



IFLA M&M SC Business Meeting Minutes

September 7th, 2021, 15.00-16.00 CEST

Meeting via Zoom

Attendance: see Appendix A

1. Welcome - Anya
 - a. Welcome to all members and our many observers!
2. Apologies for absence – Anya
 - a. Received regrets from Antoine Torrens.
3. Minutes from August 6th meeting – Leslie/Anya
 - a. Draft Minutes were presented by Leslie Weir for feedback.
 - b. Romeo noted there was a small typo in the Welcome section: “*Anya than thanked outgoing members*” should be “*Anya **then** thanked*”. Also, the correct spelling of his name is Romeo Muvhulawa Matumba.
 - c. Minutes approved, as amended.
 - i. **Action:** A copy will be sent by Jeannie to members with corrections and Jeremiah will post.
4. Roles – Jeannie/Anya
 - a. Co-Chairs: Anya reminded members of our discussion at the last meeting and our agreement to try this model, with an issuing of a call for interest. However, since our last meeting, there has been a lot of discussion within IFLA re: practical roles vs. formal structure. We will need to wait for IFLA to modify its structure, as Co-Chair is not a role formally recognized in its Statute. Catharina stated that many Standing Committees have Co-Chairs, but it’s an informal role. Christie noted that IFLA wants to change, but, when faced with a good case for doing so, it is not always responsive.
 - i. **Agreed:** To delay adoption of a Co-Chair model, if still desired, as the issue is under current discussion with the IFLA Board.
 - b. Consultants: At the September 6th Officers’ Meeting, The officers of M&M drafted a proposed definition of the consultant role: “*Outgoing members or professionals interested in the work of the M&M. Contributes to the work of the committee and works in the working groups with the SC members.*” Formerly, there was a nonvoting member category of “corresponding member”, which has been retired with the new IFLA governance. We have been using the term consultant to

describe those who wish to maintain an affiliation with the SC and contribute. Catharina has pointed out that IFLA is planning to flesh out the role of Networks and this discussion will help inform the role of nonvoting members on the SC.

- i. Christie remarked that there is a small staff at HQ, so decision-making and discussion take time.
- ii. Nick Boxem inquired about the qualification of expertise attached to the role of consultant. Anya explained that Officers decided that it was important to keep the definition broad and inclusive to attract a good mix of those with previous M&M experience and those who are new, but have other contributions. Leslie Weir expanded on the decision to keep the definition broad as it's important to appeal to anyone who might be interested in getting involved in an informal way and can add diversity to the SC (via geographic representation, for example).
- iii. Romeo asked whether "outgoing members" is needed in the definition. Anya replied that just "professionals" would work.
 1. **Agreed:** Outgoing members will be struck from our working definition of Consultants and the definition will read: "Professionals interested in the work of the Management & Marketing Standing Committee (SC). Contributes to the work of the committee and works in the working groups with the SC members."

5. Working groups 2021-2023 – Anya

- a. The SC reviewed the groups, which had been distributed to members before the meeting.
- b. Stephen is the lead for the mid-year meeting.
- c. Jeannie clarified that the Burnout session is cancelled. CPDWL said that M&M is free to pursue as a possible topic, if desired. Nick responded that burnout is still a good topic. Catharina agreed and thought it would be a good issue to explore with the Management Skills Building Working Group.
- d. Anya thanked everyone who volunteered and reminded members that Leads will reach out to members re: the first meeting. She also emphasized that it is not the Lead who will be doing all the work. The tasks will be delegated and dispersed to all the members, with the Leads serving more as project managers.
 - i. **Action:** Working Group Leads will contact members re: a first meeting.

6. WLIC 2021 – short review of our sessions – Jeremiah/Antoine

- a. Jeremiah thought that the marketing award session went well. It took a bit of work to pull together the segments, as there were many parties to coordinate, including last year's and this year's winners; our sponsor, Pressreader; and the SC and Jury Chairs (Anya and Antoine). Lots of moving parts! Jeremiah thanked Leslie, Cindy, Nie Hua, Anya and Antoine for their work. No attendee numbers were provided for the live session, but over 100 attendees showed up for the Q&A. Updates for the coming year: PressReader will continue as sponsor, the call for applicants for next year's award launched at WLIC (earliest ever), with an application deadline of Dec 19th. Nick Boxem is the Jury Chair for next year's award.

