Unit Information

Please enter current information below.

Unit Name
Management & Marketing

Unit Chair
Anya Feltreuter

Unit Chair Email
anya.feltreuter@mjojby.se

Unit Secretary
Jeannie Bail

Unit Secretary Email
j.bail@unb.ca

Unit Information Coordinator
Jeremiah Walter

Unit Information Coordinator Email
jwalter@ppld.org

Division Committee Chair
Patrick Danowski

Division Committee Chair Email
Patrick.Danowski@ist.ac.at

Unit Member Contributions

Please describe the contributions of the Unit members

Role
Chair

Name of Unit member
Anya Feltreuter

Contributions
Chairs meetings, etc.
Disseminates information from PC
Responds to members’ questions
Leads the SC’s Action Plan
Participates in the following working groups: the Coaching initiative, WLIC planning sessions and Satellite Meeting
Interviewer for the IFLA M&M 25th Anniversary working group podcast series

Role
Secretary

Name of Unit member
Jeannie Bail
Contributions
Schedules SC meetings; distributes IFLA documentation; takes minutes
Assists with the Annual Report
Participates in the following activities: IFLA PressReader International Marketing Award, Jury Member; note taker for the Knowledge Cafe session (WLIC 2023); facilitator the session "Toxic Librarianship and Leadership?: Strategies and Methods in Addressing Difficult Workplace Environments".
Leads the IFLA M&M 25th Anniversary working group. Interviewer for the IFLA M&M 25th Anniversary working group podcast series.

Role
Information Coordinator

Name of Unit member
Jeremiah Walker

Contributions
Leads the Information Team
Coordinates social media for the SC
Manages the web presence/blog
Participates in the IFLA PressReader International Marketing Award
Interviewer for the IFLA LIBHIST SIG Oral History project

Role
Member

Name of Unit member
Alberta Comer

Contributions
Participates as a member of the 2023 Satellite working group and the midyear meeting working group
Assists with WLIC sessions

Role
Member

Name of Unit member
Antoine Torrens-Montebello

Contributions
Participates as a member of the IFLA PressReader International Marketing Award
Served as an interviewer and translator for the IFLA M&M 25th Anniversary working group podcast series

Role
Member

Name of Unit member
Azenath Ateka

Contributions
Participates in the following working groups as a member: the Information Team, IFLA PressReader International Marketing Award
Assists with planning the 2023 WLIC session

Role
Member

Name of Unit member
Catharina Isberg
Contributions
Leads the Management Skill Building Blog
Assists with planning the 2023 WLIC sessions: Toxic Librarianship and Leadership?: Strategies and Methods in Addressing Difficult Workplace Environments (role: speaker); Supporting new leaders globally through coaching (Coach); Knowledge Cafe (Facilitator)
Served as an interviewer and translator for the IFLA M&M 25th Anniversary working group podcast series

Role
Member

Name of Unit member
Elena Stöhr

Contributions
Serves as Working Group Chair of the IFLA PressReader International Marketing Award
Participates in the following working groups as a member: 2023 Satellite Meeting
Assists with 2023 WLIC session planning

Role
Member

Name of Unit member
Josphine Siegrist

Contributions
Participated in meetings only

Role
Member

Name of Unit member
Nick Boxem

Contributions
Participates in the following working groups as a member: Information Team, Satellite Meeting, IFLA M&M 25th Anniversary
Jury Chair of the IFLA PressReader International Marketing Award
Led preparations for the M&M WLIC 2023 session
Liaised with the LiBHIST Oral History SIG, and organized an interview for their IFLA centenary series.

Role
Member

Name of Unit member
Nie (Heather) Hua

Contributions
Participates in the following working groups as a member: Information Team, IFLA PressReader International Marketing Award, Coaching initiative.
Interviewee for the IFLA M&M 25th Anniversary podcast

Role
Member

Name of Unit member
Renaldas Gudauskas

Contributions
Participated in only a few meetings.
Role
Member
Name of Unit member
Romeo Muvhulawa Matumba
Contributions
Participates in the following working groups as a member: IFLA M&M 25th Anniversary, Mid-year meeting
Role
Member
Name of Unit member
Roxana Huaman Huriarte
Contributions
Participates in the following working groups as a member: Information Team, IFLA PressReader International Marketing Award, Satellite Meeting and IFLA M&M 25th Anniversary (served as an Interviewer for the podcast, as well) Assists with planning the 2023 WLIC session
Role
Member
Name of Unit member
Stephen Woods
Contributions
Participates in the following working groups as a member: 2023 Midyear Meeting, Information Team
Role
Member
Name of Unit member
Wan Mazli Wan Razali
Contributions
Participates in the following working groups as a member: 2023 Midyear Meeting

