

# M&M SC Business Meeting

## Minutes



The meeting took place over Zoom on September 3, 2020

In attendance: Anya Feltreuter (Chair), Leslie Weir, (Secretary), Jeremiah Walter (Information Coordinator), Cindy Hill (Jury Chair), Josephine Siegrist, Stephen Woods, Nick Boxem, Renaldas Gudauskas, Nie Hua, Ruth Ørnholt, Dilara Begum, Jeannie Bails, Azenath Ateka, Catharina Isberg, Antoine Torrens-Montebello, Alberta Cromer, Vera Keown, Christie Koontz

Regrets: Bonnie Mager, Nie Hua and corresponding members Maria Anastasia Gkoutidou and Nafisha Ahmad.

Observers: 20 were present for part or all of the meeting

### 1. Opening and confirmation of agenda

Anya Feltreuter, Chair, welcomed members and observers and thanked them for making time to participate, noting the different time zones, it being very late in the night in Sweden. Anya noted that observers were welcome to email officers with any questions. She highlighted that new members are always welcome, and went on to mention that the section was lots of fun and lots of work. Anya went on to introduce herself and did a round table for members to introduce themselves.

### 2. Apologies for absence

Anya mentioned that we had received apologies for absence from Bonnie Mager, Nie Hua and corresponding members Maria Anastasia Gkoutidou and Nafisha Ahmad.

### 3. Minutes from Zoom meetings in June 2020

Leslie Weir, Secretary, introduced the minutes from the last meeting (June 2 and 3, 2020) and called for any corrections. Leslie went on to note a correction to the minutes - 'Agenda' should read 'Minutes'. Jeanie asked for clarification about New Zealand. It was pointed out that news on the New Zealand meeting was on the agenda for discussion later in the meeting.

Approved

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

Anya mentioned that a number of our members had participated in the Round tables. Catharina then presented on the survey and other input from global Visioning, interviews etc. She noted that a second survey was done in June, adjustments made by the GB in July based upon the input. Catharina went on to describe the new structure, highlighting that four advisory committees will all now report to the GB. The number of elected members was changed from 3 to 5. August saw the release of the new

proposal. The proposal is to have both regional and professional councils, with Professional work to stay within professional council. There were five section and 6 regional round tables held to solicit input and reactions. The Professional Committee continues to work with GB to finalize the proposal. They are looking at how people could be more connected to IFLA.

Call for questions and comments: Ruth asked when we will see the finalized new governance and it was confirmed that we should see it following the General Assembly. It is anticipated that the General Assembly will change the status to allow electronic meetings and votes with the goal to go live with the next election in 2021.

Anya asked what were the most debated changes? Catharina responded that it was nice was that all agreed that the change was needed. Most of the questions are around the details, which will be on-going, and we will work on it together. Once debate is around whether the divisions be randomized or should they be according to topics. Two round tables raised the issue encouraging IFLA to consider a random approach, hoping that might lead to more collaboration.

Antoine raised a concern about diversity. He mentioned that MLIS has a special status. He wondered if the roles of the regional councils and MLIS may overlap and raised the question of what we might need to ensure representation in diversity and skills. Catharina pointed out that there will be 20 standing committee members and corresponding members and that while the proposal was for 20 elected members that there was the possibility for the Chair of SC to appoint up to five more members from regions not represented to balance out the membership.

Leslie then raised the question as to whether one could be a member of both a regional and a professional council. Catharina confirmed that this question had been raised and it was confirmed that it would be allowed.

Catharina reminded members that the Dynamic Unit Award nominations were open! She also mentioned that as part of the Actions Plans submission that we could request project funding.

#### 5. Report from the meeting of the Jury for the International Marketing Award

Cindy provided an update on the work of the Jury for 2020 and thanked the members for their service. Anya thanked Cindy for her role as chair this year.

