



IFLA Section Management & Marketing

Business Meeting: Hybrid via Zoom and in person.
Location: Lima, Peru
Tuesday, March 5th, 2024. 3:30 CET

Approved Minutes

1. Opening of the meeting and approval of the Agenda (Nick)
 - a. Thank you to Roxana and her team! Británico Library is very important in Peru and plays a major role in its promotion of the English language.
2. Action items from Minutes of January 24, 2024 (Jeannie)
 - a. Regarding future interviews for our oral history podcast initiative:
 - i. **ACTION:** Philippe will follow up with Antoine re: an interview with Marielle de Mirabel, one of M&M's founders.
 - ii. **ACTION:** Cristie will reach out to Mila via FaceBook.
 - b. **ACTION:** Nick will send a list to Philippe with webinar ideas
 - c. **ACTION:** Christie will ask Doaa to be part of the MENA and Asia Oceania Regional Working Group, along with her and Cindy.
3. [IFLA Information Futures Summit](#) Brisbane, Australia. 9/30-10/3/2024. (Nick)
 - a. The Organizing Committee has reached out to Carmen in Australia and all the regions. It has been very inclusive with its communications.
 - b. There is a webinar coming up about the Summit on March 7, 2024.
 - c. We don't need to decide right now, but will give some thought on how our section can participate with programming in the upcoming months.
 - d. The membership is awaiting to hear where WLIC 2025 will be held. The WLIC structure is under consideration and review.
4. Action Plan update (due March 15th) (Nick)
 - a. The Officers will find time during the midterm meeting to update.
 - b. At present, focus on updating the timelines.
 - c. **ACTION:** Officers will seek progress reports from the working groups.
5. Division D report (Jeannie)
 - a. Jeannie highlighted major points of the recent Minutes from Div D, including:
 - i. Governance Sub-Committee
 1. Sections and SIGs are currently supposed to be reviewed every 5 years. The Div D consensus was that 5 years is too soon. Suggested 6.

- ii. WLIC Review
 - 1. A steering committee is being set up to review WLIC Terms of Reference. Div D recommendations include: “cost reduction, changes in process structure, reduction in workload for organizing committee, re-consideration of mission of conference, change from annual to less frequent, name change with pronounceable acronym.”
 - iii. A reminder to utilise the IFLA Repository, especially for Minutes and Action Plans.
 - 1. **ACTION:** Jeannie will upload Midterm presentations into the Repository.
 - iv. LSN is looking to change its name to Accessible and Inclusive Library Services
6. Working groups 2023-2024: Updates
- a. Information Team (Roxana)
 - i. There are a lot of channels to manage, but it's hard to keep current without fresh content.
 - ii. A new strategy is to focus on one or two.
 - iii. It's preferred that working groups create posts for dissemination by the Info Team in a standardised, simple format.
 - iv. There is a need to delegate work across channels.
 - v. To generate content, we can highlight past winners and current award cycle entries. We can also share good practices and draw Inspiration from inside and outside the sector.
 - vi. Another possibility for content is to promote the scholarship of current members who are publishing.
 - b. Coaching Initiative (Jeannie)
 - i. Our involvement is unclear, as the Coaching working group transitions to a new CPDWL convenor.
 - ii. There will be an Online Coaching event, held March 30, 2024 (over Easter weekend).
 - iii. CPDWL initially founded the initiative; M&M involvement started in 2019.
 - iv. One possibility for future administration is to have an IFLA WLIC Coaching Initiative (not section based).
 - v. Hope to co-host a joint CPDWL-M&M coaching event for the Information Futures Summit in the fall.
 - c. Management Skill Building (Philippe)
 - i. There have been no new updates since our last meeting. Vicki McDonald will be visiting Paris in April 2024. Philippe is to take part in planning this meeting.
 - ii. On January 18, 2024, the Library Chit Chat Group hosted an event on toxic leadership featuring past member and researcher Catharina Isberg, who spoke on her work in this area.
 - d. Webinars/seminars/satellite meeting '24 (Anya)

