**IFLA** **Management** **and** **Marketing** **Standing** **Committee**

**Business Meeting | Friday 24 August 2018**

**Kuala Lumpur Conference Centre, Malaysia**

**DRAFT** **MINUTES**

Attending:   Leslie Weir | Acting Chair, Jennifer Thompson | Acting Secretary, Anya Feltreuter, Christie Koontz; Cindy Hill; Ruth Ørnholt; Antonia Arahova, Barbara Schleihagen and Renaldas Gudauskas.

Guests: 28 observers

Apologies:  Nancy Gwinn, Chair, Vera Keown and Henar Silvestre | Co-Information Officers, Pat Wand, Ludmilla Zaytseva, Mary Chute, Nie Hue and Wiebke Dalhoff.

Not in attendance: Lamia Abdelfattah, Maureen Clapperton, Nadia Templar, Madeleine Lefebvre and Børge Hofset.

Resigned: Silvere Mercier and Damian Lodge.

**Welcome and approval of the Agenda**

Leslie Weir, acting Chair, opened the show at 10.45am - with all attendees doing round house introduction. Large number of observers – 28 in total.  
  
Chair Nancy Gwinn sent her apologies - cancelled trip due to family issues.   
Leslie has stepped up as Acting Chair with Jennifer Thompson as Acting Secretary.   
Wiebke Dalhoff explained her change in position leaving the library and information profession, but confirmed that she will complete her mandate on M&M through 2019.  
Division Chair Antonia provided updates for the committee’s business meeting.

**Approval of the Mid-Winter Meeting Minutes**

Special thanks to Cindy Hill, Federal Reserve Bank of San Francisco, for hosting such an amazing Mid-Winter program for the committee. Noah’s last name confirmed as Pollaczak for the minutes. Noah, a valued member of Cindy’s staff was the committee’s technical wizard. Barbara’s name to be added to the apologies of the Mid-Winter meeting. No other corrections. Committee minutes approved.  
  
**ACTION**   
Nancy sent out the action plan which the committee has received.

**Report of the Jury for the IFLA BIBLibre International Marketing Award**

1. **Sponsorship of Marketing Award**

Since BibLibre funding of the marketing award, 3-year commitment, was completed with the 2018 award- process, the committee needs to identify a new sponsor. Nancy and Jen had committed to work on the prospectus, Jen completed the draft which was forwarded to Nancy and Jen has since booked a pitch meeting with a potential sponsor for the library award for the next three years.

**ACTION**Jennifer drafted the new sponsorship prospectus and pitch packages - complete  
Meeting scheduled for Tuesday 28 August with large name digital company – to be completed.

1. **Results of the Jury Deliberations for the Award**

The Management and Marketing session will be on Sunday 26 August titled *Expand Your Reach in a Digital World | How to be in 1000 Places At Once.* The two-hour event will feature the top 3 winners delivering 7 minute presentations on their winning marketing projects. The winners will receive their official certificates at the IFLA ceremony at Monday 27 August.   
Jennifer has created new branding of the A3 certificates for the awards. Winners include

* New York Public Library, USA - Youth Amnesty,   
  Keeping up with the Librarians – Invercargill City Libraries, New Zealand
* Greetings from Zagreb from the National and University Library in Zagreb, Croatia

**ACTION**

The action was to announce the winners on the website – complete.  
Jennifer to complete the media release - complete  
Jennifer created certificates – complete.

1. **Results of the Marketing Award Survey**

Survey drafted by Vera where we will be able to tap feedback from the applicants to streamline process.

**ACTION**Survey to be ready in November 2018 when the Library Marketing Awards 2019 goes live.

**Program (KL) – Expand Your Reach in a Digital World**

Jennifer and Anya co-chaired this year’s event with guidance from Leslie.

Anya put out the call for international papers. Jennifer, Leslie and Anya reviewed all papers and selected on merit and interest -

* Beyond Social Media – Hong Cheng USA
* Opportunities of the Digital World – Catharina Isberg, Sweden
* How social is your media? – Anne Goulding, New Zealand
* Content Marketing Strategies – Widiatmoko Adi Putranto, Indonesia

The session also features the top three marketing award winners. Keynote speaker Ana Brzezinska – was stopped at Warsaw Immigration with a passport due to expire within a 6 month period. She has prepared a twenty-minute video for the keynote. Kingsley Ihejirika from New Zealand was replace by Anne Goulding at the last moment.

