

M&M SC Zoom Business Meeting

Minutes



The meeting took place over two Zoom meetings on June 2 and June 3, 2020

In attendance on June 2: Anya Feldreuter (Chair), Leslie Weir, (Secretary), Jeremiah Walter (Information Coordinator), Cindy Hill (Jury Chair), Josephine Siegrist, Stephen Woods, Nick Boxam, Rendalas Gudauskas, Hie hua, Ruth Ornholt, Dilaria Begum, Jeannie Bails, Azenath Ateka

In attendance on June 3: Anya Feldreuter (Chair), Leslie Weir, (Secretary), Jeremiah Walter (Information Coordinator), Cindy Hill (Jury Chair), Catharina Isberg, Antoine Torens-Montebello, Alberta Cromer, Vera Keown, Bonnie Mager, Barbara Schleihagen, Christie Koontz

Absent: Anna Belkina and PinHong Su

1. Opening and confirmation of agenda

Anya Feldreuter, Chair, welcomed everybody the zooms meetings and thanked them for making time to participate.

2. Minutes from meetings in Ottawa

Leslie Weir, Secretary, introduced the minutes from the Mid-Year Meeting in Ottawa and called for corrections. No corrections were requested. Approved

3. News from Division IV and Governing Board, IFLA Governance Review

Anya provided the report on June 2 and Catharina on June 3 and Leslie shared the Division 4 report with members by email.

Impact of Covid-19 triggering cancellation of WLIC 2020 Dublin. The next WLIC will take place in Rotterdam. A call will go out for 2022 location, as New Zealand had to withdraw. Professional committee has put out a call to update action plans. The Governance Review process continues. Draft proposal will be circulated in the coming weeks. There will be work for units to do. With the cancellation of Congress, the general assembly must happen before the end of November and be announced 3 months in advance. It is anticipated that it will be a virtual and in-person mix.

Antoine asked why did IFLA decide not to have a virtual conference? Catharina confirmed that there were several reasons, including financial, technological, large size of congress, need for enhanced webinar support. She went on to explain that some papers planned for Dublin are to be webinars while other programs are shifted to Rotterdam in 2021.

4. Report from the meeting of the Jury for the International Marketing Award

Anya thanked the Jury and noted that it was a big job this year. Cindy, Jury Chair, thanked the jury members for all their work and noted how prepared they were. She

went on the highlight how impressed the jury was with the caliber of the applications that came from many different types and sizes of libraries and represented many 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. Cindy noted that PressReader, our sponsor, remains engaged and enthusiastic about the awards. Jeremiah commented on the strong submissions and remarked that we could have honoured 20. Next steps, inform the winners, issue a media release. The Jury is tentatively planning to hold a Webinar in September or October with the support of PressReader. The idea is to have a facilitator and invite top 10 to do short presentations. The idea of having a keynote speaker is under discussion. The plan is to use Zoom and link to Facebook. Anya asked about what this year's prize would be, as it is usually a trip to WLIC. This is under discussion with the sponsor and will likely be a trip to attend WLIC in 2021 in Rotterdam. The top 10 will be presented with a certificate - Jeremiah offered to help with certificates which will be e-versions to be emailed.

5. Report from Coaching Initiative

Vera and Barbara reported on the CPDWL initiative, noting that this is the second year of the collaboration. It makes conference more interactive with one to one coaching. Training was planned for the coaches, but with the cancellation of conference it will have to be an online coaching, to be held the week that was to be the conference. Have M&M members signed up?

Vera, a certified coach, is preparing 5 recorded presentations on coaching. The training is available for all, not just those that are coaching. In response to a question, Vera confirmed that the participants do not receive a certificate. Anya asked Vera to keep the committee informed. Anya will send link, when available.

Barbara went on to explain that they are moving ahead with a virtual coaching initiative and have contacted coaches - 17 agreed thus far. Language and time zones add challenges. They are looking for self-booking system - aiming at 2 or 3 sessions per coach.

6. Sessions (originally) planned for Dublin + management Skill building group

Anya noted that we had a total of 4 approved sessions planned for Dublin.

Wellness and Burnout – Leads: Jeannie and Stephen

CPDWL planning to roll over to 2021 in Rotterdam, rather than going virtual. They felt that it needed face-to-face interaction. M&M continue to partner. Library Services to Multicultural to join the partnership.

SDGs Session lead by Management of Library Associations will likely to move to 2021, decision pending

Marketing Award session delayed to 2021 in Rotterdam: Cindy, Anya and Leslie

Management skill building - planning a webinar on skill building Vera, Anya and Kim Moon scheduled for May but delayed to fall (likely September).

