



IFLA M&M SC Midterm Business Meeting Minutes

Wednesday, February 23rd, 2022
14:00-16:30 p.m. Central European Time (CET)

Meeting via Zoom

Attendance: see Appendix A

1. Welcome (5 min) - Anya
 - a. Thank you for the video presentations yesterday, and much appreciation to the team that organized. Welcome to our observers!
2. Apologies for absence – Anya
 - a. Nie Hua and Josephine could not make it today. Catharina will be in and out of the meeting.
3. Minutes from meeting in September (5 min) - JB
 - a. Jeannie went over the Minutes and any business arising. No outstanding items.
 - b. Romeo: his name needs to be corrected under Working Groups.
 - c. Motion to approve the September minutes was made by Jeremiah. Alberta seconded the motion.
4. Professional Council update (5 min) - Anya
 - a. The highlights of the Feb 16th meeting were discussed, including the plan for an in-person WLIC experience in Dublin. We will touch on this topic later in the agenda, along with the Satellite.
 - b. Action plans need to be updated by March 15th, along with any additional requests for funding. The Management Skill Building Working Group was successful with its funding request for a blog software platform.
 - c. **ACTION:** JB will send Div D minutes to M&M members.
5. Reports from Working groups 2021-2023 – Anya
 - a. Management Skill Building (15 min) - Catharina
 - i. Have had a couple meetings. Moved away from trying to produce webinars to create a platform where management stories can be shared (from managers and employees interested in developing leadership skills). Hoping to get some content leads and inspiration from tomorrow's webinar
 - ii. Settled on a blog platform to host content and to produce content for social media. Will be using the WordPress platform, thanks to a funding request being granted.

- iii. Would like to develop a survey to capture data about management skills.
 - iv. Members of the WG are: Antoine, Renaldas, Josephine, Cindy and Catharina.
 - v. Question from Stephen re: timeline: CI: no set timeline, but will get in touch with Stephen in a month to see if he has content from the webinar to populate the new blog. **ACTION:** CI will follow up with SW in a month to inquire about content.
 - vi. CI: Public Libraries has a blog and members of the SC take turns producing content, which is a format we might want to consider.
- b. Information Team (15 min) - Jeremiah
- i. Jeremiah presented an overview of the Information Team. Main goal is to use digital media (social media platforms). Multiple admin accounts for each platform to help share more frequently and to be more responsive.
 - ii. Content needs to be related to Management, Marketing or Libraries. Can be news, scholarly content, or entertaining. Strive for geographic diversity. Talk about what is happening with member organizations or countries/regions. New submission spreadsheet has been created to track content and submit any images. The hope is to make things more efficient. **ACTION:** JW will send out a link to the spreadsheet.
 - iii. IFLA Repository is where documents like minutes, SC documentation are stored. The transcripts from tomorrow's webinar will go here.
 - iv. YouTube channel will be created and the first content will be the filmed interviews from the management webinar.
 - v. Podcasts are envisioned as ways to do deeper dives into management/marketing topics.
 - vi. Analytics: would like to use more to be strategic.
 - vii. Members: Azenath, Nick, Kjersti, Nie Hua, Stephen and Roxana. The WG would like to meet more frequently.
 - viii. Question from Romeo: Like the idea of video and podcasts as formats. Podcasts can allow for more exploration of management topics and might be easier to produce than video? JW: podcasts can incorporate video and audio.
- c. Coaching Initiative (15 min) - Hans
- i. Ulrike has been helping with getting the team up to speed.
 - ii. Members: Ulrike, Tina, Vera, Christie and Hans (?)
 - iii. Prepping for WLIC 2022 by contacting former coaches. Some challenges had been faced with organizing the 2021 meetings.
 - iv. 122 bookings for 25 coaches (2021). Metrics demonstrate that there is a high demand for coaching.
 - v. Survey of coachees provided good data re: participant satisfaction.
 - vi. Podcasts were published in Germany in 2021 about the coaching initiative.
 - vii. Working Group will continue to work together and set up sessions for WLIC 2022.