- i. M&M received funding for translation software (Wordly) in the amount of 1K EU for the Midterm Meeting.
- ii. Looking for ideas for future programming.
 - 1. Cathelijne: Perhaps consider doing an event in relation to the Information Futures Summit.
 - 2. Carmen: There will be no satellites in conjunction with the Summit, but events that might tie in are possible. Jeannie: An example would be the coaching initiative, if it goes ahead as either an online or in-person event.
- e. Marketing Award Jury (Nick)
 - i. Nick provided a brief 2024 submissions and deliberations overview.
 - ii. Harriet spoke about her experience as a new member of the jury. This year, there were lots of inspiring campaigns. The judging went smoothly, due to much consensus. Some themes were: library outreach with local communities, staff highlights, Indigenous themes and the promotion of library users for outreach.
 - iii. Nick: The judging went quickly and efficiently. Elena: It was lots of fun! The working group will draft the press release shortly. The award ceremony will be virtual in 2024.
 - iv. Thoughts about a group IFLA awards ceremony with Green Libraries and Public Libraries?
 - 1. Krista: A joint ceremony would generate more exposure for the award.
 - 2. Christie: The awards are very different and each is unique. Our own session would provide an opportunity to use all the time that we allot to it. Cindy: Agree with Christie. The combination might dilute the award's importance, if program timing is tight.
 - 3. Anya: Why don't we do both? We are used to our own ceremony, but winners might get more exposure if we are combined.
 - 4. **ACTION:** Nick will check to see if an IFLA awards ceremony could be a possible event to tie in with Info Futures.
- f. M&M Oral History Project (Jeannie)
 - i. Wrapping up project after four remaining interviews are completed:
 - 1. Mila
 - 2. Marielle de Mirabel
 - 3. Perry Moree (Scheduled for 3/22)
 - 4. Nie Hua
 - ii. Thank you to all who have served as both interviewees and interviewers for the project!
- g. Progress of M&M collaborations with MENA and Asia Oceania (Christie and Cindy)
 - i. Nick: A few regional groups reached out to M&M to collaborate. Christie: reached out to her contact with the Alexandria Library, but has not received a reply yet. Doaa will be invited to be part of the group, as she

has contacts in the region. ACTION: Nick and Christie will contact Doaa to see if she is willing to serve as the main contact for outreach with support from Christie.

ii. **ACTION:** Cindy will follow up with Asia.

7. Any Other Business (AOB)

a. Working group structure

i. Are we currently satisfied with the way our WGs are structured?

1. Jeannie: Is it possible to generate content from the WGs and then deploy smaller groups to plan events (versus a dedicated webinars WG)?

ii. Future events?

1. A webinar was requested on how to create a marketing plan.

iii. Krista: It's important to share good/best practices through events like webinars.

iv. Anya: Perhaps we can turn our focus on **how** to do things, like planning, etc.?

v. There was much group discussion about the interrelationship between management and marketing.

1. **ACTION:** Continue our discussion at the Midterm Debrief.

8. Upcoming events

a. IFLA Information Futures Summit- Zoom meeting (March 7th)

i. **ACTION:** Romeo will join this meeting and Cindy will try to join. Nick will send details.

b. CPDWL Webinar: [Transforming Libraries: Navigating Rapid Technological Shifts and Emerging Community Demands – From RFID to AI](#)

9. **Closing of the meeting** (Nick)

a. Meeting ended: 12:13pm

10. Working Group break out rooms (this part of the agenda was cancelled due to tech)

a. #1: Info Team (**Roxana**, Jiang, Cathelijne, Harriet, Laura, Krista)

b. #2: Coaching (**Jeannie**, Josephine, Elena, Ruijuan, Mazli, Catarina, Simon)

c. #3: Management Skill (**Philippe**, Anya, Simon, Beba, Josephine, Ruijuan)

d. #4: Webinars/Satellite (**Anya**, Roxana, Krista, Cathelijne, Laura, Romeo)

e. #5: Oral history (**Jeannie**, Roxana, Anya, Cindy, Christie, Beba, Romeo)

f. #6: Regional collaborations (**Cindy and Christie**)

M&M Standing Committee Members (present-2025)

Officers 2023-2025

Nick Boxem, the Netherlands (second term 2023-2027), Chair n.boxem@uva.nl
Jeannie Bail, Canada (second term 2023-2027), Secretary jbail@unb.ca
Roxana Huaman Huriarte, Peru (first term 2021-2025), Information Coordinator
roxana.huaman@pucp.pe

