

# 2020-2021 Annual Report

Response ID:72 Data

## 2. Unit Information

**Please select your professional Unit**

Management and Marketing Section

**Please select your Division**

Division 4

**Name of person completing form**

Anya Feltreuter

**Role of person completing this form**

Chair

**Contact email of person completing form**

anya.feltreuter@mjolby.se

## 3. Projects/Activities

### 1. Focus Area 1

Management

Increase knowledge and improve practices to reflect best management practices in libraries to support them in attaining their goals and to inspire and enhance professional practice globally. In 2020 the special focus was on personnel matters and coaching.

**Project Output (e.g. Unit Guidelines, Webinar Series, etc.) 1**

Coaching Initiative with CPDWL, webinars, videos and individual coaching.

**Output status**

Ongoing

**Will you continue this output into 2021-2022?**

Yes

**Do you have a URL to this output you can share?**

[IFLA Coaching Initiative: a dynamic IFLA Professional Unit programme – IFLA](#)

**Detail, in brief**

The IFLA Coaching Initiative is a collaboration between the **IFLA Section on Continuing Professional Development and Workplace Learning** (IFLA CPDWL Section) and the **IFLA Management and Marketing Section** (IFLA M&M Section).

The IFLA Coaching Programme matches volunteer coaches with IFLA WLIC participants who are interested in developing their careers, tackling challenging situations and realising their goals through the process of coaching. During the coaching conversation, the participants also learn how getting involved in the work of IFLA can help them expand their career and professional development opportunities.

The coaching training programme consists of two parts: 1. recorded webinars and 2. live presentations, which are designed specifically for those who want to become IFLA volunteer coaches. Trainees develop their coaching skills, offer their time and expertise and become confident in their ability to coach others during the IFLA congress

**Key Unit Members who were responsible for the realisation of this output.**

Vera Keown, Barbara Schleihagen

**Project Output (e.g. Unit Guidelines, Webinar Series, etc.) 2**

Sharing management best practices on social media

**Output status**

Ongoing

**Will you continue this output into 2021-2022?**

Yes

**Do you have a URL to this output you can share?**

<https://www.facebook.com/IFLA.MandM>

**Detail, in brief**

We share management & marketing best practices on social media. Content on marketing is easier to find and gets more likes and shares, and that is why we have more focus on marketing in social media.

- Facebook: <https://www.facebook.com/IFLA.MandM/>
- Instagram: [https://www.instagram.com/ifla\\_mm/](https://www.instagram.com/ifla_mm/)
- Twitter: [https://twitter.com/ifla\\_mm/](https://twitter.com/ifla_mm/)

**Key Unit Members who were responsible for the realisation of this output.**

Jeremiah Walter, Azenath Ateka, Nie Hua, Nick Boxem, Stephen Woods

**Project Output (e.g. Unit Guidelines, Webinar Series, etc.) 3**

Management Skills Building – webinars and other interactive ways of promoting and developing best practice in management

**Output status**

Ongoing

**Will you continue this output into 2021-2022?**

Yes

**Do you have a URL to this output you can share?**

[IFLA -- IFLA/ALA Webinar \(with M&M Section\): Going from disaster to wonder - Managing successful teams](#)

**Detail, in brief**

Webinars and other interactive ways of promoting and developing best practices in management.

**Key Unit Members who were responsible for the realisation of this output.**

Catharina Isberg

Dilara Begum  
Anya Feltreuter

**Project Output (e.g. Unit Guidelines, Webinar Series, etc.) 4**

Interactive virtual sessions on management connected to Midwinter-meeting

**Output status**

Partially complete <50%

**Will you continue this output into 2021-2022?**

Yes

**Do you have a URL to this output you can share?**

No

**Detail, in brief**

We planned to host sessions connected to Midwinter-meeting, but for various reasons we were unable to follow through this year. For 2022 we will try again!

**Key Unit Members who were responsible for the realisation of this output.**

**Project Output (e.g. Unit Guidelines, Webinar Series, etc.) 5**

Interactive sessions on management at conferences or satellite meetings

**Output status**

Ongoing

**Will you continue this output into 2021-2022?**

Yes

**Do you have a URL to this output you can share?**

[Managing and Marketing Inclusion in Libraries – IFLA](#)

**Detail, in brief**

On 28 October 2021 at 3pm CET, the IFLA sections Management & Marketing and Library Services for People with Special Needs are hosting an exciting and inspiring joint virtual conference on the topic of Managing and Marketing Inclusion in Libraries.