All speakers – were allocated 7 minutes per presentation with an emphasis on interesting topics and speaking delivery. Reading from the powerpoint was discouraged. All powerpoints to be created in the Pechu Kachu model – 20 slides each.

Keynote speaker allocated 20 minutes. Session ends with 30 minute round tables discussion – audience can approach the speaker of their choice for further information and conversation.

All committee members encouraged to wear black – to create the look and feel of a team/squad. Jennifer, Anya and Leslie to provide 60-second intro only to each section of the session.

**ACTION**Anya – to coordinate papers, communication and organisation of speakers, papers and presentations - complete  
Jennifer – to create marketing brand for the session, keynote speaker, review of papers and promotion of session as well as run sheet for speakers and committee members - complete

Leslie – to provided IFLA guidance, review of papers and to ensure Jen and Anya don’t need bail money ☺ - complete

**Brainstorming on program for Athens 2019**

Session subjects will feature Management. Programme chair to be Ruth.   
Christie and Pat volunteered to work with Ruth in San Francisco.   
Suggested topics from the San Francisco minutes include Diversity and Using Big Data in the Library, Skills and Competency for the future for both.  
Ruth and Antonia to lead the sessions. Antonia has confirmed a local area on the island.

Confirmed that the Committee will have a Satellite Meeting.

**ACTION**

Nancy to put out call for Programme Chair and Planning Group.   
Ruth to work with Tonia to identify local contact and confirm interest.

**Communications Plan**

Development around the communications plan - a call was to go out to a group to draft the Communications Plan. Call was not put out as planned.

Template and plan developed by Vera Keown. Vera researched other plans, ideally each initiative should have its own sub-plan with the highlights of all being included in the section high level plan. Plans should include ‘actions plan’ goals and each should include a communication plan (**What** we are trying to accomplish and **who** are we trying to communicate with. Our website will need to be revamped to provide clear messages with both Marketing and MANAGEMENT being emphasized. Timelines and deadlines should be included.

Research required on social media use - target those that are effective.  Use time invested for the best return. We need:

* Market research
* Accessibility
* Access to distribution channels (some are blocked by countries)
* Evaluate and Measure success (or lack there of)

Anya and Leslie volunteered to work on the Communications Plan with Vera.

**ACTION**

Chair Nancy will schedule a ZOOM call to discuss the draft once the working group submits their draft plan, likely in October 2018

**Cindy Shout Out**

Another round of applause for Cindy Hill and the fabulous program she created for the Committee during the Mid-Winter meetings in February. Highlight included Guest Speaker, Luis Herrera, City Librarian, San Francisco, who spoke on what he sees as four trends in society.

He provided the context of strong engagement with museum of modern art and the strong interest on the Library board in civic engagement expertise. Disruption, Engagement, Radical Partnerships, Telling the Story were the key subjects covered.

**ACTION**

Cindy has raised the bar to new levels!

**IFLA Professional Committee Update**

* Antonia updated the Committee re: Professional meeting from Thursday 23 August
* Many challenging aspects for the professional committee, all sections and units
* New IFLA President-Elect – IFLA is reinventing itself
* After the results of these historical projects - such as Global Vision, there are ten highlights, input of thousands of librarians, input now means action.
* IFLA to be reinvented and restructured. It’s not business as usual - co-working, it won’t be the decision of the governing board from 2020 - it will be the process of the discussion between all of the sections, the standing committee members, the officers, the chairs - IFLA Development Plan
* This shows the important timelines and how IFLA will move forward
* More news after December - the governing board meeting - there will be a workshop to discuss how to structure the discussions to restructure IFLA
* The previous three months, Antonia has had conference calls with Division 4 - preparing for next year’s session
* Our planning needs to be closely aligned to the Global Vision results.
* Election year discussion - next year there will be vacancies on M&M
* Elections for standing committee, Division Chair, President-Elect and section chairs
* Members are enthusiastic because of the topic - but you should be committed to action - and be an active member - must have time and energy to contribute to your section or committee.
* Leslie and Nancy shared input - and will send a copy out to the committee.

