

# August 2022- August 2023 - Annual Report Form

## Unit Information

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Please enter current information below.

**Unit Name**

Management & Marketing

**Unit Chair**

Anya Feltreuter

**Unit Chair Email**

anya.feltreuter@mjolby.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

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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**

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**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

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**Briefly describe the project, activity, or output you accomplished during the period August 2022 - August 2023**

**Title or name of project, activity, output**

IFLA PressReader International Marketing Award

**Details**

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.

**Do you have a URL to this accomplishment to share?**

<https://www.ifla.org/news/ifla-pressreader-international-marketing-award-winners-2023/>

**Title or name of project, activity, output**

IFLA Coaching Initiative

**Details**

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&M. Coaching activities has been offered online and in-person, depending on the WLIC format.

**Do you have a URL to this accomplishment to share?**

<https://www.ifla.org/g/cpdwl/coaching-initiative/>

**Title or name of project, activity, output**

Management Skill Building Blog

**Details**

The Management Skill Building group focus on building and sharing management skills among library professionals via its blog.

**Do you have a URL to this accomplishment to share?**

<https://librarymanagement.blog/>

**Title or name of project, activity, output**

2023 Satellite Meeting

**Details**

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.

**Do you have a URL to this accomplishment to share?**

<https://www.eventbrite.com/e/the-library-is-open-tickets-635523105717>

**Title or name of project, activity, output**

IFLA M&M 25th Anniversary Podcast

## 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?

	Standing Committee Members	IFLA members registered to your Section	Other IFLA Committees	The field at large
Newsletter				
Webpage	X	X	X	X
Blog post	X	X	X	X
Mailing list	X	X	X	X
Social Media	X	X	X	X
Basecamp	X	X	X	

### 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.