



## IFLA Section Management & Marketing

WLIC Business Meeting  
Sunday, August 20th. 14-15:30 CET.

# Approved Minutes. Management & Marketing Standing Committee. WLIC 2023 Business Meeting I

Attendance: see Appendix A

1. Welcome (Anya)
  - a. Round table with in-person/online introductions
  - b. Tips for Inclusive Meetings
    - i. Reminder about tips to show respect and be patient re: language as English is not the first language for all.
  - c. [Cultural Tips](#)
    - i. a few refreshers from Nick re: Dutch culture.
2. Apologies for absence (Anya, Jeannie)
  - a. Alberta Comer, Nie Hua, Christie Koontz, Josephine Siegrist, Antoine Torens-Montebello, Jeremiah Walter.
3. Minutes from last meeting (Jeannie)
  - a. Correction: **Jury Chair Nick**, not Working Group Chair.
  - b. No outstanding action items
4. Information from Professional Council (PC), Division Chair and Headquarters (HQ) (Anya, Jeannie)
  - a. Roxana and Anya attended the **Officers' meeting** and were welcomed by outgoing President, Barbara Lison. The panel discussion was led by Te Paea Paringatai, Professional Council Chair. IFLA's new Secretary General, Sharon Memis, was present, as well. There were opportunities to ask questions of the new IFLA President, Vicki McDonald.
    - i. The focus of the meeting was on cooperation and collaboration with other groups/sections. Also, there is a need for better communication, as it is a 2-way street between officers and the Professional Council. A question was posed about the Gates Foundation funding. The response was that funding is good for another five years. Thus, we should not worry right now, as the funding is secure for a few more years. The governance review is ongoing with the goal to make the work of IFLA more visible. The Q & A portion of the meeting addressed questions re: IFLA funding,

core values & the WLIC 2024 location of Dubai. The response focused on communication and diversity. [Get notes from Anya].

- ii. A new project management tool called Infinity was introduced by Patrick Danowski. The intent is to improve the annual reporting requirements for all stakeholders. With Infinity, we can now red-flag areas where members need help and IFLA can see what is needed to better support its members. Infinity can provide better data to show contributions to the SDGs and other areas. There will be future training sessions and the roll-out will be slow, but will eventually be available for all. Better networking opportunities will exist with the new tool, in terms of identifying areas of expertise.
    1. There was a question from **Nick** about the makeup of sections in the Divisions. Response: there is no connection between them. Members are random, and not by design and designed to balance the workloads. **Anya**: We can use Divisions to share working methods and learn from each other. The incoming Division Chair, Ann Okerson, has experience with the PC so it is expected that there will be opportunities to learn more about the IFLA workings and structure. Members help determine and set the Division agenda, and it is not the sole job of the Chair. **Catharina**: Has past experience as a Division Chair. As Chair, she structured meetings around topics and speakers, which provided opportunities to engage and learn from each other.
  - b. **Division D meeting**: Roxana, Jeannie and Anya attended the meeting. There was much discussion around the WLIC 2024 Dubai decision. Division D Chair, Patrick Danowski, invited people to speak up if there are positive thoughts. However, most of the discussion focused on potential concerns, including whether there will be enough content for a full programme. Note: Patrick Danowski dropped into our M&M Business Meeting and was available to answer questions in person from section members.
    - i. There was discussion of alternative spaces/locations. How should IFLA proceed and adapt? **Catharina**: Do we have to have a programme? Patrick is not sure re: how organizers would proceed if there is a reduction in sessions or presenters. **Nick**: He has heard from colleagues in Asia and Africa that Dubai is a travel hub, so we might see an uptick in attendance from those regions. There was a question about whether members are aware if many restrictions exist in the same region (among other countries) in case a Satellite is planned. **Phillipe**: If a satellite meeting is mentioned in the programme, then the same restrictions exist.
  - c. Note: Outgoing member **Stephen Woods** has to sign off from the meeting. He will always remember his time with the group fondly.
5. WLIC 2023 – M&M sessions and meetings (All members)
- a. [The Library Is Open Satellite Meeting](#). **Anya (Satellite WG Lead)**: We had two great days in The Hague with Nick (and his amazing team!) as our Host. The

presentations and papers will be available soon in the [IFLA Repository](#). The Satellite was hosted with the LGBTQ SIG. A variety of topics were presented, including a session by M&M member **Catharina Isberg** titled: *Let's library - Lund Public Library for all!*. **Anya** also presented a session titled: *I just want to exist": lessons from arranging and marketing Pride Week in Mjölby Municipality*. President-Elect and former M&M Secretary, Leslie Weir, was our keynote speaker. There was good geographical representation with the presenters and attendees. An excellent small-group discussion on WLIC location and the process was facilitated by a few of the LGBTQ SIG members. The discussions were very forward-looking and focused on how to do things differently next time. **Catharina**: Unfortunately, there were many people who registered who didn't show up in person. We (M&M) are allies, but how can we get others involved? We need to think about how we can continue to work together with the SIG. Tomas shared a personal account of his experience as Convenor over the past two months. Response: Some who registered might have thought that it was an online event. There are a lot of satellite competition this year, as there was a record number (25?).

