



IFLA Section Management & Marketing

Business Meeting - via Zoom
Monday, March 18, 2024. 13:00 CET

Approved Minutes

1. Opening of the meeting and approval of the Agenda (Nick)
 - a. Nick stressed the importance of sending regrets if you cannot make a meeting.
 - i. Some members do not show up to meetings and do not send regrets. Please, as a professional courtesy to your colleagues, send regrets to Jeannie and/or Nick if you cannot make it. We want to support members in their attendance, so let us know what we can do to help.
2. Reflection on the Midterm Meeting week, day-by-day (all)
 - a. This agenda item is a look back at our Midterm for those who attended online and in person.
 - b. **Monday:** Jury meeting in the morning. Things went very well, and the Jury reached its consensus quickly. We went to Miraflores in the afternoon, and toured Roxana's library and the Británico buildings. A few members met for dinner at Larcomar.
 - c. **Tuesday:** The Business Meeting was held in the morning. Elena: Everything was fine, there were just a few breaks in the stream. Hybrid meetings are difficult, by nature. It was a good meeting. Nick: We hope that more people can attend next year, and have a bigger in-person attendance. A lesson for next time: keep in mind people's fiscal cycles, as WLIC and the Midterm fell within the same budget year for a few members. Roxana: The date for Lima was selected due to good timing with her budget cycle. It's important to consider budgeting with the host institution, as well. There were challenges with finding an ideal time, as members' fiscal years vary greatly. We were not able to get to our Working Group breakout rooms due to tech issues. **Tuesday afternoon:** We met with the directors of the two main library schools in Peru. Elena and Laura: The library workforce is changing in Germany. There are now apprenticeships, so that not all library workers need to attend university. Philippe: There are lots of positions open in France, as less people are choosing librarianship as a career. Nick: It was super interesting to hear diverse perspectives on library school education in South America. After the meeting, we visited Barranco, a beautiful, colonial

neighborhood. We had an amazing tour guide, Pablo, and are very grateful for his knowledge.

- d. **Wednesday:** This was the hybrid conference day, which included 38 attendees. Thank you to all the presenters, including Christie (keynote), Romeo, Anya, Krista and Roxana! All the presenters (M&M and our Peruvian colleagues) were excellent! **ACTION:** Jeannie will post [presentations](#) to the IFLA Repository. Krista: Visited the library in Barranco and the Pedro de Osma museum. Elena: Had a bit of trouble following the translations for the Spanish-speaking presenters. When the [videos are uploaded to YouTube](#), the translations should be improved. **ACTION:** Next Midterm meeting, if we need translation, we will obtain a more robust option as we could have benefited from Spanish to English translation. Nick: We had a great, very educational day and the sessions just flew by! Roxana: The attendees were impressed with the presentations, and the opportunity to have international speakers. It was a very special event. Wednesday evening was hosted by Roxana's partner in Miraflores.
 - e. **Thursday:** This day was devoted to library and city tours. Harriet visited the National Library before her trip back to London. The afternoon tour included the Literature House, the City Centre (many buildings had been rebuilt after they were destroyed by conflict), Catacombs, etc. **ACTION:** Next year, we need to build in breaks for attendees and take into account people's mobility.
 - f. **Friday:** This was a free day for exploration. Nick explored a naval museum and Callao. He also met someone from NATO and made plans to work together on an upcoming data project. Krista went to Paracas and had a wine tasting. Jeannie went to Museo Larco, which is known for its archaeological collection. Roxana met with Británico managers and prepared a report for the week. The CEO was proud of the library's role in hosting and promoting libraries in Lima (and beyond). It was a great opportunity to meet other professionals. Nick: Heard great feedback and many who attended said that it was one of the best-organized meetings to date.
3. Evaluation of the Midterm Meeting (Midterm WG)
 - a. **ACTION:** Roxana will analyze the Zoom Attendance Report for the Hybrid Conference.
 - i. 52 registrations. The attendance is as follows: LAC: Only 1 from Argentina; 1 from Paraguay (who asked for an invitation letter) and 14 from Peru. Other countries: Germany 2; Australia 1; Canada 1; EEUU 4 (including Brian Gurewitz from PressReader the whole day); India 1; Nepal 1; Pakistan 1; South Africa 1; Trinidad y Tobago; 1. M&M member registration and attendances: Elena, Laura, Carmen and of course Romeo.
 - b. Jeannie: Perhaps we can have an evaluation form for attendees for next year to gather feedback for next time?
 - c. Cindy: It's important to have strong leadership for planning the midterm event. Very impressed with how this year's event was planned and executed. From a long-distance perspective, things went well!