Please indicate any changes to Committee membership during 2021-2022 (e.g. Resignations, co-options, appointment of mentors)
Resigned: Hans Vigen, Jane Dysart, Kjersti Hatland

Committee Meetings
Please provide information about your 2022-2023 Standing Committee Meetings:
How many business or other meetings did you hold from August 2022- August 2023?
6
How many of these meetings were open meetings (where those beyond the Standing Committee were invited)?
2
How were the majority of these meetings held?
Virtual (Zoom/Skype/Teams etc.)
Did you hold a mid-term meeting?
Yes - virtually
Have minutes from all meetings been uploaded to the Repository?
Yes
Successes/Accomplishments/Achievements

<table>
<thead>
<tr>
<th>Title or name of project, activity, output</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFLA PressReader International Marketing Award</td>
<td>The IFLA PressReader International Marketing Award recognizes organisations that implement creative, results-oriented marketing projects or campaigns. Three finalists are selected based on innovative contributions to library marketing.</td>
</tr>
<tr>
<td>IFLA Coaching Initiative</td>
<td>The IFLA Coaching Initiative introduced professional coaching to the IFLA community. The coaching initiative focuses on aligning organisational and individual goals to improve individual performance and to assist with the organisation's mission. The coaching initiative continues as a collaboration between CPDWL and M&amp;M. Coaching activities has been offered online and in-person, depending on the WLIC format.</td>
</tr>
<tr>
<td>Management Skill Building Blog</td>
<td>The Management Skill Building group focus on building and sharing management skills among library professionals via its blog.</td>
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<tr>
<td>2023 Satellite Meeting</td>
<td>IFLA's Management and Marketing Section, in collaboration with IFLA's LGBTQ+ Users Special Interest Group, is pleased to invite you for our upcoming satellite conference entitled: « 'The Library is open': creating safe working environments for LGBTQ+ library employees and marketing supportive LGBTQ+ services » This event aims to explore the challenges and opportunities faced by the LGBTQ+ (lesbian, gay, bisexual, transgender, queer, intersex, and more) communities in the workplace, as well as strategies for improving diversity and inclusion in libraries.</td>
</tr>
<tr>
<td>IFLA M&amp;M 25th Anniversary Podcast</td>
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</table>

Do you have a URL to this accomplishment to share?

- https://www.ifla.org/g/cpdwl/coaching-initiative/
- https://librarymanagement.blog/
- https://www.eventbrite.com/e/the-library-is-open-tickets-635523105717
Details

IFLA’s Management and Marketing (M&M) Standing Committee is celebrating its 25th anniversary from 2022 to 2023. In honor of this milestone birthday, the Committee is interviewing several of our past and current M&M members, who have made significant contributions through their work in support of the related areas of management and marketing.

These interviews are being recorded and shared as a podcast. In keeping with IFLA’s global mission, the conversations will be recorded in official languages, and can be translated via YouTube. Written transcripts will be available for all episodes.

Do you have a URL to this accomplishment to share?
https://youtube.com/playlist?list=PL1gubTDJqW5Vf65i7gBJ5xdBOV7aAsrM1

Title or name of project, activity, output
Webinar: Managing Innovation: No Innovator Is an Island

Details
Innovation is one of the important elements for the library to encourage the utilization of library resources and services. This webinar, sponsored by the IFLA Management and Marketing Section, will focus on answering four questions:

What are some examples of innovation in your organization?
What is your approach to encouraging innovation in your organization?
What are the challenges in initiating an innovation?
Why does innovation matter to the library

Keynote: Rick Anderson, University Librarian, Brigham Young University

Do you have a URL to this accomplishment to share?
https://www.ifla.org/events/managing-innovation-no-innovator-is-an-island-webinar/

Communications

How have you communicated your Unit’s work to the following stakeholders?

<table>
<thead>
<tr>
<th></th>
<th>Standing Committee Members</th>
<th>IFLA members registered to your Section</th>
<th>Other IFLA Committees</th>
<th>The field at large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter</td>
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<tr>
<td>Webpage</td>
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<td>Blog post</td>
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<td>Mailing list</td>
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<td>Social Media</td>
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<td>Basecamp</td>
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Please comment on any communication or partnerships outside of your own Standing Committee

We have collaborative relationships with the following:
CPDWL (Coaching, 2023 WLIC session, Podcast)
LIBHIST SIG (25th Anniversary oral history project, 2023 WLIC session)
LGBTQ SIG (2023 Satellite Meeting)

Additional Information

Did you receive Professional Council funding for 2022-2023?
Yes
How does the Unit plan to measure the impact of the funded output?

IFLA M&M received funding to administer the International Marketing Award for 2022 to use toward marketing our call for submissions. Our aim was to expand our reach, diversity (geographic location, size/type of library, etc.) and thus increase the impact of the Marketing Award. We will measure the impact by counting the submissions and mapping the geographical diversity.