



## **IFLA Management & Marketing Section Strategic Plan 2007-2009**

### **Mission**

- To investigate issues and undertake activities related to the management and marketing of library services and systems, including the use and development of theories, the education and development of librarians, and the application of management and marketing principles and tool in librarianship.
- To become a key forum of discussion of all aspects of management and marketing in all type of libraries around the world.
- To contribute to make IFLA a more and more challenging and rewarding arena for professional researchers, practitioners and educators.
- To contribute to make IFLA a powerful tool to defend and develop its professional principles and priorities all over the world.

### **1. “The Society Pillar”**

#### **Goals:**

**1.a To promote marketing principles and practices to ensure that the vital role of libraries is well understood and acted upon.**

**1.b To program and coordinate activities in order to reinforce the current motto “Libraries on the Agenda”.**

#### **Actions:**

- 1.1 To use the motto “Libraries on the Agenda” in every marketing activity
- 1.2 To continue to work with IFLA on the IFLA International Marketing Award, and secure financing through external sponsors
- 1.3 To manage the competition and publicize the award in every IFLA language
- 1.4 To promote awareness and education of marketing concepts through the award and the publication of its results

### **2. “The Profession Pillar”**

#### **Goals:**

**2.a) To strengthen the abilities and knowledge of library and information science for professionals managing libraries.**

**2.b) To provide guidance on the effective management and marketing of libraries.**

#### **Actions:**

- 2.1 To prepare – together with Public Libraries Section: Suzanne Payette, Quebec, and Libraries for Children and Young Adults Section and Les Bibliothèques du Québec - a satellite meeting on “Navigating with youth: In these days of technology, how can public libraries attract and keep young clientele?” for the next WLIC 2008
- 2.2 To prepare a programme on “Managing Libraries in a Changing Environment – Legal, Technical and Organizational Aspects ” at WLIC 2008, with cosponsors.
- 2.3 To prepare a satellite pre-conference on “Library as Place” for WLIC 2009

- 2.4 To prepare a programme on library marketing for WLIC 2009 – *theme to be determined* –
- 2.5 To achieve the publication of papers from the satellite meeting in Dakar, Senegal 2007
- 2.6 To work with appropriate sections in order to develop practical tools for library managers such as web-based guidelines, and tips for managing libraries
- 2.7 To continue the *MatPromo* project's second phase (Portail on library marketing with web-based tips and literature on marketing, together with the image database of library promotion tools) till 2008
- 2.8 To coordinate and finish the translation of the Marketing Glossary to several IFLA language
- 2.9 To start the bibliography project, as a web-based International Bibliography on Marketing and Library and Information Science, and recruit people helping us keep it updated

### **3. “The Members Pillar”**

#### **Goals:**

**3.a To promote the Section's membership in order to enhance the spread of the new management and marketing ideas and techniques all over the world.**

**3.b 5. To contribute to the IFLA membership recruitment and development.**

#### **Actions:**

- 3.1 To recruit new Section members through the M&M section's pre-conferences and open programmes via the active use of calls for papers and other techniques to open our activities to new speakers from outside IFLA circles
- 3.2 To complete the identification and listing of IFLA M&M Section's current, new, and former members
- 3.3 To activate the M&M open discussion list for every member of our Section and other possible interested people among award candidates, satellite meetings attendants, and others, and to recruit a facilitator of discussions on the list
- 3.4 To activate the restricted list for internal Standing Committee work
- 3.5. To find the most appropriate form of retaining former members who demonstrated a strong involvement in our Section, in order to keep them integrated and working with us if desired
- 3.6 To keep updated our Section's leaflet in every IFLA language and distribute it at our meetings, programmes and otherwise, including an electronic version
- 3.7 To produce a Newsletter twice a year (October/November and March/April, and distribute it electronically
- 3.8 To cooperate with appropriate IFLA Sections in order to identify and segment possible new markets for diverse IFLA membership, and use the results to formulate new toolkits for IFLA membership recruitment.
- 3.9 To encourage and support involvement and participation of newly appointed members of the Standing Committee by the Chair, the Secretary and the Information Officer, through communications and dialogue.