#### 6. Appointing the jury Chair for 2020-2021

Anya confirmed that Antoine had been appointed as the chair of the jury for 2021. Antoine confirmed that he was excited to take in the role for 2021 and that he had really enjoyed participation on the jury this year and looking forward to this coming year. It was confirmed that Jeremiah will be recusing himself this year, as his library plans to submit. Question from Ruth regarding PressReader and their sponsorship. It was confirmed that htis was the third round in a three-year sponsirship and that discussions would be launched with the hope of renewing Press Reader as our sponsor. It was also hihghlighted that PressReader Library had focussed an issue on the SDGs and Libraries and Covid-19.

#### 7. Changes to Working Groups for 2020-2021

Anya suggested that it might be better to look at the action plan before discussions possible changes to the working groups. The discussion took place after the review of the Annual report and Action Plan.

Following the discussion of the Annual Report and Action Plan, the working groups were confirmed:

- Information Team - Lead: Jeremiah Walter, Information Coordinator
- Marketing Award Jury - Lead: Antione Torrens-Montebello, 2021 Jury Chair
- Coaching Initiative (coordinated by convenor Ewa Stenberg, CPDWL) - Lead M&M: Vera Keown
- Management Skills Building (webinars together with CPDWL) - Lead: Anya Feltreuter
- 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

Program working groups: Story telling will shift to Design Thinking, but for midyear meeting. Christie to take the lead, and Anya will put out the call for other members: Jeremiah and Ruth volunteered. Josephine would like to join the Skills Building working group. Antoine and Dilara interested in joining too. Jeremiah volunteered to provide technical support to virtual programmes. IFLA doing a session the following week and Jeremiah to attend. No update on Burn-out session, Jeannie will share details with Anya for distribution. Stephen voiced interest in joining Information Team.

Anya to our call out to membership for others that might be interested.

Christie thanked Jeremiah for posting her LIBRE session.

#### 8. Annual report and Action Plan for 2020-2021

Anya introduced the Annual Report by confirming that the spelling and grammar in the draft would be corrected. She suggested that we focus our discussion on the content of the report and make suggestions. Members agreed that nothing was missed! Vera committed to send an update to Anya on the coaching initiative. Annual report to be revised for spelling and grammar and submitted for the end of October.

The Action Plan, Anya noted, was divided into two focus areas: Management & Marketing.

Management:

Joséphine suggestion that we refocus management on post COVID. Skills needed, team building, leveraging lessons learned during that pandemic. Catharina suggested skills building in action plan with one webinar scheduled. Post pandemic we need to be stronger in advocacy and that it was important to have a plan, build skills, develop tools. Nick suggested that on-boarding would be a good topic. Anya highlighted the importance of orientation, culture, networking. It was noted that the webinar planned for the spring would be going ahead in November.

Should we retain or remove the management sessions linked to midwinter meeting? It was decided that it was likely it would be a virtual meeting. Christie suggested that we have a program and focus it on Design thinking (with SDGs) going into emotional

experiences. We could use emotional language and look at value proposition at an emotional level to facilitate solving complex problems, like returning to the workplace after COVID. Tolerate failure, do pilots. Could be closely linked with SDGs. Webinar or programme at Rotterdam. Our hours in Rotterdam could then be used for Marketing and focus on the awards.

It was agreed to plan a webinar on Design Thinking. Ken Baldolph considered as keynote. A working group on Design Thinking was set up with the idea of having a half day program with our midyear meeting. It was noted that this would be excellent to do during nomination period when we would be recruiting new members.

Formally agreed to retain the Midyear meeting program, but go virtual.

Marketing:

Marketing action plan looks good. Keep as is – open and we will apply for funding to support the award.