**ACTION**

Antonia to provide more information, which will be available after August 30.

**Draft annual report 2017-2018 and Action Plan 2018-2019**The chair did not have an opportunity to complete these - Leslie and Nancy to work on these documents after August. Action Plan will up for debate and discussion. As we are moving to an election year - all members and new elects will need to be active within roles, duties and responsibilities. All members to contribute to the work of IFLA.

**ACTION**Leslie and Nancy to continue to work on the report and plan

**WLIC Program 2018**

Expand your reach in a digital world - How to be in 1000 places at once - Jennifer and Anya spoke about the session, the title, Leslie, Barb, Cindy, Ruth, Christie. Antonia - will attend at the end. Round of applause for Anya and project group.

**International Library Marketing Award 2018**

Very successful 2018 process, exciting new prospectus in the works. All members to identify opportunities. Chair and vice-chair in question. Outcome of sponsorship to determine whether there will be a 2019 program. Discussion on whether the award should go ahead minus a sponsor. Silvere (previous chair) created technical process that automated and translated language, the jury members read every marketing application using formal criteria. Mid-winter meeting discussed all applications, confirmed the top ten, performed deliberations, there have been many tech strides. Moving forward is in the infrastructure. Three key points - open floor for committee members - for award moving forward.

Cindy - there is a publication called MLS - newsletter - they did a whole article on our award - there is some momentum going on with this kind of publicity. Christie added that she used to write up the award to this publication - has offered to give a free subscription to the winners. 10 years of promotion in this magazine.

Leslie - there needs to be a tech update on the submission process. Need a chair and vice to take on managing the process.

Ruth - important to continue - applicants are improving in quality.

Leslie - read out the countries that submitted an application for the award - urges observers to go the website to view the best practice award winners. We’re looking for more than an ad campaign

Christie - 14 years ago - added a glossary to the submission - in order to enrich the application process - identification of solving a problem within a time frame, a certain customer group, and true marketing planning. Made a commitment to the spirit of the award and look to developing countries. We haven’t promoted the winners on the website

Tonia - marketing award is one of the most important in IFLA - to secure the award - with no one gap - creates impressions - Silvere created the process in the digital award - current criteria and the outcomes really secure the modern aspects of marketing award - best practices that can be applied - not many people know why this award is important - it is the IFLA marketing award - material needs to go on the website - important to be visible

Leslie - addressed the ‘lack’ of our website contributions - majority of material needs to archived, announcements needs to be linked correctly. Our game needs to be upped. A number of people of gone through the Information Officer role - the marketing award - we need to provide access to the projects that win - to help the community so they can leverage the information for their needs.

Tonia - a committee member has to be really committed to the action of a newsletter or material loaded to the website.

Anya - asked about the M&M facebook page and whether we should be updating that. Leslie said the communications plan needs to address the minority of members who do the majority of the work.

Leslie - we need to be active participants. The program takes a large investment as does the award.

**ACTION**  
Jen and Anya - as the Information Officers are not here, Jennifer and Anya will attend the session on IFLA communication for officers  
Jury - action items - Leslie to report back to Nancy - we need to review the membership of the jury.   
Nancy to confirm the Chair and Vice-Chair that interact in responsibilities to maintain continuity. Confirming who’s staying on the jury, call out for jury members, establish the Chair and Vice-Chair.   
Strong feelings on suspending the awards for a year if sponsorship is out.

**Second Management and Marketing Committee Meeting**

* Will take place on Wednesday 29 August. Agenda items will cover:
* IFLA professional forum overview, program for Athens 2019, Satellite meeting in Greece 2019 discussion
* Future programs
* Call out to all members in the committee for submissions for the mid-winter meeting - Anya has put forward a motion to host the meeting in Stockhome - limited snow.
* Vote/lobbying for winning location.