- viii. Hans: very valuable program that needs to continue. Thanks to members of the IFLA HQ, PC and working group members. It is motivating to work with it, as the results are positive.
 - ix. Questions: Stephen: is coaching just at WLIC or any time? What is the response in terms of coaching people who aren't members of IFLA? Is the initiative only for people who are connected to IFLA? Catharina: started the initiative as part of CPDWL: was started during in-person WLIC, but went virtual in 2021. Only delegates can participate, as it requires a lot of work and is an add-on. Not difficult to get coaches. Important to keep as an IFLA initiative. Now, CPDWL AND M&M initiative. Can be huge, if opened up to everyone, but needs to be connected to skills-building and management issues. Christie: pleased to serve as a coach and be part of the Working Group. Can be used as a good recruitment tool for IFLA. Opportunity to share IFLA with people you are coaching. Connected with 12 coachees and informed them about other IFLA activities. Romeo: what formalities exist? Do you need to sign a contract? Christie: just need to agree to the session and sign up. 3/12 registrants did not show up. People just need to make the commitment to attend. Cl: great initiative to serve as IFLA ambassadors. Christie: range of issues was wide and varied.
- d. New working group: M&M 25th anniversary celebration (5 min) - volunteers?
- i. Anya was contacted by a former founding member of M&M (Réjean Savard) to remind her that the SC is turning 25 this year. Are members interested in celebrating and participating? Christie: was a founding member and thinks that the idea is terrific. **ACTION:** Anya, Christie and Jeannie will follow up with Réjean Savard. Jeremiah: interviews with founding members would be good content and need to preserve this history. **ACTION:** Jeremiah, Nick and Romeo will brainstorm on content ideas.
 - ii. Questions: Stephen: there is a group already doing IFLA oral history projects, so it is important to coordinate. Last lecture: lots of retirements forthcoming, so lots of information to pass along to the new emerging leaders. Antoine: Silvère Mercier would make an excellent subject. Nick: Ludmila Zaytseva and Leslie as well. Anya: Nancy.
 - iii. **ACTION:** Anya will send an email to members who have expressed interest to organize a meeting to discuss ideas.
6. PressReader Award (15 min) - Nick & Jeremiah
- a. Winners: cannot be mentioned yet, as communication still needs to occur with PressReader.
 - b. Nick, Jury Chair: 53 entries. 19 submissions from China. 4 Russian entries. Very high-quality entries to get from 50 to 10. Very heart-breaking, as there were some very good submissions. Jury: Nie Hue, Azenath, Elena, Roxana, Jeannie and Antoine. Good geographic diversity. Antoine was previous Jury Chair. Jeannie helped take notes and organize the rankings. Jeremiah deserves a big thanks for

all the work he did to make the judging as easy as possible. Lots of expertise and perspectives that helped with deliberations. Same top three in terms of countries.

- c. Jeremiah: 51 packets is a lot to go through. Report looks good. PressReader is open to a 2-year extension on its funding. Special thanks to Elena for her work with the funding proposal. Nick did a great job as Jury Chair (all agree!).
 - d. Next meeting will be in March to finalize the announcement plan.
- 7. 10 Minute Break**
8. Satellite with ENSULIB (10 min) - Anya
 - a. Theme: Public Science / Cork University Library (marketing theme for the Sat. session)
 - b. Asked to co-host a satellite meeting in Cork with ENSULIB and Preservation & Conservation. Tentative dates are July 22-23 (Friday and Saturday). M&M will have a 3-hour session on Day 2.
 - c. There will be one call with three themes that submitters can choose. There would be representation from M&M to evaluate any marketing themed submissions.
 9. WLIC 2022 (20 min) - Anya
 - a. WLIC will be in-person only, due to the expense to make it hybrid. On-site in Dublin. 3 ½ days (shorter than normal). This year, anticipating only 1000 attendees (versus 3000).
 - b. Business meetings will be on the 25th. We can decide if we want an on-site business meeting, or a virtual meeting. Also, can have a virtual meeting and then a social meeting for those in Dublin. **ACTION:** Anya will ask for a meeting room and a time for an in-person business meeting.
 - i. Many are hoping to be in Dublin in-person. Some members are waiting to hear from their organizations re: approval.
 - c. M&M Session planning
 - i. Will be asking for 75 minutes for our session and award presentation. Keynote speaker confirmed (Stewart Hamilton/Libraries of Ireland). Top 3 award winners will be in Dublin (we hope).
 - ii. **ACTION:** Anya will submit a proposal for the session. Hope is that awardees will be there live.
 - iii. Have to submit a proposal for the Coaching Initiative, too. Ulrike will submit and see what the response from HQ is (do not want to take away from our allotted hours).
 10. Action Plan (10 min) - Anya
 - a. Mid-term Action Plan Updates are due to Division Chairs by March 15.
 - b. **ACTION:** Anya will update by the deadline. Send any updates to Anya before this date.
 11. Engagement with the SC (10 min) - Anya
 - a. A reminder to contribute and share expertise with the SC via Working Groups, initiatives, etc.
 12. Any Other Business (5 min)