- b. Upcoming M&M WLIC sessions:
  - i. Monday (8/21): *Toxic Librarianship and Leadership?: Strategies and Methods in Addressing Difficult Workplace Environments*. Our SC member **Catharina Isberg** will speak at this session and some members will host round table discussions
  - ii. Tuesday (8/22): *Around the World in 7 Marketing Campaigns*  
#marketinggenius: Presentation of Marketing Award Winners and our 25th Anniversary Podcast
  - iii. Wednesday (8/23): *Supporting new leaders globally through coaching*:  
The Coaching initiative with many M&M members assisting as coaches or hosts.
  - iv. Thursday (8/24): *Oral histories project: interviews with personalities who have a wealth of IFLA corporate memory*. We have been collaborating with the Library History SIG on the podcast and oral history initiatives.
6. New officers (Anya/Nick)
  - a. Our new officers will be starting their terms after the 2023 General Assembly Meeting. **Nick** is our new Chair, **Jeannie** is ongoing Secretary, and **Roxana** is our new Information Coordinator. We say farewell, but not good bye!, to **Anya** who will be continuing as a section member. **Jeremiah** will be leaving us as a member and Information Coordinator, as his term concludes.
7. Working Groups (short information about process) (Nick)
  - a. M&M is a fun and productive standing committee. As members, **we ask that you please RSVP if you cannot attend a meeting**. There is an expectation that you will contribute to the work of the section through membership in a working group. You can select a working group that is aligned with your skills. **ACTION**: send out an overview of working groups and members can choose. Will present new groups at the September meeting.

- b. WG updates
- i. **Management Skill Building: Catharina** (WG Lead). A new initiative is the [Management Skill Building Blog](#), and its objective is to fill a gap in management content. Please consider joining, if this area interests you. A report was recently drafted that provides an overview of the scope and work of the WG. We need to keep the blog going and continue this important work.
  - ii. IFLA PressReader Award: **Elena** (WG Lead) & **Nick** (Jury Chair). The Award is a lot of fun and a lot of work. Many submissions are received that are very interesting and diverse. **Question:** What happens with the winning submissions? Are they invited to participate in the poster presentations? **Response:** the winning submissions are named in the press release, social media and other award communication. In addition, there is potential for showcasing outside Congress.
    1. Terms of Reference: Proposed terms have been drafted for and by the Award working group. **Motion:** we propose that the drafted Terms of Reference be adopted as guidance for the Working Group. Discussion: the section is also interested in receiving applications...”including but not limited to”. It was determined that this phrase is expansive enough to capture a wide range of entries and is not prescriptive. **The Motion passed and was adopted. 6 votes in favor.**
  - iii. **Coaching:** Anya (WG Lead). The initiative was started by CPDWL as a way to get leadership and management on the agenda. For several WLICs, we have featured an on-site coaching session. There is a need for coaches and hosts. Online coaching has been offered in the past, as well. It’s a very special role to be a coach. Coaches can’t tell a person what to do, they need to have the coachee find their own answer. Training materials exist online on how to be a coach. The coaches learn from the experience, as well. Sometimes coaches learn more than coachees! There are sometimes cultural differences, etc. A big bonus is that you get to meet a lot of nice people.
  - iv. **25th Anniversary WG:** Jeannie (WG Lead). The WG has been producing interviews of significant M&M personalities over the years, in celebration of M&M’s 25th birthday. The plan is to wrap up the WG at the end of 2023. So far, six video interviews have been conducted between past and current members, with three more in the works. The goal is to complete 10 interviews. We have worked closely with the Library History SIG, as it is leading a similar oral history initiative. The videos are available via [YouTube](#) and the Audio is available via [Spotify](#).
  - v. **Midterm Meeting:** (Stephen Woods, WG Lead). The goal is to assemble a group to plan the agenda and events. Our midterm is usually in February and features a presentation and a social event, in addition to the business meeting. The last in-person midterm meeting was in 2020 in

Ottawa, Canada. Currently, there is interest in having a midterm meeting in Lima, Peru in 2024. However, we need to have more discussion to see who would be able to attend, the ability for Roxana's institution to host, etc.

8. Annual report and Action plan (Anya, Jeannie, Nick)
  - a. A draft of the annual report was sent to the Div D Chair, Patrick Danowski. A final version will be submitted by our Chair, **Anya**.
  - b. The upcoming Action Plan will be handled by **Nick** and **Jeannie** with input from new members.
9. Thank you to members cycling off (Anya)
  - a. Thank you to all those members and friends cycling off and a big round of applause: **Jeremiah, Alberta, Antoine, Azenath, Catharina, Nie Hua, Renaldas, Stephen**.
  - b. A huge thank you to **Anya**, our wonderful leader and Chair!
10. Next meeting September (Nick)
  - a. Please respond to an upcoming Doodle poll regarding scheduling our meeting.  
**Action:** The Officers will meet to determine possible dates for our next meeting in September.
  - b. **Action:** The new action plan and working groups will be discussed at our next meeting.
11. Questions and other matters (Anya)
  - a. None received.

