

# M & M SC Business Meeting I

## Minutes

August 6, 2021, 15.00-17:00 CET  
Held on Zoom



**In attendance:** Anya Feltreuter (Chair), Leslie Weir, (Secretary), Jeremiah Walter (Information Coordinator), Josephine Siegrist, Romeo Matumba, Wan Mazli Bin Wan Razali, Cindy Hill, Nick Boxem, Catharina Isberg, Antoine Torrens (Last 5 minutes from La Rochelle), Jeannie Bail, Stephen Woods, Christie Koontz, Roxana Huanman Huriarte, Vera Keown, Nie Hua, Jane Dysart

**Apologies for absence:** Members cycling off: Ruth Ørnholt, Dilara Begum;  
Continuing members: Renaldas Gudauskas, Barbara Schleihagen, Alberta Comer;  
New Members: Hans Vigen (tried to connect but had technical difficulties), Elena Stöhr

### 1. **Welcome**

Anya, Chair of M&M, welcomed everyone to the first of 2 business meetings for the Management & Marketing Standing Committee. Anya explained that there would be no introductions at this meeting, as we had a meeting on July 8<sup>th</sup> to meet everyone and with only two hours for our meeting, time is limited. She suggested that members share a brief intro in the chat on Zoom. Anya also informed members that there would be a social event coming up to get to get to know one another better.

Anya then thanked outgoing members for all of their incredible contributions, for some over the past 8 years:

- Barbara, for her engagement and especially her recent work on the coaching initiative
- Cindy, who is returning as consultant/advisor, for the chair of the Jury and session planning
- Vera, also will also be a consultant/advisor, for all her work on communications and coaching, noting that she was also great at dancing and singing ABBA songs
- Ruth, active in many ways, but especially in organizing multiple satellite meetings, including the ones in Bergen and Samos as well as her work on the marketing award
- Leslie (last but not least) who is an incoming Division chair (not our division, but rather Division A, but also for acting as Secretary for the past 4 years, chairing and as a member of the Marketing Award Jury, session planning and more.

All our members cycling off will be missed!

Request for members to approve the agenda. Agenda approved

2. **Apologies for absence**

Please see above

3. **Minutes from the last meeting in July**

Leslie Weir introduced the draft minutes from the July 8<sup>th</sup> meeting and called for corrections. She noted that 'continuing' was incorrectly spelled and would be corrected. Wan Mazli Bin Wan Razali noted that his name was incorrect and Jeannie Bail noted that the second 'n' was missing from her name in the body of the minutes.

**Adoption of the minutes moved by Cindy and seconded by Jeremiah.**

**The minutes approved as amended.**

4. **Outcome of the elections, new roles - Co-Chair and Advisory Committee**

Co-chair: Leslie presented the Co-Chair question. A number of IFLA Sections have Co-Chairs, such as CPDWL. The chair, formally elected, viewed by IFLA to be the official Officer, but a section can decide to name a second chair as co-chair to help share the workload. Anya had mentioned the idea of a co-chair at the last meeting and jumped in to add that having a co-chair might allow us to do more. The Co-Chair could also cover for the Chair, along with the Secretary, if the Chair might not be available. Members expressed their support for the idea.

In the recent election, we had two very competent candidates for Secretary (Catharina and Jeannie), Jeannie was elected by a close margin. Anya proposed that Catharina and Anya might co-chair our Section. She pointed out that Catharina had more IFLA experience and that while Anya would be official on paper, that the co-chairs could split everything. They could work as a team with the other officers to make decisions together. Catharina raised the question as to whether someone new might be interested and that it could be a development opportunity as well.

**Agreed** to have a co-chair, call for interest to come from Anya with the other roles at the SC.

Advisory Committee: With IFLA's changing governance, there are no longer any 'corresponding' members. In our Section, we have had both corresponding members and consultants. Originally corresponding members, like at many sections, were former members that wished to stay engaged with the Section. Recently the corresponding members have been new people who were interested in the work of our section that wished to contribute while consultants were well-seasoned former members of the Section who wished to continue to work for the section on various initiatives. Neither were voting members, both contributed to the work of the Section and some of the Corresponding members later became voting members.

Might we wish to create an Advisory Committee to carry on the work of the consultants? There was extensive discussion about the role and benefits of consultants and the question raised as to whether we might wish to keep things as they are or create an Advisory Committee. Catharina pointed out that IFLA has a

discussion planned during the fall on the role of Networks at IFLA with a decision to come later in the year that might influence what we might wish to do. It was decided to retain consultants as they currently exist and reassess once the discussion on networks has taken place at IFLA.

