



IFLA Management & Marketing Section Strategic Plan 2010-2015

1) 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 tools in librarianship.
- To become a key forum of discussion of all aspects of management and marketing in all types of libraries around the world.
- To contribute to make IFLA a more and more challenging and rewarding arena for professional researchers, practitioners and educators.

2) Goals:

- To promote good practices
- To encourage professional debates, exchanges and networking
- To create promotion tools

3) Priority activities 2011-2012

Strategic direction 2:

Building the strategic capacity of IFLA and that of its members

Priority activities 2010-2011

- To adopt an information strategy that allows members to follow and contribute to the activities of the section:
 - To resume publication of a newsletter (2 issues per year: February, August)
 - To feed information both to the web site and the newsletter
 - To use the open mailing list to give information to every member of the section
 - To keep a discussion list restricted to Standing committee members
 - To produce a new leaflet in 2011 about the section and to distribute it in the sections programmes and on IFLA booth at the professional exhibition
- To contribute to the IFLA membership recruitment and development.

- 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
- To complete the identification and listing of IFLA M&M Section's current, new, and former members
- 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
- To encourage and support involvement and participation of newly appointed members of the Standing Committee by the Chair, the Secretary and the members of the standing committee, through communications and dialogue.

Strategic direction 3:

Transforming the profile and standing of the profession

Priority activities 2010-2011

- To promote good practices through the International marketing award
 - To continue the IFLA International marketing award
 - To secure a sponsor
 - To manage the competition and publicize the award in every IFLA language
 - To promote the award in each country through the SC members networks
- To encourage debates and professional exchanges:
 - To organize, jointly with the Academic and Research libraries section, a session in San Juan (August 2011) on "Managing libraries in 2020: innovative policies and tools"
 - To organize – together with the Statistics and Evaluation section and the Academic and Research libraries section - a satellite seminar in Turku (Finland) in August 2012 on "Statistical analyzes and other methods as tools for the management and the decision making in analyzing the library's efficiency, impact and outcomes"
- To achieve the publication of proceedings of the satellite meetings organized solely or jointly by M&Ms (Athens 2009, Stockholm 2010)
- To launch new projects that will help disseminate innovation in marketing and administration among libraries worldwide

Strategic direction 4:

Representing the interests of IFLA's members and their users throughout the world

Partnering with sister associations and organisations to extend IFLA's research and influence

Priority activities 2010-2011

- To liaise with LIBER (Ligue Européenne des Bibliothèques de Recherche) Steering Committee on Organization of Human Resources to participate in the organization of training programmes and seminars for top library management