- a. Entrepreneurship & Libraries Conference (ELC): ELC is looking for partnering opportunities. **ACTION:** Anya will send the call to Stephen, who will pass along to his networks. Call will be sent to the whole SC, as well.
 - b. There are still funds available for Professional Unit projects. If you'd like to submit a proposal, please reach out to Anya. **ACTION:** Jeremiah and the Info Team will look into free and fee-based podcasting software. Riverside FM is one option.
 - c. Stephen will be on sabbatical, starting in March. If you receive an automated message, Stephen will be checking and staying engaged with IFLA activities.
13. Closing of meeting (5 min)
- a. Reminder of tomorrow's webinar.
 - i. Stephen: been an education for himself and Romeo on producing. Amazing all the different perspectives that people brought. All managers were polite and had a great appreciation for being able to share their thoughts. Learned some video editing skills!
 - ii. Members can participate by responding to the questions and chat conversations (good way to engage!).
 - iii. Introduce yourself and talk about someone who impacted your life.

Meeting ended: 17:00 CET

M&M Standing Committee Members 2021-2025

Officers 2021-2022

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 2021-2022

Nick Boxem, the Netherlands (first term) n.boxem@uva.nl
 Chair of the Working Group, International Marketing Award 2021-2022
 Jeremiah Walter, USA (first term) JWalter@ppld.org

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@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
 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 Muvhulava 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 2021-2022

Information Team

Lead: Jeremiah Walter, Information Coordinator

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

Marketing Award Jury

Lead: Jeremiah Walter, Chair of the Working group, Nick Boxem

Jury Chair

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

Alternates: 1. Jeannie Bail 2. Kjersti Hatland

Coaching Initiative (co-ordinated by convenior Ewa Stenberg, CPDWL)

Lead: Ulrike Lang, CPDWL

Members: Hans A. Vigen, Wan Mali Wan Razali

Management Skills Building Working group Lead: Catharina Isberg

Members: Josephine Siegrist, Renaldas Gudauskas/ Sandra Leknickienė, Antoine Torens-Montebello

Midyear-meeting

Lead: Stephen Woods

Members: Romeo Muvhulava Matumba, Jane Dysart, Nie Hua, Alberta Comer

Conference on Inclusion | October 2021 (together with Library Services for People with Special Needs)

Lead: Anya Feltreuter

Members: Nick Boxem, Alberta Comer, Jeremiah Walter

Appendix A

M&M Midterm Meeting Attendance

02/23/2022

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		
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		
Jeanette Castle Jeanette.Castle@uws.ac.uk		X
Marie-Madeleine SALMON mmsalmon@gmail.com		
Anj Barnett Anj.Barnett@moretonbay.qld.gov.au		
Markku A. Laitinen markku.laitinen@helsinki.fi		
saeedeh akbaridaryan sakbaridaryan@gmail.com		
Zita Zakarauskiene tba@klavb.lt		
Balungile Moleme sonto.moleme@gmail.com		
sharimah salleh sharimahppapp@gmail.com	X	
Harriet Darcel Harriet.Darcel@bl.uk		X