Jury Chair, International Marketing Award 2023-2024

Nick Boxem, the Netherlands (first term) n.boxem@uva.nl

Members, 2023 - 2027

1. Doaa Abdullah, Egypt (first term) doaa_abdullah86@hotmail.com
2. Georgia Alexander, Trinidad and Tobago (first term) georgiaalexander2003@yahoo.com
3. Jeannie Bail, Canada (second term) jbail@unb.ca
4. Nick Boxem, Netherlands (second term) nick.boxem@minienw.nl
5. Ophelia Chapman, United States (first term) chapmano@uncw.edu
6. Philippe Colomb, France (first term) philippe.colomb@me.com
7. Harriet Darcel, United Kingdom (first term) harriet.darcel@bl.uk
8. Laura Heller, Germany (first term) Laura.heller@stabi-hb.de
9. Ruijuan Huo, China (first term) interco@nlc.cn
10. Carmen Eastman, Australia (first term) ceastman@slv.vic.gov.au
11. Fan Ji, China (first term) jifan@pku.edu.cn
12. Hong Jiang, China (first term) 376681005@qq.com
13. Cathelijne Kuiters, Netherlands (first term) cathelijne.kuiters@kb.nl
14. Josephine Siegrist, Switzerland (second term) joe.siegrist@sohoconsult.ch
15. Beba Stankovic, Serbia (first term) bebapozarevac@yahoo.com
16. Krista Visas, Estonia (first term) krista@pkr.ee
17. Simon Jules Koudjam Yameni, Cameroon (first term) yamenisimon@yahoo.fr

Members, 2021-2025

1. Anya Feltreuter, Sweden (second term) anya.feltreuter@mjolby.se
2. Roxana Huaman Huriarte, Peru (first term) roxana.huaman@pucp.pe
3. Romeo Muvhulawa Matumba, South Africa (first term) muvhulawam@dut.ac.za
4. Wan Mazli Bin Wan Razali, Malaysia (first term) mazli51@gmail.com
5. Elena Stöhr, Germany (first term) e.stoehr@tu-berlin.de

Mentors

1. Cindy Hill, United States cindyvhill@yahoo.com
2. Christie Koontz, United States ckoontz@fsu.edu
3. Catharina Isberg, Sweden catharina.isberg@lund.se

Working Groups M&M (2023-2024)

Information Team

Lead: Roxana Huaman Huriarte

Members: Nick Boxem, Harriet Darcel, Laura Heller, Hong Jiang, Cathelijne Kuiters

Marketing Award Jury

Lead: Nick Boxem, Jury Chair

Members: Harriet Darcel, Carmen Eastman, Roxana Huaman Huriarte, Fan Ji, Romeo Muvhulawa Matumba, Elena Stöhr

Coaching Initiative (co-ordinated by convenor Helen Chan, CPDWL)

Lead: Jeannie Bail

Members: Wan Mazli Bin Wan Razali, Anya Feltreuter, Ruijuan Huo, Catharina Isberg, Josephine Siegrist, Elena Stöhr

Management Skills Building Working group

Lead: Philippe Colomb

Members: Anya Feltreuter, Cindy Hill, Josephine Siegrist, Beba Stankovic

Midterm-meeting

Lead: Anya Feltreuter

Members: Laura Heller, Roxana Huaman Huriarte, Cathelijne Kuiters, Romeo Muvhulawa Matumba, Krista Visas

25th Anniversary M&M (will wrap up in June 2024)

Lead: Jeannie Bail

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

IFLA Regional Group (MENA and Asia Oceania)

Cindy Hill, Christie Koontz

Appendix A: Attendance (03/05/2024)

	Members	In Attendance	Regrets
1	Nick Boxem, The Netherlands (Chair)	X	
2	Jeannie Bail, Canada (Secretary)	X	
3	Roxana Huaman Huriarte, Peru (Information Coordinator)	X	
4	Doaa Abdullah		
5	Georgia Alexander		X
6	Ophelia Chapman	X via Zoom	
7	Philippe Colomb, France	X via Zoom	
8	Harriet Darcel, United Kingdom	X	
9	Carmen Eastman, Australia	X via Zoom	
10	Anya Feltreuter, Sweden	X	
11	Laura Heller, Germany	X via Zoom	
12	Ruijuan Huo, China (Jinmin assistant present)		X
13	Fan Ji, China	X via Zoom	
14	Hong Jiang, China		
15	Cathelijne Kuiters, The Netherlands	X	
16	Wan Mazli Bin Wan Razali, Malaysia		
17	Romeo Muvhulawa Matumba, South Africa	X via Zoom	
18	Josephine Siegrist, Switzerland	X via Zoom	
19	Beba Stankovic, Serbia	X via Zoom	
20	Elena Stöhr, Germany	X via Zoom	
21	Krista Visas, Estonia	X	
22	Simon Jules Koudjam Yameni, Cameroon		

	Mentors		
	Cindy Hill, USA	X via Zoom	
	Catharina Isberg, SWEDEN		X
	Christie Koontz, USA	X	
	Observers		
	Katre		