



IFLA Section Management & Marketing

Business Meeting
Thursday, November 10, 2022. 17:00-18:00 (CET)
Friday, November 11, 2022. 14:00-15:00 (CET)

Minutes. Business Meeting, IFLA M&M

Attendance: see Appendix A

1. Welcome (Anya)
 - a. Last time we met was in August.
2. Apologies for absence (Anya/Jeannie)
 - a. Follow up meeting on November 11th, 14 CET, for those who are unable to make it today due to any reason (time zone, travels, etc.).
 - b. Regrets sent by: Catharina, Alberta, Mazli (will attend the follow up, though)
3. Minutes from last meeting (Jeannie)
 - a. Business arising
 - i. Jeannie and Jeremiah will review and revise Terms of Reference for the PressReader Award WG.
 - ii. New lead for Midyear Meeting Working Group (WG)? Stephen will continue to fill in for this role.
4. IFLA PressReader Marketing Award: Jury Meeting report (Nick)
 - a. Elena: call for submissions is out on the website. Will distribute as widely as possible. There will be a WG meeting after today's BM.
 - b. The press release is being translated into many languages.
 - c. Translate press release into Russian? Russian is spoken in countries other than Russia and is one of the IFLA official languages. So, yes, it should be translated. Cindy suggested a Russian speaker from WLIC. **Action:** Nick will reach out to see if she can translate. Anya: if no luck, then will check via the Officers' BaseCamp to try to recruit.
 - d. Working on a request from Roxana to make graphics in Spanish/Portuguese to encourage more South American submissions
5. Updates from Working Groups 2022-2023 (all)
<https://public.3.basecamp.com/p/5CC23mPtFG8v2weLD5aPDUru>
 - a. Information Team: still need submissions for social media (content wise). Members have not been utilizing the spreadsheet of ideas. Can promote Management Skills Building blog entries, as well. Jeannie: perhaps utilize

BaseCamp as a place where people can add ideas, either a list, or just a link to the spreadsheet?

- b. Coaching Initiative (Anya): Started a review of the coaching in Dublin (coaches and coachees). Received some responses already. Online coaching starts on November 14th. To date, 5 sessions are booked. 8 coaches are available. Anya and Christie are coaches, representing M&M.
 - c. Management Skill Building WG: Recent [IFLA CPDWL podcast on dysfunctional and toxic libraries](#) will be shared on its blog. One of the guests is a colleague of Jeannie's from the University of New Brunswick.
 - d. Midyear Meeting (Stephen): The group has had 2 meetings since August. Haven't finalized the Midyear date yet. Made the decision to do programming based on a speaker, rather than interviews. Inviting the Dean at BYU to speak on managing innovation. Mazli came up with some example questions, but hope to give the speaker some flexibility, as well, regarding topics. Trying to avoid conflicts with date, but will aim for the usual time in February. WG is also working on a social gathering. Alberta put forward the idea of an event where members prepare a dish or show a picture of a food item and its meaning during our social. Usually, there are 3 days for the Midyear (social, presentation and business meeting). **Action:** Stephen will send out a Doodle poll regarding possible dates.
 - i. Stephen will be working with Megan Price re: logistics and marketing.
 - e. Satellite meeting (Anya): The WG has not met yet. The Academic Committee went with a different theme on Open Access (Living in an Open World). We can do a Satellite on our own (or with the LGBTQ Users SIG). Need to get a commitment from Thomas (LGBTQ Users SIG). Roxana is a new member of the WG.
 - i. Feb 28th deadline to submit proposal
 - f. 25th Anniversary of M&M (Jeannie). The group has met twice and is working on leveraging some documentation that has already been created by the Library History SIG Oral History Project. Nick and Cindy are reviewing the documentation and customizing so that it is relevant for interviews with significant M&M personalities over the years. Nick is the WG's liaison with the LibHist Oral History project and attended its last meeting in October. It is great to collaborate with the SIG, as we can follow established best practices and our work will complement their project. The WG is looking for volunteers; please get in touch if you would like to contribute. All documentation can be found via BaseCamp. **Action:** Jeannie will follow up with Anya as a potential interviewer and Jeremiah as a creator of a simple logo.
6. Community of colleagues (idea from Hans)
- a. Hans. As a new member, still finding out how IFLA works. Would be good to have a community for members to come together, share information and ask questions about management topics, including sustainability, and IFLA structure. Stephen: have implemented **communities of practice** at his institution. Romeo: these structures are important for opportunities to exchange best practices. Josephine: can put on the Management Skill Blog to recruit like-minded colleagues. **Action:**

Josephine will follow up with Catharina and Hans to see if content can be created for the blog.

- i. **Action:** Anya will investigate with IFLA to see if there are any open communities of practice that already exist across all Sections and SIGs. .
- ii. Hans: Usenet was helpful when the internet was getting off the ground. Just one example of a community where one can exchange information and ideas.

7. WLIC 2023

- a. It will be a hybrid conference for 2023.
- b. Antoine: Congress fees have been published on the website (just for in-person).
- c. Nick is on the Rotterdam organizing committee, and has attended an informal meeting, to date. He will be included in the formal planning meetings of the WLIC2023 organizing committee, and will keep the M&M SC updated on progress.
- d. Guidelines for Satellites have been published for 2023.
 - i. **Action:** Jeannie will post to Basecamp.

8. Information from HQ (Anya/Jeannie)

- a. Action Plan feedback
 - i. Action Plan working group struck to investigate software alternatives. Please get in touch if you have any leads or have used software in your institution that is recommended.
- b. Leadership update
 - i. Settlement with former head, Gerald Leitner. Release distributed to members.
- c. Upcoming PC Chair election.
 - i. From HQ: "Due to the resignation of Adjoa Boateng, 2021-2023 Professional Council (PC) Chair, an extra-ordinary election for a replacement is being held." Nominations close on November 14th. The Election opens on November 16th and runs through November 30th. Nominated candidates, at this time, include Jan Richards (AUS) and Te Paea Paringatai (NZ).
- d. SC member/officer elections
 - i. Member elections coming up in 2023. Anya and Jeremiah will cycle off as Officers, but will remain on the standing committee. A [Basecamp site has been established](#) for those who are looking for information, or have questions.

9. Questions and other matters

- a. We are sad to see Christie Koontz resign as a Consultant to the SC. Christie has been a huge part of M&M since its beginning days, and has made innumerable professional contributions to IFLA. We will miss her collegiality and professional expertise in library marketing, and look forward to celebrating her at WLIC 2023. Christie will continue to be a member of the 25th Anniversary WG.

Meeting concluded: 13:07 CET

Minutes Approved: February 15, 2023

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 Torens-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: M&M Meeting Attendance

Members	In Attendance	Regrets
Anya Feltreuter, Sweden (Chair)	X	
Jeannie Bail, Canada (Secretary)	X	
Jeremiah Walter, USA (Information Coordinator)	X	
Azenath Ateka, Kenya		
Nick Boxem, the Netherlands	X	
Alberta Comer, USA		X
Jane Dysart, Canada		
Renaldas Gudauskas, Lithuania		
Kjersti Hatland, Norway		
Nie Hua, China	X	
Roxana Huaman Huriarte, Peru		
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		
Cindy Hill, USA	X	
Observers		