Meeting concluded: 15:30 CET

# M&M Standing Committee Members (present-2025)

## **Officers 2023-2025**

Nick Boxem, the Netherlands (second term 2023-2027), Chair [n.boxem@uva.nl](mailto:n.boxem@uva.nl)  
Jeannie Bail, Canada (second term 2023-2027), Secretary [jbail@unb.ca](mailto:jbail@unb.ca)  
Roxana Huaman Huriarte, Peru (first term 2021-2025), Information Coordinator  
[roxana.huaman@pucp.pe](mailto:roxana.huaman@pucp.pe)

## **Officers 2021-2023**

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

## **Jury Chair, International Marketing Award 2022-2023**

Nick Boxem, the Netherlands (first term) [n.boxem@uva.nl](mailto:n.boxem@uva.nl)

## **Chair of the Working Group, International Marketing Award 2022-2023**

Elena Stöhr, Germany

## **Members, 2023 - 2027**

Jeannie Bail, Canada (second term)  
Nick Boxem, Netherlands (second term)  
Josephine Siegrist, Switzerland (second term)  
Laura Heller, Germany (first term) [Laura.heller@stabi-hb.de](mailto:Laura.heller@stabi-hb.de)  
Krista Visas, Estonia (first term) [krista@pkr.ee](mailto:krista@pkr.ee)  
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Ruijuan Huo, China (first term)  
Hong Jiang, China (first term)

## **Members, 2021-2025**

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Romeo Muvhulawa Matumba, South Africa (first term) [muvhulawam@dut.ac.za](mailto:muvhulawam@dut.ac.za)  
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Anya Feltreuter, Sweden (second term) [anya.feltreuter@mjolby.se](mailto:anya.feltreuter@mjolby.se)

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

Azenath Ateka, Kenya (first term) [aateka@usiu.ac.ke](mailto:aateka@usiu.ac.ke)  
Jeannie Bail, Canada (first term) [jbail@unb.ca](mailto:jbail@unb.ca)  
Alberta Comer, USA (first term) Alberta Comer [Alberta.Comer@utah.edu](mailto:Alberta.Comer@utah.edu)  
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Jeremiah Walter, USA (first term 2019-2023) [JWalter@ppld.org](mailto:JWalter@ppld.org)  
Stephen Woods, USA (first term) [swoods@psu.edu](mailto:swoods@psu.edu)  
Nick Boxem, The Netherlands (first term) [n.boxem@uva.nl](mailto:n.boxem@uva.nl)

### **Consultants**

Christie Koontz, USA [ckoontz@fsu.edu](mailto:ckoontz@fsu.edu)  
Cindy Hill, USA [cindyvhill@yahoo.com](mailto: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 (8/20/2023)

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	
Philippe Colomb, France	X	
Alberta Comer, USA		X
<del>Jane Dysart, Canada</del>		
Harriet Darcel, United Kingdom	X	
Carmen Eastman, Australia	X	
Renaldas Gudauskas, Lithuania		
<del>Kjersti Hatland, Norway</del>		
Laura Heller, Germany	X	
Nie Hua, China		X
Ruijuan Huo, China		
Roxana Huaman Huriarte, Peru	X	
Catharina Isberg, Sweden	X	
Fan Ji, China	X	
Hong Jiang, China	x	

Cathelijne Kuiters, The Netherlands	X	
Wan Mazli Bin Wan Razali, Malaysia		
Romeo Muvhulawa Matumba, South Africa		
Josephine Siegrist, Switzerland		X
Beba Stankovic, Serbia	X	
Elena Stöhr, Germany	X	
Antoine Torens-Montebello, France		X
<del>Hans A. Vigen, Norway</del>		
Krista Visas, Estonia		
Stephen Woods, USA	X	
Jules Koudjam Yameni, Cameroon		
<b>Consultants</b>		
Christie Koontz, USA		X
Cindy Hill, USA	X	
<b>Observers</b>		
Lungile Dlamini <a href="mailto:lungiledlamini99@gmail.com">lungiledlamini99@gmail.com</a>		X
Jessica Lewis Marshall <a href="mailto:jessica.lewis02@uwimona.edu.jm">jessica.lewis02@uwimona.edu.jm</a>		X

Georgia Alexander <a href="mailto:Georgia.Alexander@sta.uwi.edu">Georgia.Alexander@sta.uwi.edu</a>		X
Hosea Tokwe <a href="mailto:tokwehosea@gmail.com">tokwehosea@gmail.com</a>		X
Perry Moree The Netherlands	X	
Rebecca Miller Germany	X	
Thomas Aunut Germany	X	