Jury Chair: It is recommended that we create a working group to support the IFLA PressReader International Marketing Award Jury. The working group could work in close collaboration with and in support of the Jury. The Jury requires support in maintaining a good relationship with the sponsor, technical support and continuity from year to year, as the annual process for the awards is complex and labour intensive (although much streamlined over the years). Jury members, named for multiple years, must sometimes recuse themselves as their institution submits a proposal in a given year. This year we had one resignation, and two recusals, leaving the Jury short of members. The working group could also provide alternates who could join the Jury if required in a certain year. This would allow work to continue as members of the working group would not be required to recuse themselves.

**Agreed** to create a working group to support the work of and work in close collaboration with the Jury of the IFLA PressReader International Marketing Award.

5. **Mid-Year Meeting (Physical or Virtual)**

The Mid-Year or Mid-Winter meeting has traditionally been an in-person meeting hosted by one of the members of M&M. The meeting is normally held in February or March. We met in Ottawa, Canada in 2020, just before the pandemic, hosted by Leslie and her institution, Library and Archives Canada. Previously we met in Stockholm (hosted by Anya) and San Francisco (hosted by Cindy). The Jury meetings at the Mid-Year meeting for their deliberations on the submissions. Normally we plan to have either meetings with local library groups or communities or hold a program for the local community.

Normally the host plans the meeting including the local arrangements and the program. The Officers of M&M plan the business meeting(s) and the Chair of the Jury plans the deliberations.

Last year the Mid-Year meeting was virtual because of COVID. We had hoped to hold a virtual program, but didn't have time to complete the planning with everything going on in our institutions. We did hold the meeting virtually and held a social event, as well.

**Recommendation:** That we plan for a virtual Mid-Year meeting in 2022, as it is unclear what the situation with COVID will be. Institutions may also be limited in funding available to support travel. We can hold business meeting, Jury deliberations, working group meetings, social events and a program. Members support the approach.

A working group will be struck to carry out the planning. Jane and Romeo volunteered to help with the planning. Anya will include this planning group on the call for membership on working groups.

## 6. Working Groups 2021-2023

Anya introduced the current working groups to members:

- Information Team, led by Jeremiah as the Information Coordinator
- IFLA PressReader International Marketing Award, chair appointed annually by the M&M Chair
- Coaching Initiative (co-ordinated by convenor, CPDWL) – on-going
- Management Skills Building Working group
- Session on burnout Dublin 2021 (2022?) (together with CPDWL) preparation and planning completed, delayed by COVID as it was agreed that it needed to be held in-person
- Session on storytelling Design Thinking (originally scheduled for this year's Midyear meeting) – Christie confirmed that the speaker is no longer available, but Jane D might know of someone.
- Conference on inclusion 2021 (together with Library Services for People with Special Needs) – to be held virtually in October
- Planning Group for Mid-Winter meeting (new) – responsible for organizing the programming at the Midyear meeting which will be virtual this year
- Other ideas so far:
  - H22 City Expo (Catharina) – opportunity for a short library conference for participants from different parts of the globe, piggybacked on what cities are doing and what libraries are doing – pandemic makes this difficult. Currently planned for May/June 22 in-person event, and so may be difficult to plan now. Option for the future, but we will not move ahead now. Could be too much on the city and public libraries. Keep on our agenda for future years.
  - Burnout session with CPDWL on the back burner, until we can meet in person. Jeannie and Stepahne will follow-up. Planning completed,

Members can be on more than one working group, but need to have the time to do the work. It might be best to start with one. Email call from Anya to follow, asking for expressions of interest. Everyone should have a second choice, in case the first is too popular.

Questions:

Are there monthly meetings of SC? (Jane) – No, as much of the work takes place in the working groups that do meet regularly. The SC does meet regularly with 4 to 6 meetings per year, including 2 at WLIC and a Midyear meeting.

Do all working groups have formal mandates: (Romeo) All groups do not have formal mandates. Each group has a lead and an assignment, such as the planning of a session. Guidance from IFLA for some roles, such as planning sessions. Other groups are more formal as they are on-going, such as the Information Team and Marketing Award Jury. Some groups have broad mandates and others are very focussed, like the Jury.

We will use Basecamp to document and support discussion of the SC. It is planned to use it more in support of the work of the Section.

Each year the members of each group decide on the work plan and provide that input into the action plan of the Section.

For more information members can consult the annual report and action plans for SC Marketing and Management, or contact any of the officers.

7. **Next meeting**

Doodle to follow. September meeting planned. Is this the best time for all – early in SF and late in China. And a social meeting to get to know each other, or something completely different – ideas welcome!

Annual report draft distributed. Comments welcome. Due for submission to IFLA in October.

8. **Questions and other matters**

Please join us at our session at WLIC (on the Wednesday) showcasing our winners.

The meeting adjourned at 17:03 CET.

