011-2013, PC Chair 2011-2013, Division chairs 2011-2013 and Standing Committee Members 2011-2013. Steffen reported that 4 current Standing Committee Members will finish their second term in 2011: Trine, Dinesh, , Hannelore and Steffen. Hannelore B. Rader retired on 31 December 2009. Steffen to ask her whether she plans to resign from SC.

9 a) b) M&MS information strategy

Following Judith's resignation in October, our section has been unable to inform its members of our activities. It is urgent to define an information strategy and to designate an information coordinator working with a small team.

The chair defined information strategy as a method for capturing, integrating, processing, delivering and presenting information in a consistent and timely manner. The informations about the M&Ms activities and the informations for the Section members and for the whole IFLA community are one of the core activities of the Standing Committee. We see a rapid increase of Web 2.0 applications, particularly wikis, blogs and podcasts. Raymond suggested to use these tools for the virtual collaborative work of M&M. He reported that Madeleine, suggested to create a blog.

All agreed to ask Madeleine to be our new information coordinator, All members must give content to Madeleine.

Daisy reminded of the important role of information for the new members of the Section.

After a vital discussion about the future of newsletter (printed and/or e-version) a decision was made: the planned blog will fill the function of a "continous Newsletter". Once a year – to support the General Conference – a short printed version will be produced, the information based on leaflets in the past will be added. (responsible: Steffen)

Christie will produce a check list and send it to Madeleine.

| IFLAs Mailing lists for Section's members and for SC members do not seem to be updated.

10. International Marketing Award

Dinesh, the Jury's Chair, reported: for this year's Award 26 candidates from 11 different countries came within the deadline. Also an application from a commercial enterprise (Intercontinental hotel) was within this number. The International Marketing Award is a story of success: 109 applications came within 7 years.

First place was awarded to the Learning Resource Centre (LRC), Indian School of Business, Gachibowli, Hyderabad, Andhra Pradesh, India, The slogan for the winning campaign is "Knowledge Companion to Empower You!" The LRC developed a product line of information alerts for administration, faculty and students marketed as "Global InfoWatch." This umbrella product offers personalised access to all stakeholders' facts and figures to update their knowledge in selected relevant areas. Administrators access competitive business school data such as rankings, faculty and students knowledge of industry trends, and engaging articles on business and management. Graduates receive timely recruitment and placement information. LRC also supports ongoing reference queries to assure and retrieve quality content for student projects. Congratulations to the LRC for its user-centric approach and

innovative product line of information tools for the 21st century business student. **Second place** was awarded to Gail Borden Public Library District, Elgin, IL, USA. The second place winning slogan is "StoryTubes: Kids Go Live With Books." Youth and their favourite book, star in their own self-made videos for fun and prizes, with the goal of strengthening reading and libraries and the productive use of technologies. This North American project is intended to go global. Googling already returns 27,000 links! .

Third place was awarded to the University of Bergen Library, represented by Ole Gunnar Evensen and Svein Arne Selvik, . The third place winning slogan is "The Magic of the Library-a presentation of the University of Bergen library." The broad video presentation of the University Library provides an interesting, resilient and funny review of the library's resources and departments-intending to motivate students to re-ignite interest and place value in their library.

The decision was made: a) to describe the duties of the Members of the Jury (Dinesh will do it), b) when new Members come to the Jury, they have to know and to fill the duties.

11. Preconference in Stockholm, August 7 -8 “Marketing Libraries in a Web 2.0 World”:

Written report from Réjean Savard: 26 proposals received. All evaluations are made. Réjean expects a high quality of presentations for the Stockholm satellite meeting. The Preliminary Program was sent to the Chair (see attachments). Two additional moderators (one for the session on marketing with Web 2.0 and the client and one for the session of Case Studies) are needed: Daisy and Perry will do this.

The Chair thanks Réjean for his great job.

The scientific committee comprised Steffen, Trine, Dinesh, Angels, Marielle de Miribel and Nadia.

12. Programme for Gothenburg in cooperation with Academic and Research Libraries:

Trine reported, that the programme committee decided to invite not more than 4 speakers. A number of charismatic speakers were discussed.