Anya will finalize the action plan and share with members for any final comments before submitting in October

#### 9. Report from Coaching Initiative

Vera reported on the Coaching Initiative and confirmed that it successfully shifted to online format. There were 45 to 50 sessions with 18 coaches. Some dropped out as they were not confident to do it virtually, but overall a great success. The five coaching sessions with slides translated into the IFLA languages and these had 242 views and there were 970 slides. Webinars were designed for different regions. There were group meetings for discussion of challenges and the differences in coaching online. They used the booking tool used Calandri, which worked well. Surveys were done with participants and coaches for feedback. Podcast are planned for December/January with coaches that could be used for recruitment of coaches for next year.

#### 10. Management Skills Building Webinar rescheduled November

#### 11. Social Media Strategy

Presentation by Jeremiah (to be distributed following the meeting) and the Info Team. It was noted that on we now have some 4,000 followers on Facebook, and are present on Instagram, Twitter, WeiBo (China). Jeremiah presented Nie Hua's presentation in her absence and highlighted that WeChat, Weibo, and TikTok and pointed out that there are some 165 million users on WeiBo alone. It is very entertainment focussed. Might we wish to have an official WeChat account, perhaps? Nie Hua recommended this as the preferred platform for M&M. Tik Tok, 200M daily users, Video content would be needed to be on Tik Tok - Maybe someday!

Important part of social media – engagement. Azenath presented. Engaged participant means successful and meaningful relationships. How to measure SM engagement. Understand audience. Create and share valuable content. Different post ideas including interactive ones. Types of content presented by Nick. New library in Chicago. Interesting library in the Middle East. Marketing award, Dutch Scholarly article, Video post on new COVID rules. Call from another group for contributions. Need geographic diversity (Europe US Africa China. Not just serious, can be entertaining for funny. All members should watch for possible content and send to team and Jeremiah as the IC

makes the final call. Send them Everything! Featured an article on post COVID impacts - looking into the future of the post Covid world. Just four people . . . . What have they missed? Blind spots? No comments.

Anya lauded their work and our increased presence thanks to them. Great job! Material from Catharina and Jeannie for upcoming material. Gap from Southeast Asia – Dilara. Strategy, for approval or operational document. Questions about measuring engagement. Revisions to come. Aim for midyear meeting to formalize the Strategy and post it in the web and promote it.

#### 12. Mid-Year Meeting

Plan for a virtual meeting. Prefer in-person meeting with not until post COVID, so will plan for an online Midyear meeting in February with a virtual program

#### 13. Satellite Meeting Rotterdam 2021

Nick confirmed that we have a satellite meeting planned for Rotterdam in 2021. It will take place in Amsterdam and will have a theme of managing and marketing social justice and diversity and inclusion in libraries. We could plan to have it broadcast as well. Currently in discussion with library users with special needs. Nick's University has volunteered to host. Tentative date: August 17-18

Let's just hope that it can go ahead as an in-person meeting and broadcast

#### 14. Other business

#### 15. Closing of meeting

Anya to update the annual report and plan and distribute, Leslie to send out draft minutes. Work from working groups as required. Possible fall meeting. Midyear in February

Anya thanked the members for their participation in the zoom meeting and wished everybody a healthy autumn, adjourning the meeting at 18:39 (Easter Daylight Savings).

Next meeting will be the Mid-Year meeting in February 2021.

### **M&M Standing Committee members**

#### **Officers**

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

#### **Chair, Jury, International Marketing Award**

Cindy Hill, USA (2019-2020) Cindy Hill [cindyvhill@yahoo.com](mailto:cindyvhill@yahoo.com)

#### **Members 2017-2021**

Cindy Hill, USA (second term) [cindyvhill@yahoo.com](mailto:cindyvhill@yahoo.com)  
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Vera Keown, Canada (first term) Vera Keown [Vera.Keown@umanitoba.ca](mailto:Vera.Keown@umanitoba.ca)

### **Members, 2019-2023**

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### **Corresponding members, 2019 - 2021**

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### **Consultants, 2019 - 2021**

Christie Koontz, USA (first term) [ckoontz@fsu.edu](mailto: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 Torrens-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 Torrens-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