Initially this was supposed to be a Satellite.

**Key Unit Members who were responsible for the realisation of this output.**

Nick Boxem  
Alberta Comer  
Leslie Weir  
Jeremiah Walter  
Anya Feltreuter

## 4. Projects/Activities

### 2. Focus Area 2

Marketing

Increase capacity and knowledge of marketing processes and practices in libraries and IFLA Sections to support them in meeting their goals. In 2020 the special focus was on digital marketing and tools.

#### Project Output 1

IFLA PressReader Marketing Award 2021

##### Output status

Complete

Will you continue this output into 2021-2022?

Yes

Do you have a URL to this output you can share?

[IFLA PressReader International Marketing Award Winners 2021 – IFLA](#)

##### Detail, in brief

**Key Unit Members who were responsible for the realisation of this output.** Antoine Torens-Montebello (Jury Chair), Cindy Hill, Leslie Weir, Ruth Ornholt, Jeremiah Walter, Nie Hua

#### Project Output 2

Sharing marketing best practices in social media

##### Output status

Ongoing

Will you continue this output into 2021-2022?

Yes

Do you have a URL to this output you can share?

<https://www.facebook.com/IFLA.MandM/>

##### Detail, in brief

We share management & marketing best practices on social media. Content on marketing is easier to find and gets more likes and shares, and that is why we have more focus on marketing in social media.

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- Twitter: [https://twitter.com/ifla\\_mm/](https://twitter.com/ifla_mm/)

**Key Unit Members who were responsible for the realisation of this output.**

Jeremiah Walter, Azenath Ateka, Nie Hua, Nick Boxem, Stephen Woods

**Project Output (e.g. Unit Guidelines, Webinar Series, etc.) 3**

Interactive virtual sessions on marketing connected to Midwinter-meeting

**Output status**

Partially complete <50%

**Will you continue this output into 2021-2022?**

Yes

**Do you have a URL to this output you can share?**

No

**Detail, in brief**

We planned to host sessions connected to Midwinter-meeting, but for various reasons we were unable to follow through this year. For 2022 we will try again!

**Key Unit Members who were responsible for the realisation of this output.****Project Output (e.g. Unit Guidelines, Webinar Series, etc.) 4**

Interactive sessions on management at conferences or satellite meetings

**Output status**

Ongoing

**Will you continue this output into 2021-2022?**

Yes

**Do you have a URL to this output you can share?****[Managing and Marketing Inclusion in Libraries – IFLA](#)****Detail, in brief**

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Alberta Comer  
Leslie Weir  
Jeremiah Walter  
Anya Feltreuter

## 8. Communication

How have you communicated your Unit's 2020-2021 work to the following?:

	Your Unit members	General IFLA members	The field at large	Your Section Members
Newsletter				X
Webpage/Blog post	X	X	X	X
Basecamp				
Mailing List	X	X	X	X
Social Media	X	X	X	X

Please comment on any communication or partnerships outside of your own Standing Committee:

IFLA M&M collaborates with PressReader and coordinates our communication regarding the Marketing Award with them. For the marketing of the award we collaborate with professionals and library associations worldwide. We have also collaborated with the IFLA Sections CPDWL and Library Services for People with Special Needs and with ALA for webinars and projects over the year.

## 9. Standing Committee Meetings

Please provide information about Standing Committee Meetings held August 2020-August 25,2021:

M&M SC Business Meeting 3 September 2020 (Zoom meeting)

News from Division IV and Governing Board, report from working groups, information and discussion around social media strategy, planning for Satellite Rotterdam

Midyear meeting 18 February 12021 (Zoom meeting):

News from Division IV and Governing Board, report from working groups

"After works" 2 times to let the members get to know each other

M&M Information meeting 8 July 2021 (Zoom meeting):

Information to incoming, outgoing and continuing members about the SC, roles and projects.

M&M SC Business Meeting 6 August 2021 (Zoom meeting): Outcome of the elections, forming of working groups 2021-2023

Several meetings in the working groups over the year.

## 10. Additional Information

IFLA M&M hosted "Meet and greet" with the SC at 2 different times to let people get the opportunity to ask questions about the SC before the elections.

## 12. Submit

Please click this button only after you are ready to submit the final version of the annual report. After clicking the "Submit" button below you will not be able to return to make any changes.