**Committee Dinner**

Sunday 26 August, 8pm. Committee to attend the OCLC Reception at Petronus Towers first and then catch taxi to restaurant. Leslie to finalise reservation.

**Off Agenda**

Observers addressed the committee with questions. Inquired about the communications toolkit.

**ACTION**

Christie to email her the toolkit.

**Business Arising**

Guidelines on marketing for libraries prepared by Tonia and Perry Moree till August 2019.

**ACTION**

Christie to send toolkit to Antonia.

**MEETING CLOSED 1.05PM**

**IFLA** **Management** **and** **Marketing** **Standing** **Committee**

**Business Meeting | Wednesday 29 August 2018**

**Kuala Lumpur Conference Centre, Malaysia**

**DRAFT** **MINUTES**

Attending:   Leslie Weir | Acting Chair, Jennifer Thompson | Acting Secretary, Anya Feltreuter, Christie Koontz; Cindy Hill; Ruth Ørnholt; Barbara Schleihagen and Nie Hue.

Guests: 10 observers

Apologies:  Nancy Gwinn, Chair, Vera Keown and Henar Farradal | Co-Information Officers, Pat Wand, Ludmilla Zaytseva, Mary Chute, Renaldas Gudauskas, Antonia Arahova, Wiebke Dalhoff.

Not in attendance: Lamia Abdelfattah, Maureen Clapperton, Nadia Templar.

Resigned: Silvere Mercier and Damian Lodge.

**Welcome**

Leslie opened the show at 10.45am - with all attendees doing round house introductions. Number of observers – 10 in total.  
  
Chair Nancy Gwinn sends her apologies - cancelled trip due to family issues.   
Leslie has stepped up as Acting Chair with Jennifer as Acting Secretary.

**Professional Committee Officers Forum Report**

Leslie sent out documents from that meeting - including Work Plan for Global Vision, results from the member survey and a PowerPoint that was provided at the meeting showing the agenda items covered. Agenda included introductions from President and Secretary-General briefing on global vision.

* Global online vote - the percentage by the years of Library experience - 36.8 percent that participated - were less than 10 years experience. There’s a perception that young professionals can’t participate until they’re older - but this appears not to be the case.
* Goals moving forward in the ideas store - from a summary report - to bring all the ideas into the store - those ideas should inform and invigorate the actions for 2019-2024.
* The IFLA development Road Map - will be launched a governance review - reviewing all aspects of the association - the structure of Divisions, SIGs, committees - that will be launched with the strategic discussion - governing board will have a workshop to develop the strategy to be launched in Greece 2019.
* For the Congress 2020 - to have approval for whatever governance has been decided. Sections to be determined and decided - stay or go. What is the role of the sections in this discussion - details yet to be determined.

**IFLA Elections**

Membership survey results have been emailed to the committee to view. Emphasis on the Professional program development plan - for improving impact, leadership, engagement. Discussion on presentations in the coming year - including coaching.

IFLA nominations - moving onto an election year:

* There are 3 timelines - for President and Governing Board - Professional Chair and Division Chairs - then the Standing Committees.
* Anyone can be a nominee - call for nominations will be 3 October 2108. Deadline for nominations 3 January 2019.
* Candidates to be nominated by an institution that is a member of the Section, or by a member association.
* Ruth noted that there is a form that you sign that you will be an active member of that committee
* Leslie - many are active and contribute to their sections. It is acknowledged that there is many who do not contribute. What are the expectations for new members - there will be an orientation for new members - so they will be aware of the responsibilities of the membership.
* The applicants are voted on by the Section - not the committee
* The election deadline is the 29 March
* Announcement on April 5 2019 - so the new members have enough time to book travel and registration, funding arrangements
* First Management and Marketing business meeting Greece 2019- with current members
* Second Management and Marketing business meeting Greece 2019 - incoming members