The Chair thanks Trine for her work in the programme Committee.

13. Programme for Gothenburg in cooperation with Management of Library Associations Section & Library Theory and Research Section : “Towards national strategies for library advocacy: Opening up access to research”:

Report from Raymond Bérard.

29 papers were submitted.

The scientific committee comprises 3 MM SC members: Dr Saw, Judith and Raymond.

**14. Conference programme for San Juan 2011: possible theme and collaborators,
- Decision on follow up of 2010 programme with Management of Library
Associations Section & Library Theory and Research Section, Information Literacy
Section proposal for a joint session in 2011**

There was an open discussion on the decision on follow up of 2010 programme with Management of Library Associations Section & Library Theory and Research Section. The planned focus for 2011 is: “applied research and strategy development in practice“. Some Standing Committee Members suggested to redefine the focus from a national strategy to a global view, according to the model for IFLA's operations, the three pillars, which recognises that IFLA's core functions relate to the societal contexts in which libraries and information services operate. Sustainability is a core theme of the future and present society. Sustainability is also a theme for IFLA: for example “Sustainable Digital Library Development for Scientific Communities“. The Decision was made to think about the theme: “Strategies for a Sustainable Library Development“. Trine suggested to stay in contact with the Education and Training Section in this matter.

- Information literacy section proposal for a joint session in 2011

Maria Carme's proposal was approved. Trine suggested to involve another section. She will have informal discussions with Maria. Proposed themes:

- different information literacy skills according to customers (with a marketing approach)
- Sustaining skills (staff & customers)
- According to the new position of PC to Satellite Meetings (s. 6) the decision was made not to have any SM before the General Conference in San Juan 2011.

All Standing Committee Members will participate to the General Conference 2011.

15. Publication of Athens proceedings

Christie and Perry reported. The two most important questions are: Should only the presented paper be published? To have an IFLA publication or not? After an open discussion the decision was made: only papers presented at The Athens conference should be published (thus excluding all papers by speakers who did not turn up). Only papers should be published, excluding abstracts submitted by some of the participants not having forwarded their full papers. The publication must bear the IFLA logo.

¹ The Society Pillar focuses on the role and impact of libraries and information services in society and the contextual issues, that condition and constrain the environment in which they operate across the world. Those issues are addressed currently through FAIFE, CLM, Blue Shield, and our advocacy in the World Summit on the Information Society (WSIS) and other arenas, The Profession Pillar focuses on the issues covered by the long established Core Activities - ALP, ICABS, PAC, UNIMARC - and the Sections and Divisions. They lie at the core of our professional practice and help libraries and information services to fulfil their purposes and to shape responses to the needs of clients in a rapidly changing global environment, The Members Pillar is of course central to IFLA. It includes the services we offer to members, management of their membership of IFLA, conferences and publications. We must work together to make IFLA more vibrant and attractive and beneficial for members throughout the world
Source: <http://archive.ifla.org/III/IFLA3Pillars.htm>

16. New projects: proposals and decision.

Proposal to liaise with Liber (Ligue des bibliothèques européennes de recherche – Association of European research libraries) Steering Committee on Organisation and Human Resources (see document 1 attached to agenda)

The Standing Committee Members highly recommended the proposal to liaise with LIBER. Raymond to be the contact with LIBER.

17. IFLA consultation process on a series of proposals with regard to possible changes to the IFLA congress: answer to questionnaire (see message sent to SC members. Same message on document 2 encl.)

The chair reported to this Consultation process. He described two kinds of questions: formal and strategic. The consultation process should focus on the strategic questions. Raymond to write to Pléade (survey firm) to mention that the chair was unable to access the SC questionnaire

18. M& M Section: Recruitment activities, possible cooperation with other Sections

We 162 members (as on December 2009)

19. Any other business

- a) As only one Standing committee Meeting for every Section is planned in Gothenburg, the Secretary will send a message to HQ and BC to describe the efforts needed for more professional communication at the General Conference. Time for a second Standing Committee Meeting is requested.
- b) Strategic Plan: the decision was made to have a brainstorming session (based on the brainstorming session 2005, London).

Recorder: Steffen Wawra