



IFLA Section Management & Marketing

Business Meeting Minutes (Meeting II)
Tuesday, August 23rd. 17:00-18:00 (CEST)

Virtual meeting via Zoom

Minutes. Business Meeting II, IFLA M&M

1. Welcome (Anya)
 - a. Good to see everyone again, especially those who were unable to make it to Dublin!
 - b. This is our Second Business Meeting, as we only met once at WLIC this year.
2. Apologies for absence (Anya)
 - a. Mazli expressed his regrets.
3. Minutes from last meeting (Jeannie)
 - a. Members for 2019-2023 > Include Jeremiah, as he is missing
 - b. Review the section on the Governance session
4. Recap of WLIC 2022 in Dublin
 - a. Great session, and congratulations to the Committee and all its hard work!
 - b. Antoine's flash mob is still getting attention - well done! Plan to have another next year in Rotterdam. It was officially organized this year with permits obtained, etc., and will do so again going forward.
5. IFLA PressReader Marketing Award: Jury Meeting report (Nick)
 - a. Membership is currently the same as last year. Kjersti is on the waiting list and Jeannie might be filling in as the alternate for Jeremiah if his library puts forward an application. The WG is looking at expanding the jury to nine members. Antoine is okay with stepping down, as the priority is to offer an opportunity for new people to join.
 - b. Elena is taking over as the Working Chair from Jeremiah, as it's important to share the workload and develop new leadership.
 - c. Jeannie and Jeremiah will be reviewing the Terms of Reference for the Pressreader Marketing Award.
 - i. **Action:** will share with the SC once revisions are made.
6. Working groups 2022-2023 (see Basecamp for draft.
<https://public.3.basecamp.com/p/5CC23mPtFG8v2weLD5aPDUru>)
 - a. Most everyone has been assigned to at least one working group.
 - b. Leads are identified for each group except for the Midyear Meeting and the Satellite Meeting.

- c. Roxana: interested in the 25th Anniversary WG or the Satellite Meeting. **Action:** will confirm with Anya once she has decided.
- 7. Midyear meeting online or physical?
 - a. Poll results are 68.8% online (11 votes) and 31.3% in person (5 votes).
 - b. Last year, we had a 3-day meeting and hope to do something similar for 2023.
 - c. Thank you to Roxana for offering to host and we hope to meet in-person again before too long.
- 8. Annual report and Action plan
 - a. Leads for Annual Report: Jeannie and Catharina
 - i. **Action:** Jeannie will fill out and Catharina will review. Will be shared with the SC before and after submission.
 - b. Leads for Action Plan: Anya, with consultation via Jeannie and Catharina. Jeremiah will review.
 - i. **Action:** Anya will send the last AP to SC for suggestions. Then, she will fill out the template and share with Jeannie, Catharina and Jeremiah. Once completed, will share with the SC.
- 9. Questions and other matters
 - a. Satellite: Discussed hosting a Satellite Meeting with the Academic and Research Libraries Section and the LGBTQ SIG. **Action:** Anya will set a date for a group meeting to discuss it further. Possible themes: inclusion / LGBTQ rights.
 - b. 25th Anniversary: Jeannie reached out to the Library History SIG. There is an oral history working group and we are invited to send a representative from M&M.
 - i. **Action:** Jeannie will send a poll for an October meeting and a representative will be selected at that point.
 - c. Midyear Meeting:
 - i. **Action:** Stephen will send out an invite to recruit a new Lead.
 - d. Management Skill WG: Catharina: there are new posts on the blog. In addition, Cindy is working on a post. The blog will also feature posts from the Knowledge Cafe WLIC session. There is a need to publicize the blog more, especially via social media.
 - i. Christie: program delivered at Cork was about marketing goals and objectives need to be tethered to strategic planning. Could this be reformatted for the management skill blog? CI: suggested taking a look at the blog to see if it can be formatted to match blog content.
 - e. Information Team: Jeremiah: unfortunately, did not receive any feedback re: contributions. The blog does provide some content, but please continue to send any content for posting to him.
 - f. Next meeting?
 - i. Working Groups will meet during the fall. Perhaps we can meet as a SC in late fall? November?
 - 1. **Action:** Jeannie will send out a Doodle to poll date and time

