



IFLA Section Management & Marketing

Business Meeting II
Tuesday, September 19th. Via Zoom. 17:00 -18:00 CET.

Approved Minutes. Management & Marketing Standing Committee. Business Meeting II

Attendance: see Appendix A

1. Opening of the meeting (including approving the agenda, regrets) (Nick)
 - a. Agenda approved.
2. Approving last meeting's minutes (Jeannie)
 - a. Minutes approved with no changes.
3. Welcome new and continuing members (round of introductions) (Nick)
 - a. New and continuing members introduced themselves, with a wide range of libraries and experience/positions/roles represented.
 - b. We currently have 19 members.
 - i. Looking into co-opting one more member from a region that is geographically underrepresented. **Action:** share information about the co-opting process on our Basecamp site.
4. Courtesies/procedures of serving on the Standing Committee (Nick)
 - a. Please be flexible re: meeting time when filling out the Doodle poll as we have members located in practically every region.
 - b. If you cannot make the meeting, **please notify one of the officers** to alert them that you will not be present.
5. Potential new procedures (Jeannie)
 - a. Infinity training: Nick has completed training, as training has been opened to SC Chairs only at this point. The project management tool is similar to Trello for those who use it. Eventually, all SC members will be introduced to Infinity.
 - b. Approval of Minutes via Basecamp: Majority of members present were in favor of implementing. **Action:** will post this meeting's minutes on Basecamp for approval so that we don't have to wait until the next scheduled meeting.
 - c. Record Meeting for those who cannot attend: it was determined by group consensus that there is not a critical need to record our meetings at this time. Members who cannot attend can read over the Minutes and stay up-to-date via Basecamp.

6. Working groups 2023-2024 (Nick): It is important to share and distribute the work of the section. There are a number of various working groups to consider contributing to as a member.
 - a. **Information Team** (Roxana): Social media could be more active, so would love to improve this area. We are on most-popular platforms (Facebook, X, Spotify, YouTube, etc.). Would like to prepare more content in native languages to send a message that we are able to connect multilingually.
 - b. **Coaching Initiative** (Jeannie): This WG is mostly active around WLIC time, as it hosts an open session that provides coachees an opportunity to address a work issue or challenge with an assigned coach. At WLIC 2023, over 30 participants were coached! Note that coaching involves shaping the conversation so that coachees find their own solutions. Coaching can sometimes be confused with mentoring, where an experienced person provides advice to someone who requests help. For more information, check out the [Coaching initiative webpage](#). This initiative is a joint-project with CPDWL:
 - c. **Management Skill Building** (Nick): The main project is a blog that contains articles about management. This WG has a lot of potential for building the management side, as it's not always as well-represented as marketing. Josephine has been involved in the past, and agrees that the WG has a lot of potential.
 - d. **Webinar and Satellite** (Roxana): Romeo was also involved in planning the webinar. One of the most-interesting and fulfilling WGs. In the past, interviews were conducted by Romeo and Stephen with prominent [library managers](#) as part of *Oh, The Places You'll Go: Library Managers around the World*, and they are located on our [YouTube channel](#). One challenge with webinars is the need to boost viewership. Also, in the past, M&M has collaborated with the Special Needs section on marketing services. A recent Satellite was with the LGBTQ SIG and held in The Hague (*The Library Is Open!*).
 - e. **Marketing Award Jury** (Nick): The IFLA PressReader Marketing Award is one of three awards presented by various IFLA standing committees. It's a lot of fun to get involved with judging marketing entries from around the world. A heavy time commitment is required in the first three months of the calendar year.
 - f. **M&M Midterm Meeting** (Roxana). We would like to hold it in person again for 2024. The last time we met in person was 2020 in Ottawa, Canada. Roxana is interested in possibly hosting in Lima for 2024. **Action:** Chair will send out a call for proposals to see if there is any other interest in hosting.
 - g. **M&M Oral History Project** (Jeannie): The WG will be wrapping up its work in December 2023. So far, six videos have been recorded between current/recent M&M members and significant past personalities, including several founding members of the section. The goal is to capture the oral histories that shape our past as a standing committee of IFLA for 25 years.
 - h. Ideas/wishes from SC members for additional activities (Nick)

- i. Please speak up if there is a project or working group that you would like to contribute to. **Action:** Chair will send out a list and members can sign up for one or more groups they are interested in.
7. Starting up planning for the M&M midterm meeting (February '24) (Roxana)
 - a. The Lima libraries would be pleased to have M&M members visit to discover management and marketing initiatives that are happening in the region, and to grant access to several South American libraries.
8. Initial brainstorm for fine tuning the ['23-'24 Action Plan](#) (Nick)
 - a. Deadline is **October 31st**. Can base our plan on the previous Action Plan and solicit comments from the section.
9. Round of questions / closing of the meeting (Nick)
10. Next meeting (Nick)

