



## IFLA Section Management & Marketing

Business Meeting Minutes (Meeting I)  
Monday, July 25, 2022. 13:45 - 15:45 (CEST)

Meeting in person. Dublin Convention Centre.

Attendance: see Appendix A

1. Welcome (Anya)
  - a. Welcome to Dublin!
  - b. Shared *Tips for Inclusive Meetings* (to be distributed).  
[https://repository.ifla.org/bitstream/123456789/1701/1/publication\\_tips-for-inclusiv-e-meetings\\_mculptp.pdf](https://repository.ifla.org/bitstream/123456789/1701/1/publication_tips-for-inclusiv-e-meetings_mculptp.pdf)
  - c. Intros: Anya, Kjersti (1st IFLA), Elena, Geneva Huttenlocher (US - observer), Cindy, Nick, Alberta, Christie, Renaldas, Ruth Ornvolt, Antje Theise (Germany - Observer), Stephen, Josephine, Catharina. Antoine. Stephen - IFLA HQ.
  - d. **Antoine** organized a librarian flash mob that was covered by Irish TV and attended by librarians and Dubliners.
  - e. Follow-up SC meeting in a few weeks (Meeting II), as there is only one meeting during WLIC.
2. Apologies for absence (Anya)
  - a. Jeannie will follow up with Anya re: regrets.
  - b. Jeremiah's flight was canceled, due to arrive Tuesday am.
3. Minutes from last meeting - 02/23/2022 (Jeannie)
  - a. Minutes approved with no revisions.
4. Patrick Danowski, Chair - Professional Council Division D
  - a. Professional Council: content for this conference looks great. Not all processes work great; we need to make improvements in the future.
  - b. Session 141 (Out in the Open) will be recorded. (Session on Governance issues.)
  - c. Still some SIGs. New changes not communicated properly, perhaps. Networks and Working Groups still not fully fleshed out. The new changes will be addressed at the Wed afternoon session.
    - i. Working Groups: Lead can be part of a Section.
    - ii. SIG: can be a project or other applications. An SIG needs a particular focus. Topic might evolve into a section, after review. Or, can be a Working Group.

- iii. Network: collaborate on a higher level on particular topics. 3-4 groups involved. Groups must send resources (incl. human resources). Ex. eLending. Experts can be incorporated into the Network.
    - iv. These concepts and proposals are not set in stone. Getting feedback during WLIC.
  - d. Action planning for the future. Thinking about new tools. Current survey tool is not ideal. Please send any survey tool suggestions to Patrick.
  - e. Appreciate the good work of M&M - thanks a lot!
- 5. Report from Division D and Officers briefing (officers)
  - a. Inclusive meeting tips were promoted and to be shared with the SC.
  - b. Oral history project:
    - i. IFLA is looking for ideas and content.
    - ii. Perhaps we can incorporate the videos that Stephen and Romeo recorded?
    - iii. It would be great to create recordings from those involved in the early days of M&M.
  - c. Professional Unit Reviews are being anticipated for 2023. Any ideas re: process can be sent to Patrick.
  - d. **Catharina**: motion made to General Assembly re: making congress virtual (physical once every 3 three years). It passed, but no further updates.
  - e. There will be an update re: IFLA governance at Session 141 (Out in the Open).
    - i. There are concerns expressed re: transparency within IFLA HQ. A group has drafted an appeal asking for a review and answers re: the situation. Appeal has been signed by this SC and individuals. The topic is larger than just one individual and transparency is clouded by legal issues. People are asking for organizational solutions.
- 6. WLIC sessions and social events (planning groups)
  - a. Satellite: (Elena/Jeannie/Christie). Successful event that featured presentations by M&M representatives (Christie and Hans). Roughly 40 people were in attendance. Green Library winning countries were Singapore and France: <https://www.ifla.org/news/7th-ifla-green-library-award-2022-results/>
  - b. Coaching event: a number of our members are serving as coaches or hosts (Catharina, Anya, Christie, Kjersti and Jeannie). Good to experience the initiative as a coachee, as well.
  - c. Main session: Tracy McErney. 2/3 winners will be present. Rejean Savard will speak at the end of the session re: our 25th Anniversary.
  - d. Social events
    - i. Coffee after meeting
    - ii. Happy Hour with New Professionals SIG: tonight around 7 at Duke Pub.
    - iii. Fika after our session on Wed.
    - iv. Cultural evening.
- 7. Management Skill Building Blog - librarymanagement.blog (working group)
  - a. Blog has been launched! Comments received from IFLA HQ - looks too much like it's an official IFLA communication tool. **Jeremiah** made some tweaks to make it