Concluded: 17:46 CET

M&M Standing Committee Members (present-2025)

Officers 2021-2023

Anya Feltreuter, Sweden (second term 2021-2025), Chair anya.feltreuter@mjolby.se
Jeannie Bail, Canada (first term 2019-2023), Secretary jbail@unb.ca
Jeremiah Walter, USA (first term 2019-2023), Information Coordinator JWalter@ppld.org

Chair, Jury, 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, 2019-2023

Azenath Ateka, Kenya (first term) aateka@usiu.ac.ke
Jeannie Bail, Canada (first term) jbail@unb.ca
Alberta Comer, USA (first term) Alberta Comer Alberta.Comer@utah.edu
Renaldas Gudauskas, Lithuania (second term) Renaldas.Gudauskas@Inb.lt
Nie Hua, China (second term) hnie@lib.pku.edu.cn
Catharina Isberg, Sweden (first term) Catharina.Isberg@helsingborg.se
Josephine Siegrist, Switzerland (first term) joe.siegrist@sohoconsult.ch
Antoine Torrens-Montebello, France (first term) antoine.torrens@mairie-compiegne.fr
Jeremiah Walter, USA (first term 2019-2023) JWalter@ppld.org
Stephen Woods, USA (first term) swoods@psu.edu
Nick Boxem, the Netherlands (first term) n.boxem@uva.nl

Members, 2021-2025

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

Consultants

Christie Koontz, USA ckoontz@fsu.edu
Cindy Hill, USA cindyvhill@yahoo.com

Working Groups M&M (2022-2023)

Information Team

Minutes Approved (November 10, 2022)

Lead: Jeremiah Walter, Information Coordinator

Members: Azenath Ateka, Nie Hua, Nick Boxem, Stephen Woods, Kjersti Hatland, Roxana Huaman

Marketing Award Jury

Lead: Elena Stöhr, Chair of the Working group, Nick Boxem, Jury Chair

Members: Nick Boxem, Nie Hua, Antoine Torrens-Montebello, Jeremiah Walter, Azenath Ateka, Roxana Huaman, Elena Stöhr

Alternates: Jeannie Bail, Kjersti Hatland

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

Lead: Ulrike Lang, CPDWL/Anya Feltreuter M&M

Members: Christie Koontz, Nie Hua

Management Skills Building Working group

Lead: Catharina Isberg

Members: Josephine Siegrist, Renaldas Gudauskas/ Sandra Leknickienė, Antoine Torrens-Montebello, Cindy Hill

Midyear-meeting

Lead:

Members: Alberta Comer, Hans Vigen, Wan Mazli Bin Wan Razali, Stephen Woods

Satellite 2023

Lead:

Members: Anya Feltreuter, Elena Stöhr, Nick Boxem, Alberta Comer

25th Anniversary M&M

Lead: Jeannie Bail

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

Appendix A

Meeting Attendance

Members	In Attendance	Regrets
Anya Feltreuter, Sweden (Chair)	X	
Jeannie Bail, Canada (Secretary)	X	
Jeremiah Walter, USA (Information Coordinator)	X	
Azenath Ateka, Kenya		
Nick Boxem, the Netherlands	X	
Alberta Comer, USA	X	
Jane Dysart, Canada		
Renaldas Gudauskas, Lithuania		
Kjersti Hatland, Norway	X	
Nie Hua, China	X	
Roxana Huaman Huriarte, Peru	X	
Catharina Isberg, Sweden	X	
Wan Mazli Bin Wan Razali, Malaysia		X
Romeo Muvhulawa Matumba, South Africa	X	
Josephine Siegrist, Switzerland		X
Elena Stöhr, Germany	X	
Antoine Torens-Montebello, France	X	
Hans A. Vigen, Norway	X	
Stephen Woods, USA	X	
Consultants		

Christie Koontz, USA	X	
Cindy Hill, USA	X	
Observers		