**Committee election questions arising:**

* Is there a limit to the number of Sections you can be on? – There is not a limit to the number of sections, but you can only be on one Standing Committee.
* IFLA wants new members to be active from when their membership kicks on
* Nancy Gwinn sent out list of standing committees - Leslie has analysed the list - first and second termers - 6 members finished their second term - unable to be re-elected - 7 members finishing their first term, they can run again. 1 corresponding member is out, 1 could be renewed for another term. Can we confirm the Friends group??
* First termers to confirm whether they will run again
* Large amount of outside interest about running for nomination for the Management and Marketing committee - 20 or more applicants last year
* There are four pages long of section members-- approximately current 100 members
* Nominees can contact committee members to get a key contact from the Section list for nomination
* Ruth suggested for those running for a second term - everybody who runs for their second term - everyone writes a short piece about themselves and what they will contribute to the committee - to be viewed by the committee for the voting process - to keep the balance between management and marketing - public and academic - variety of people
* Anya suggests - three questions - background, projects, skill set, - renewing members
* Recruit active committee members that bring skills and expertise to the committee - demonstrate enthusiasm, participation, communication and digital skills

**ACTION**   
First termers to confirm their run for re-election – **by 1 November 2018**

Nancy to confirm Friends of Management and Marketing Committee group – to stay or go

Leslie to confirm IFLA mailing list – Henar to delete old/resigned members

**Library Map of the World**

Tonia (absent from meeting) represented Division 4 as Division Chair – an overview of the story telling, highlights sessions, Division Chair reports, professional structure overview. Leslie covered the notes from the Professional Forum Report

**Program for Athens 2019**

The San Francisco meeting minutes shows Ruth as the Program Chair for WLIC2019. Program Chair is yet to be confirmed.

Ruth has offered to chair the Satellite Meeting instead with Christie, Barbara and Heather volunteering to work on the group.

* Suggested topics include Diversity and Using Big Data in Library, Skills and Competency for the future for both individuals and professional
* Tonia has confirmed a local host Emmanouil Pyrgiotis, Director of The Historical Public Library of the Island of Samos
* Satellite proposed for Thursday and Friday
* Satellite is on management
* Ruth to develop theme
* Ruth - Tonia wants the marketing to be in the broad sense - need to make a theme - to contribute locally and collaborate with the locals
* Committee to head to Athens on the Friday night

Antoine Torrens spoke on behalf of the Young Professionals and pitched an idea for a session partnership:

* Proposal for session about love
* Marketing management - love between librarians, because this creates a problem for management - how to manage the whole this creates
* Harassment – The Darkside of Love (possible name for program)
* Anya - social relations - working together - how to help staff - outside mediator
* Passion, hate in Libraries
* Jennifer LOVEs THIS IDEA!!!

Leslie thanked Anya and Jennifer for their massive contribution to this year’s successful congress session and thanked Cindy for a progressive and welcoming San Francisco mid-winter meeting program.

**ACTION**Nancy to confirm Program Chair for Athens 2019  
Nancy to review the Young Professionals offer to session partner for Athens 2019  
Ruth to confirm satellite theme and program

Ruth and Tonia to work with local host to finalize details

**Coaching Session**

Caterina Isberg spoke about coaching opportunities:

* coaching program for professional development
* made as a follow up from satellite meetings with short coaching sessions with delegates
* has been well received - moving into the larger congress with a pilot test this year
* goal to help developing careers - and working in IFLA can help
* drop in 15-30 minute sessions with 24 coaches made up of standing committee members

Caterina would like to have another Section on the coaching group. Anya has highlighted this to the standing committee - she observed part of the session. There is much interest - different types of coaching and a great need for managers to talk with other managers for guidance and advice. Cindy supports this - program is implemented in Federal Reserve Bank with great success. Cindy volunteers to be involved with the Section.

**ACTION**

Anya to take lead on the coaching team with Cindy to shadow.