look more like our own. Need content. Feel free to reach out to the working group. Can use content for our social media to increase engagement. **Cindy Hill:** will submit a series of short blog posts on management (questions posed to managers and direct reports on management topics). Ex. How do managers manage up? **Romeo** would make a great contributor.

8. 25th Anniversary (working group)
  - a. Planning meeting with lots of ideas. Kick off will be the session on Wed, featuring Rejean Savard. **ACTION:** Jeannie will send a Doodle to set up a meeting time. Time frame? Aug/Sept is busy for academic libraries.
9. Satellite 2023
  - a. Approached by Academic Libraries re: co-hosting. We will hear from the chair re: a meeting time. Another idea is to partner with Inclusive or LGBTQ SIG. Ideas include EDI and management. There have been a number of politically-motivated actions re: drag story time in North America (censorship, etc). **ACTION:** Officers will talk to Academic SC / LGBTQ SIG
10. Working groups for and ideas on new projects for 2022-2023 (all members)
  - a. Every member should be in at least one working group.
11. Reporting timeline for 2022/2023 (Annual Report, Activity Report, etc.)
  - a. Next meeting: October 3rd is the deadline to submit. Need a few members to assist with its preparation. Catharina volunteered to assist.
12. Midyear meeting – physical or digital? If physical – where? (all members)
  - a. **Roxana** has volunteered to host in Peru.
  - b. **ACTION:** Jeannie will put together a poll to survey members on whether we should meet in person or remotely. **ACTION:** Anya will confirm with Roxana that she can host. **Nie Hua** might have offered, too?
13. Communication during WLIC
  - a. WhatsApp works well.
14. Questions and other matters
  - a. Award finalist > located in South America. Lots of geographic diversity with PressReader winners and finalists.

Concluded 16:12pm

## M&M Standing Committee Members 2021-2025

### Officers 2021-2022

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

### Chair, Jury, International Marketing Award 2021-2022

Nick Boxem, the Netherlands (first term) [n.boxem@uva.nl](mailto:n.boxem@uva.nl)

Chair of the Working Group, International Marketing Award 2021-2022  
Jeremiah Walter, USA (first term) [JWalter@ppld.org](mailto:JWalter@ppld.org)

### **Members, 2019-2023**

Azenath Ateka, Kenya (first term) [aateka@usiu.ac.ke](mailto:aateka@usiu.ac.ke)  
Jeannie Bail, Canada (first term) [jbail@unb.ca](mailto:jbail@unb.ca)  
Alberta Comer, USA (first term) [Alberta.Comer@utah.edu](mailto:Alberta.Comer@utah.edu)  
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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)  
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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)  
Cindy Hill, USA [cindyvhill@yahoo.com](mailto: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 convenor 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

### Meeting Attendance

<b>Members</b>	<b>In Attendance</b>	<b>Regrets</b>
Anya Feltreuter, Sweden (Chair)	X	
Jeannie Bail, Canada (Secretary)	X	
Jeremiah Walter, USA (Information Coordinator)		X
Azenath Ateka, Kenya		X
Nick Boxem, the Netherlands	X	
Alberta Comer, USA	X	
Jane Dysart, Canada		X
Renaldas Gudauskas, Lithuania	X	
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	
<b>Consultants</b>		
Christie Koontz, USA	X	
Cindy Hill, USA	X	
<b>Observers</b>		
Geneva Huttenlocher (U.S.)	X	
Ruth Ornvolt (Norway?)	X	
Antje Theise (Germany)	X	
Patrick Danowski	X	