**M&M Standing Committee members**

**Red = members leaving the SC**

**Black = continuing or incoming members of the SC**

**Officers 2019-2021**

Anya Feltreuter, Sweden (first term 2017-2021), Chair [anya.feltreuter@mjolby.se](mailto:anya.feltreuter@mjolby.se)  
**Leslie Weir, Canada (second term 2017-2021), Secretary** [Leslie.Weir@bac-lac.gc.ca](mailto:Leslie.Weir@bac-lac.gc.ca)  
Jeremiah Walter, US (first term 2019-2023), Information Coordinator [JWalter@ppld.org](mailto:JWalter@ppld.org)

**Chair, Jury, International Marketing Award 2020-2021**

Antoine Torrens-Montebello, France (first term 2019-2023) [antoine.torrens@mairie-compiegne.fr](mailto:antoine.torrens@mairie-compiegne.fr)

**Outgoing members (2017-2021)**

**Cindy Hill, USA (second term)** [cindyvhill@yahoo.com](mailto:cindyvhill@yahoo.com)  
**Ruth Ørnholt, Norway (second term)** [Ruth.Ornholt@hfk.no](mailto:Ruth.Ornholt@hfk.no)  
**Barbara Schleihagen, Germany (first term)** [Schleihagen@bibliotheksverband.de](mailto:Schleihagen@bibliotheksverband.de)  
**Vera Keown, Canada (first term)** Vera Keown [Vera.Keown@umanitoba.ca](mailto:Vera.Keown@umanitoba.ca)  
Anya Feltreuter, Sweden (first 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)  
**Dilara Begum, Bangladesh (first term)** [dilara.lab@gmail.com](mailto:dilara.lab@gmail.com) (elected Division Chair)  
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)  
Renaldas Gudauskas, Lithuania (second term) [Renaldas.Gudauskas@lnb.lt](mailto:Renaldas.Gudauskas@lnb.lt)  
Nie Hua, China (second term) [hnie@lib.pku.edu.cn](mailto:hnie@lib.pku.edu.cn)  
Catharina Isberg, Sweden (first term) [Catharina.Isberg@helsingborg.se](mailto:Catharina.Isberg@helsingborg.se)  
Josephine Siegrist, Switzerland (first term) [joe.siegrist@sohoconsult.ch](mailto:joe.siegrist@sohoconsult.ch)  
Antoine Torens-Montebello, France (first term) [antoine.torrens@mairie-compiegne.fr](mailto:antoine.torrens@mairie-compiegne.fr)  
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)

### **Members, 2021-2025**

Jane Dysart, Canada (first term) [jane@dysartjones.com](mailto:jane@dysartjones.com)  
Kjersti Hatland, Norway (first term) [kjerstieide.hatland@bergen.kommune.no](mailto:kjerstieide.hatland@bergen.kommune.no)  
Roxana Huaman Huriarte, Peru (first term) [roxana.huaman@pucp.pe](mailto:roxana.huaman@pucp.pe)  
Romeo Muvhulawa Matumba, South Africa (first term) [muvhulawam@dut.ac.za](mailto:muvhulawam@dut.ac.za)  
Elena Stöhr, Germany (first term) [e.stoehr@tu-berlin.de](mailto:e.stoehr@tu-berlin.de)  
Hans A. Vigen, Norway (first term) [hans.a.vigen@bibsent.no](mailto:hans.a.vigen@bibsent.no)  
Wan Mazli Bin Wan Razali, Malaysia (first term) [mazli51@gmail.com](mailto:mazli51@gmail.com)  
Anya Feltreuter, Sweden (second term) [anya.feltreuter@mjolby.se](mailto:anya.feltreuter@mjolby.se)

### **Consultants**

Christie Koontz, USA [ckoontz@fsu.edu](mailto:ckoontz@fsu.edu)

## **Working Groups 2020-2021**

### **Information-team**

Lead: Jeremiah Walter, Information Coordinator

Members: Azenath Ateka, Nie Hua, Nick Boxem, Stephen Woods

### **Marketing Award Jury**

Lead: Antoine Torens-Montebello, Jury Chair

Members: Cindy Hill, Leslie Weir, Ruth Ørnholt, Nie Hua, Antoine Torens-Montebello, Bonnie Mager

### **Coaching initiative (co-ordinated by convenior Ewa Stenberg, CPDWL)**

Lead M&M: Vera Keown

Members: Barbara Schleihagen

### **Management Skills Building Working group (coordinate webinars with CPDWL and NPSIG)**

Lead: Anya Feltreuter

Members: Catharina Isberg, Josephine Siegrist, Antoine Torrens-Montebello, Dilara Begum

**Session on burnout Dublin 2021** (together with CPDWL)

Lead: Stephen Woods, Jeannie Bail

**Session on storytelling Design Thinking (midyear meeting)**

Lead: Christie Koontz

Members: Ruth Ørnholt, Jeremiah Walter

**Satellite Amsterdam 2021** (together with Library Services for People with Special Needs)

Lead: Anya Feltreuter

Members: Nick Boxem, Alberta Comer