



IFLA Section Management & Marketing

Midterm Business Meeting
Wednesday, February 15th. 14-15:30 CET.

Approved Minutes. Midterm Business Meeting IFLA M&M

Attendance: see Appendix A

1. Welcome (Anya)
 - a. Anya welcomed the members and observers to the meeting.
 - b. Due to a mix-up in meeting time, Alberta took notes instead of Jeannie.
2. Apologies for absence (Anya)
 - a. Apologies for absence from Catherina, Rinaldo, and Jeremiah.
3. Minutes from last meeting (Anya)
 - a. Minutes from the last meeting were approved with no corrections or changes.
4. IFLA PressReader Marketing Award: Jury Meeting report (Nick)
 - a. Jury Chair Nick reported about the work with the IFLA PressReader Marketing Award: The Jury is deliberating individually scoring the 91 submissions that were received this year. Next week the Jury will meet and collectively choose the top 3 submissions. It is always a difficult process but made more so because of the wonderful submissions and from having a record-breaking 91. The submissions reflect the truly great work of libraries, world-wide. Submissions from Africa and South America were strong this year, reflecting an effort to promote the Award in these regions.
5. Update from working groups 2022-2023 (see Basecamp for draft.<https://public.3.basecamp.com/p/5CC23mPtFG8v2weLD5aPDUru>) (all)
 - a. Information Team. Stephen: The interviews from the last webinar are uploaded on YouTube. Sessions from yesterday's mid-year meeting will be uploaded on YouTube. Almost 300 registrations and 150-ish attendees!
 - b. Coaching: Anya: There are some evaluations of online coaching which is planned for the fall meeting. Planning a coaching session for Rotterdam.
 - c. Management Skill Building Team: Catherina (not present) sent in request asking for members to share ideas with her for the blog.
 - d. Mid-Term Meeting:

- i. Webinar: Josephine: Josephine is talking with Stephen about providing transcripts of the webinar speakers. Stephen said that the speakers would need to add the notation onto the transcripts. Roxanna asked if the talks could be translated to Spanish. Roxanna and Stephen will try to translate Catherina’s talk to see if it is possible.
 - ii. Mid-year Meeting Social—Stephen: He has received 13 replies to the 3-question prompt. He said there is still time to send in responses. He will place answers on Base Camp. He reminded people to bring food (or a picture) to tomorrow’s social gathering and be prepared to talk about its meaning to you.
 - e. 25th Anniversary
 - i. Nick: Jeannie interviewed Christie and it went very well. They plan more interviews with early members of M&M.
 - ii. **ACTION (all members):** Please see [the list of potential interviewees and interviewers](#) and confirm, if your name is listed, whether you are able to serve as an interviewer. Also, if your name is not listed and you would like to serve as an interviewer, please contact Jeannie.
 - 1. Confirmed: Roxana will be interviewing Dr. Dinesh Gupta.
- 6. WLIC 2023 (all)
 - a. Satellite proposal: Anya: The conference will be August 21-25, with the business meeting on August 20. M&M subcommittee made a proposal with LGBTQ+ SIG for a satellite meeting titled “***The Library is open: Creating safe working environments for LGBTQ+ library employees and marketing supportive LGBTQ+ services.***” The proposal was approved and will take place in the Hague on the **afternoon of August 17 and all day on August 18**. A call for papers will soon go out and the subcommittee will also identify a keynote speaker. The plan is for 50-100 attendees. Plans are under discussion for informal networking opportunities and an evening activity.
 - b. WLIC Sessions: Proposals for sessions are **due by March 13**. Every standing committee is allowed one session, but more may be added if there is time allotted. Our session will be for 75 minutes and will be for the Marketing Award. In late March, a call will go out from standing committees for speaker proposals. Antoine added that a call for posters is currently underway but that they are due before the end of February. **ACTION:** Anya will check with Catharina about the Coaching session and the session proposed by CPDWL on toxic libraries.
- 7. Information regarding nominations and elections (Anya/Jeannie)
 - a. Anya: February 24 is the last day to submit nominations. For more information, see: <https://www.ifla.org/units/elections/>
- 8. Questions and other matters
 - a. Romeo: What is the procedure for inviting observers? For any potential business meeting guests, please send their email information to Anya or Jeannie. Upcoming Business Meeting details are sent to the IFLA list. The more the merrier!
 - b. Stephen: Reminder about tomorrow’s social.