Meeting concluded: 1:08

M&M Standing Committee Members (present-2025)

Officers 2023-2025

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

Jury Chair, 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, 2023 - 2027

1. Jeannie Bail, Canada (second term) jbail@unb.ca
2. Nick Boxem, Netherlands (second term) nick.boxem@minienw.nl
3. Philippe Colomb, France (first term) philippe.colomb@me.com
4. Harriet Darcel, United Kingdom (first term) harriet.darcel@bl.uk
5. Laura Heller, Germany (first term) Laura.heller@stabi-hb.de
6. Ruijuan Huo, China (first term) interco@nlc.cn
7. Carmen Eastman, Australia (first term) ceastman@slv.vic.gov.au
8. Fan Ji, China (first term) jifan@pku.edu.cn
9. Hong Jiang, China (first term) 376681005@qq.com
10. Cathelijne Kuiters, Netherlands (first term) cathelijne.kuiters@kb.nl
11. Josephine Siegrist, Switzerland (second term) joe.siegrist@sohoconsult.ch
12. Beba Stankovic, Serbia (first term) bebapozarevac@yahoo.com
13. Krista Visas, Estonia (first term) krista@pkr.ee
14. Simon Jules Koudjam Yameni, Cameroon (first term) yamenisimon@yahoo.fr

Members, 2021-2025

1. Anya Feltreuter, Sweden (second term) anya.feltreuter@mjolby.se
2. Roxana Huaman Huriarte, Peru (first term) roxana.huaman@pucp.pe
3. Romeo Muvhulawa Matumba, South Africa (first term) muvhulawam@dut.ac.za
4. Wan Mazli Bin Wan Razali, Malaysia (first term) mazli51@gmail.com
5. Elena Stöhr, Germany (first term) e.stoehr@tu-berlin.de

Mentors

1. Cindy Hill, USA cindyvhill@yahoo.com
2. Christie Koontz, USA ckoontz@fsu.edu
3. Catharina Isberg, SWEDEN catharina.isberg@lund.se

Working Groups M&M (2023-2024)

Information Team

Lead: Roxana Huaman Huriarte

Members: Nick Boxem, Harriet Darcel, Laura Heller, Hong Jiang, Cathelijne Kuiters

Marketing Award Jury

Lead: Nick Boxem, Jury Chair

Members: Harriet Darcel, Carmen Eastman, Roxana Huaman Huriarte, Fan Ji, Romeo Muvhulawa Matumba, Elena Stöhr

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

Lead: Jeannie Bail

Members: Wan Mazli Bin Wan Razali, Anya Feltreuter, Ruijuan Huo, Catharina Isberg, Josephine Siegrist, Elena Stöhr

Management Skills Building Working group

Lead: Philippe Colomb

Members: Anya Feltreuter, Cindy Hill, Josephine Siegrist, Beba Stankovic

Midterm-meeting

Lead: Anya Feltreuter

Members: Laura Heller, Roxana Huaman Huriarte, Cathelijne Kuiters, Romeo Muvhulawa Matumba, Krista Visas

25th Anniversary M&M (will wrap up in December 2023)

Lead: Jeannie Bail

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

Appendix A: Attendance (9/19/2023)

	Members	In Attendance	Regrets
1	Nick Boxem, The Netherlands (Chair)	X	
2	Jeannie Bail, Canada (Secretary)	X	
3	Roxana Huaman Huriarte, Peru (Information Coordinator)	X	
4	Philippe Colomb, France	X	
5	Harriet Darcel, United Kingdom	X	
6	Carmen Eastman, Australia	X	
7	Anya Feltreuter, Sweden		X
8	Laura Heller, Germany	X	
9	Ruijuan Huo, China		X
10	Fan Ji, China	X	
11	Hong Jiang, China	X	
12	Cathelijne Kuiters, The Netherlands		X
13	Wan Mazli Bin Wan Razali, Malaysia		
14	Romeo Muvhulawa Matumba, South Africa	X	
15	Josephine Siegrist, Switzerland	X	
16	Beba Stankovic, Serbia	X	
17	Elena Stöhr, Germany	X	
18	Krista Visas, Estonia	X	
19	Jules Koudjam Yameni, Cameroon		
	Consultants		
	Cindy Hill, USA	X	
	Christie Koontz, USA		

	Observers		