**Communications Plan**

IFLA is developing a new website – had been previously advised that a prototype would be ready for viewing at WLIC2018. It is not yet available – may be available in June. All Information Officers were provided with a list of pages that should be archived or transitioned to the new site

* August 15 was deadline for the input from the Sections
* Comms Sub Group - call for group was delayed - volunteers Vera, Anya and Leslie have volunteered to put together a draft communications plan
* Virtual meeting proposed for Sept-Oct - to discuss approach of the plan
* Looking at high level of the role of Information Coordinator – the committee doesn’t have clear guidelines for the website = such as how long do papers stay visible on the website
* We have a lot of dead links on our page - some papers that continue to have relevance but are out of date
* Looking at mechanics of current information - logistics - who does what and when –
* There is a lot of interest around the marketing award and session - we need clarity on who’s posting what and where
* On a technical level - a generous offer from Cindy’s husband to get us caught up and to clear out the dead wood - and then we can move forward
* Vera did a fabulous job laying the groundwork on the first draft of the Communications Plan
* Synchronising with IFLA deadlines
* Current presence is to be up to date by the IFLA deadlines

**ACTION**

Communications Group (Anya, Henar, Leslie & Vera) to draft Communications Plan  
Links, papers, photos, information to be forwarded to Cindy for John to upload to website

Henar or Vera to provide John Hill with access to the website  
Jen and Anya to access MM Facebook page and upload in real time  
Nancy to draft duty guidelines for the Information Officer role

**Future Programs**

One of the proposals on the table - develop a workshop with our mid-year meeting.

* Jennifer proposed collaborating with Invercargill Libraries to host program in NZ2020 - social media
* Host for the satellite meeting - in NZ2020 – Jennifer pitched Hobbittville in The Shire
* Marketing theme for New Zealand
* Anya suggested a Fail Camp - possible session - learn from failure - The Walk of Shame
* Ruth - midwinter suggestion - library visit, small conference, meet counterparts in that country - formal program - network building
* Recommendations for mid-winter - Stockholm with Anya, are there any other offers on the table? Cindy endorses an earlier call to action on location - experience with time management planning at mid-winter.
* Anya pitches Stockholm - Kingdom of the North, castle in city, Swedish Library is the city, online technology, will be speakers, Library tours and could be fun. Nippy weather!! Coffee and cake promised by host. Cindy seconds the motion. A resounding Aye!!
* Dates to be confirmed for February 2019 - possible Valentine’s Day dates - ALA conference confliction - confirm date 12 September 2018.   
  0. ACTION - Nancy, Leslie and Anya to confirm dates.

**ACTION**

Nancy, Leslie and Anya to confirm location (Stockholm) and dates for mid year meeting  
Anya to confirm location, program and a selection of mid-priced accommodation.

Jennifer to investigate Hobbitville in New Zealand.

**Other Business**

**Library Marketing Award Sponsor**

Leslie thanks BibLibre for their support.

* Jennifer spoke about the new potential sponsors – she should know within a week if new sponsor will sign on
* The incredible contribution of the outgoing Jury Chair Silvere, has resigned from IFLA - to the marketing award and it’s digitisation and streamlining the process - language translation and sponsorship
* Jury has recognised the need to update our technology - Jennifer has been working on updating the application technology process

**Library Marketing Award Jury**

* Wiebke is on the standing committee, but is unable to carry out the duties as vice chair of the Jury or step in as Chair
* Tonia nominated Jennifer for Chair of the Jury
* Leslie had agreed to chair for 2019 (for just one year) after being interim chair for 2018.
* Continuity for the chair, vice chair and jury members is vital
* Conflict of interest, time frames for chair and vice chair, committee cycling out and new jury members coming in
* Not clear who is on the jury – members listed on the application, but not elsewhere on the M&M website - need to clarify if only standing committee members should be on the jury
* Jennifer formally accepts Vice-Chair of the Jury
* Leslie formally accepts Chair of the Jury for 2019
* Jury members need to be identified on the website - for the applicants
* 14 members are stepping off the committee - including key members who are at the end of their second mandate - jury membership mandate should be for a specific period of time - to ensure the jury is receiving new members in a timely fashion
* This will be included in the process documenting the nomination process for new members for the jury

**ACTION**

Leslie to confirm current Jury members

Leslie and Jennifer to prepare new Jury draft guidelines for discussion at the mid year meeting

Jennifer to investigate updating the award online process

Jennifer to confirm award sponsorship

Leslie to confirm new Jury members going into the 2019 Awards

Cindy thanked Leslie and Jennifer for stepping up to the Acting roles for WLIC2018.

**MEETING CLOSED 1.15PM**