Meeting adjourned: 15:10 CET

M&M Standing Committee Members (present-2025)

Officers 2021-2023

Anya Feltreuter, Sweden (second term 2021-2025), Chair anya.feltreuter@mjolby.se
Jeannie Bail, Canada (first term 2019-2023), Secretary jbail@unb.ca
Jeremiah Walter, USA (first term 2019-2023), Information Coordinator JWalter@ppld.org

Chair, Jury, International Marketing Award 2022-2023

Nick Boxem, the Netherlands (first term) n.boxem@uva.nl
Chair of the Working Group, International Marketing Award 2022-2023
Elena Stöhr, Germany

Members, 2019-2023

Azenath Ateka, Kenya (first term) aateka@usiu.ac.ke
Jeannie Bail, Canada (first term) jbail@unb.ca
Alberta Comer, USA (first term) Alberta Comer Alberta.Comer@utah.edu
Renaldas Gudauskas, Lithuania (second term) Renaldas.Gudauskas@Inb.lt
Nie Hua, China (second term) hnie@lib.pku.edu.cn
Catharina Isberg, Sweden (first term) Catharina.Isberg@helsingborg.se
Josephine Siegrist, Switzerland (first term) joe.siegrist@sohoconsult.ch
Antoine Torrens-Montebello, France (first term) antoine.torrens@mairie-compiegne.fr
Jeremiah Walter, USA (first term 2019-2023) JWalter@ppld.org
Stephen Woods, USA (first term) swoods@psu.edu
Nick Boxem, the Netherlands (first term) n.boxem@uva.nl

Members, 2021-2025

Roxana Huaman Huriarte, Peru (first term) roxana.huaman@pucp.pe
Romeo Muvhulawa Matumba, South Africa (first term) muvhulawam@dut.ac.za
Elena Stöhr, Germany (first term) e.stoehr@tu-berlin.de
Hans A. Vigen, Norway (first term) hans.a.vigen@bibsent.no
Wan Mazli Bin Wan Razali, Malaysia (first term) mazli51@gmail.com
Anya Feltreuter, Sweden (second term) anya.feltreuter@mjolby.se

Consultants

Christie Koontz, USA ckoontz@fsu.edu
Cindy Hill, USA cindyvhill@yahoo.com

Working Groups M&M (2022-2023)

Information Team

Lead: Jeremiah Walter, Information Coordinator

Members: Azenath Ateka, Nie Hua, Nick Boxem, Stephen Woods, Kjersti Hatland, Roxana Huaman

Marketing Award Jury

Lead: Elena Stöhr, Chair of the Working group, Nick Boxem, Jury Chair

Members: Nick Boxem, Nie Hua, Antoine Torrens-Montebello, Jeremiah Walter, Azenath Ateka, Roxana Huaman, Elena Stöhr

Coaching Initiative (co-ordinated by convenor Ulrike Lang, CPDWL)

Lead: Ulrike Lang, CPDWL/Anya Feltreuter M&M

Members: Nie Hua

Management Skills Building Working group

Lead: Catharina Isberg

Members: Josephine Siegrist, Renaldas Gudauskas/ Sandra Leknickienė, Antoine Torrens-Montebello, Cindy Hill

Midyear-meeting

Lead: Stephen Wood

Members: Alberta Comer, Hans Vigen, Wan Mazli Bin Wan Razali

Satellite 2023

Lead: Anya Feltreuter

Members: Elena Stöhr, Nick Boxem, Alberta Comer, Roxana Huaman

25th Anniversary M&M

Lead: Jeannie Bail

Members: Nick Boxem, Cindy Hill, Roxana Huaman, Christie Koontz, Romeo Matumba, Hans Vigen

Appendix A: Attendance (2/15/2023)

Members	In Attendance	Regrets
Anya Feltreuter, Sweden (Chair)	X	
Jeannie Bail, Canada (Secretary)	X (Missed first 50 minutes)	
Jeremiah Walter, USA (Information Coordinator)		X
Azenath Ateka, Kenya		
Nick Boxem, the Netherlands	X	
Alberta Comer, USA	X	
Jane Dysart, Canada		
Renaldas Gudauskas, Lithuania		X
Kjersti Hatland, Norway		
Nie Hua, China	X	
Roxana Huaman Huriarte, Peru	X	
Catharina Isberg, Sweden		X
Wan Mazli Bin Wan Razali, Malaysia	X	
Romeo Muvhulawa Matumba, South Africa	X	
Josephine Siegrist, Switzerland	X	
Elena Stöhr, Germany	X	
Antoine Torens-Montebello, France	X	
Hans A. Vigen, Norway	X	
Stephen Woods, USA	X	

Consultants		
Christie Koontz, USA	X	
Cindy Hill, USA	X	
Observers		
Karen du Toit dutoitk@sabc.co.za		X
Elaine Harrington e.harrington@ucc.ie	X	
Spando Molatedi molatedivs@UB.AC.BW		X
Ngozi Perpetua Osuchukwu PhD ngostary2k@yahoo.com		X
Karen Tyrell karen.tyrell@uwimona.edu.jm		X