- d. Nick: We need to look at ourselves more and get the whole Committee involved. Jeannie: Members don't need to travel in person to contribute. Understand the financial challenges. Romeo's presentation was amazing, and very grateful he was able to share his knowledge virtually.
- 4. Next steps for WG4 - Webinar WG: keep or dissolve? (Nick)
 - a. Cindy and Philippe: Perhaps content can be generated by WGs and execute webinars as topics come up?
 - b. Krista: Sometimes it's good to have a group with specialized technical expertise.
 - c. Roxana: With a WG, only certain people can belong. Need to involve all members and webinars serve as a vehicle for others to join.
 - d. Jeannie: Perhaps we can defer to the Webinar group to deliberate? **ACTION:** to discuss further in WG4 (Anya) and make a decision in the next SC meeting.
 - e. **ACTION:** Nick: Perhaps we can generate ideas from all the WGs for ideas re: future programming. To discuss further in the WG meetings (action: WG leads).
- 5. Next steps for WG2 - Coaching: How and when to give a new pulse to the collaboration with CPDWL? (JB)
 - a. Jeannie: No new updates from CPDWL.
 - b. **ACTION:** Nick will follow up with Helen (CPDWL chair) re: the email sent a few weeks ago that detailed M&M involvement.
- 6. Next steps for WG7 - MENA/Asia Oceania Regional Divisions
 - a. Cindy/Ruijuan are connecting with RD Asia, and Christie/Doaa are responsible for outreach with RD MENA
 - i. **ACTION:** Hong, Ruijuan and Cindy will connect with RD Asia and copy Nick. Nick: Perhaps there is potential for a webinar?
 - ii. **ACTION:** Christie and Doaa will connect with MENA/Oceania and copy Nick.
- 7. IFLA Pressreader Award Ceremony format (webinar / Brisbane summit this year?)
 - a. Options:
 - i. Organize our own event to showcase 10 finalists.
 - ii. The above AND have the three winners present at an IFLA Award ceremony.
 - iii. Organize an in-person event for Brisbane.

The SC was polled and those in attendance gave preference to option ii.
 - b. How many M&M members are planning to attend Brisbane? So far, just Carmen.
 - i. **ACTION:** All members: please notify the group if you are planning to attend the Summit.
 - ii. **ACTION:** Jeannie will reach out to ENSULIB, and Nick will reach out to Megan to see if anything is planned yet with the other awards (Green and Public).
- 8. Member check-ins (NB)
 - a. **ACTION:** Officers will reach out to M&M members (non-SC) and see if any support is needed to boost engagement.
- 9. Review of Working Group membership (JB)

- a. **ACTION:** All members: please review your working group assignments and let me know if there are any omissions or misinformation.
10. AOB
- a. Photos of the Lima Midterm can be viewed via [Google Drive](#). Thanks, Roxana, for organizing!

Meeting concluded: 15:35 am CET

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 2023-2024

Nick Boxem, the Netherlands (first term) n.boxem@uva.nl

Members, 2023 - 2027

1. Doaa Abdullah, Egypt (first term) doaa_abdullah86@hotmail.com
2. Georgia Alexander, Trinidad and Tobago (first term) georgiaalexander2003@yahoo.com
3. Jeannie Bail, Canada (second term) jbail@unb.ca
4. Nick Boxem, Netherlands (second term) nick.boxem@minienw.nl
5. Ophelia Chapman, United States (first term) chapmano@uncw.edu
6. Philippe Colomb, France (first term) philippe.colomb@me.com
7. Harriet Darcel, United Kingdom (first term) harriet.darcel@bl.uk
8. Laura Heller, Germany (first term) Laura.heller@stabi-hb.de
9. Ruijuan Huo, China (first term) interco@nlc.cn
10. Carmen Eastman, Australia (first term) ceastman@slv.vic.gov.au
11. Fan Ji, China (first term) jifan@pku.edu.cn
12. Hong Jiang, China (first term) 376681005@qq.com
13. Cathelijne Kuiters, Netherlands (first term) cathelijne.kuiters@kb.nl
14. Josephine Siegrist, Switzerland (second term) joe.siegrist@sohoconsult.ch
15. Beba Stankovic, Serbia (first term) bebapozarevac@yahoo.com
16. Krista Visas, Estonia (first term) krista@pkr.ee
17. 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, United States cindyvhill@yahoo.com
2. Christie Koontz, United States 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 Helen Chan, 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 June 2024)

Lead: Jeannie Bail

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

IFLA Regional Group (MENA and Asia Oceania)

Cindy Hill, Christie Koontz

Appendix A: Attendance (03/18/2024)

	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	Doaa Abdullah, Egypt		
5	Georgia Alexander, Trinidad and Tobago		
6	Ophelia Chapman, USA		
7	Philippe Colomb, France	X	
8	Harriet Darcel, United Kingdom	X	
9	Carmen Eastman, Australia		X
10	Anya Feltreuter, Sweden		X
11	Laura Heller, Germany	X	
12	Ruijuan Huo, China (Jinmin assistant present)		
13	Fan Ji, China		
14	Hong Jiang, China	X	
15	Cathelijne Kuiters, The Netherlands		X
16	Wan Mazli Bin Wan Razali, Malaysia		
17	Romeo Muvhulawa Matumba, South Africa		
18	Josephine Siegrist, Switzerland		X
19	Beba Stankovic, Serbia		
20	Elena Stöhr, Germany	X	
21	Krista Visas, Estonia	X	
22	Simon Jules Koudjam Yameni, Cameroon		

	Mentors		
	Cindy Hill, USA	X	
	Catharina Isberg, SWEDEN		X
	Christie Koontz, USA		X
	Observers		

Absent without notification: Fan, Ruijuan, Mazli, Doaa, Georgia, Ophelia, Simon, Romeo