7. Updated Action Plan 2019-20

Anya prepared an update and distributed it to the members

Will revise following these meetings

8. Report from the Information Team

Jeremiah, our Information Coordinator, provided the report, highlighting what a strong team we have with representation from around the world, including Kenya, Malaysia, Netherlands, US and China. He went on to comment on the COVID effect with everybody being busy in their home institutions. He thanked Nie Hua for setting up a Weibo account in China (with a potential reach of half a billion people), highlighted Nick for setting up Twitter and Instagram accounts (great for reaching millennials and Gen Z) and noted that we have more than 4K followers on Facebook. Great potential to reach more people. Jeremiah also thanked Catharina and Anya for their posts. More diversity on the team means more potential diversity in reach.

The group is scheduled to meet next week to discuss leveraging the platforms. Email update to follow the meeting.

Request for help from committee, please send content on libraries, management, marketing – it can be memes, articles, links to cool stuff. It can be serious or funny. Include stories of your institutions. We are looking for content in languages other than English. Don't be shy!

Leslie asked if there was news on the new IFLA website and Jeremiah responded that there was no news, and that the new site was to launch at Dublin. Jeannie wanted her institution to follow us in Facebook group, but was told that institutions were not able to follow, only individuals. Jeremiah confirmed that the problem was at Jeannie's end as there was no such limitation at our end.

Anya commented that it was a great way to highlight countries and libraries and what is going on!

Team looks forward to supporting the great work of IFLA and the Section.

9. Any other business

Business Meetings: Anya introduced the topic of business meetings. There are normally two at conference. She confirmed that there will be business meeting(s) in August, maybe not the exact time scheduled at WLIC. Doodle poll to follow

Satellite meeting: We will plan a satellite meeting around WLIC 2021 in Rotterdam. Nick, Alberta and Anya will take the lead, with advice from Ruth (our super satellite meeting planner). Ideas or advice welcome

Information item from Christie: She received an invitation to speak at LIBRE Belgrade, which may have been triggered by her ILFA activity. Anya warmly congratulated Christie on this honour.

ILFA Response to Pandemic: Leslie complemented IFLA its incredible response to the pandemic and their support with resources for libraries in dealing with the fallout of COVID-19.

10. Closing of meeting

Anya thanked the members for their participation in the two zoom meetings and wished everybody a wonderful summer.

Next meeting in August/September, Doodle poll to follow.

M&M Standing Committee members

Officers

Anya Feltreuter, Sweden (first term 2017-2021), Chair anya.feltreuter@mjolby.se
Leslie Weir, Canada (second term 2017-2021), Secretary Leslie Weir leslie.weir@canada.ca
Jeremiah Walter, USA (first term 2019-2023), Information Coordinator JWalter@ppld.org

Chair, Jury, International Marketing Award

Cindy Hill, USA (2019-2020) Cindy Hill cindyvhill@yahoo.com

Members 2017-2021

Cindy Hill, USA (second term)
Ruth Ornholt, Norway (second term) Ruth.Ornholt@hfk.no
Barbara Schleihagen, Germany (first term) Schleihagen@bibliotheksverband.de
Vera Keown, Canada (first term) Vera Keown Vera.Keown@umanitoba.ca

Members, 2019-2023

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Antoine Torrens-Montebello, France (first term) antoine.torrens@mairie-compiegne.fr
Stephen Woods, USA (first term) swoods@psu.edu

Corresponding members, 2019 - 2021

Vera Keown, Canada (first term) Vera Keown Vera.Keown@umanitoba.ca
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Nick Boxem, the Netherlands (first term) n.boxem@uva.nl
Maria Anastasia, Gkoutidou, Greece (first term) mgoutsidou@gmail.com

Consultants, 2019 - 2021

Christie Koontz, USA (first term) ckoontz@fsu.edu

Information Team

Lead: Jeremiah Walter, Information Coordinator
Members: Azenath Ateka, Nie Hua, Nick Boxem

Marketing Award Jury

Lead: Cindy Hill, Jury Chair

Members: Cindy Hill, Leslie Weir, Ruth Ornholt, Nie Hua, Antoine Torens-Montebello, Bonnie Mager, Jeremiah Walter

Coaching Initiative (coordinated by convenor Ewa Stenberg, CPDWL)

Lead M&M: Vera Keown

Members: Barbara Schleihagen, Dilara Begum, Renaldas Gudauskas

Management Skills Building (webinars together with CPDWL)

Lead: Anya Feltreuter

Members: Josephine Siegrist, Catharina Isberg, Antoine Torens-Montebello, Maria Anastasia Gkoutidou

Session on Burnout: Dublin 2020 (together with CPDWL)

Lead: Stephen Woods, Jeannie Bails

Session on Storytelling: Dublin 2020 (together with MLA Section)

Lead: Barbara Schleihagen

Members: Christie Koontz, Alberta Comer, Azenath Ateka