7. Next meeting in October to discuss Action plan 2021-2023
 - a. New Action Plan. Anya is still waiting for the new template from HQ.
 - i. **Action:** AF will prepare a draft to discuss at our October meeting.
 - ii. **Action:** A dedicated meeting, focused on the Action Plan, will take place in October. JB will send a Doodle poll to select a date for our Action Plan meeting, followed by a social event.
8. Social event
 - a. Anja suggested that it would be nice to get together and get to know each other. Although we can't meet yet in person, the last social event was well-received.
 - b. Any ideas?
 - i. Christie liked the last event where members were asked to bring an object that represents a hobby or interest.
 - ii. Stephen suggested that it would be fun to see photos of places where members work.
 - iii. **Action:** Members should send any ideas to Anya, or any of the other Officers (Jeannie or Jeremiah).
9. Questions and other matters
 - a. WLIC 2022 (Catharina)
 - i. Dates are set for July 24-28, 2022.
 - ii. The SC business meeting usually starts the day before, but things can change.
 - b. Satellite meeting (Dublin WLIC)
 - i. Environment, Sustainability and Libraries Section (ENSULIB): sent an invitation to possibly partner on a satellite meeting in Cork, with the topic of marketing green, sustainable libraries.
 - ii. Anya commented that M&M has done a lot of satellites in the past and has experience.
 1. Nick noted that it's a good opportunity to partner.
 2. Christie commented that their award is modelled after ours and a strong dedicated Committee has been formed from the past SIG.
 3. **Agreed:** we would like to pursue the possibility of a satellite meeting in Cork with ENSULIB.
 - a. **Action:** Anya will communicate with Petra that there is interest, and we need more information
 - iii. Annual Report
 1. Anya has sent out a draft.
 - a. **Action:** Members can respond with any comments to Anya. Report needs to be submitted by October.
 - iv. Coaching initiative: Christie participated as a Coach this year and found the structure, technical network, training, etc., all top-notch. She stated that it was a very rewarding experience and encouraged others to get involved. There was a wide range of geographic regions represented among those with whom she met. Christie also wrote a report to IFLA to

ask for organizational support to sustain this initiative. Roxana added that she attended a coaching session and thought it was wonderful.

- v. Roxana inquired about being added to BaseCamp.
 - 1. **Action:** Jeremiah will send invites to new members via BaseCamp, as they must opt-in and he cannot add directly.

Meeting adjourned: 10:56 CEST.

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 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 Torens-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@bibsentr.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: Attendance

M&M Meeting Attendance | September 7, 2021

	Members	In Attendance	Regrets
1	Anya Feltreuter, Sweden (Chair)	X	
2	Jeannie Bail, Canada (Secretary)	X	
3	Jeremiah Walter, US (Information Coordinator)	X	
4	Azenath Ateka, Kenya	X	
5	Nick Boxem, the Netherlands	X	
6	Alberta Comer, USA	X	
7	Jane Dysart, Canada	X	
8	Renaldas Gudauskas, Lithuania	X	
9	Kjersti Hatland, Norway	X	
10	Nie Hua, China		X
11	Roxana Huaman Huriarte, Peru	X	
12	Catharina Isberg, Sweden	X	
13	Wan Mazli Bin Wan Razali, Malaysia	X	
14	Romeo Muvhulawa Matumba, South Africa	X	
15	Josephine Siegrist, Switzerland	X	
16	Elena Stöhr, Germany	X	
17	Antoine Torens-Montebello, France		X
18	Hans A. Vigen, Norway	X	
19	Stephen Woods, USA	X	
	Consultants		

1	Christie Koontz, USA	X	
2	Cindy Hill, USA		X
	Observers		
1	Ana Milutinovic		
2	Dilara Begum, Bangladesh (Division Chair)		
3	Rehab Ouf		
4	Markku Laitinen, Elena		
5	Bronwyn Bruton		
6	Hanna Nykvist		
7	Susanne List Tretthahn		
8	Elena Corradini		
9	Leslie Weir (Division Chair)		