



IFLA Section Management & Marketing

Business Meeting - via Zoom
Monday, January 22, 2024. 14:00 CET

Minutes

1. Opening of the meeting and approval of the Agenda (Nick)
 - a. Agenda approved
2. Welcome to our new co-opted members (round of introductions) (Nick)
 - a. Ophelia Chapman, Georgia Alexander and Doaa Abdullah introduced themselves, along with the other members of the Committee.
3. Courtesies/procedures of serving on the Standing Committee (SC): reminder (Nick)
 - a. Be flexible and select as many options as possible when a fellow SC member sends you a Doodle poll to schedule a meeting.
 - b. Make your best effort to attend the standing committee and working group meetings and connect with colleagues!
 - c. Sign up for at least one Working Group and actively participate in the committee work.
4. Confirmation of new [Minutes](#) approval process via BaseCamp To-Do (Jeannie)
 - a. No objections to the new process.
 - b. Just to clarify what constitutes the Minutes as being published...the new Minutes approval process was recommended and endorsed by IFLA HQ, believe that there is no problem to post via BaseCamp. Once the Minutes are approved and uploaded to the IFLA Repository, that should constitute "published".
5. Planning for the M&M midterm meeting in Lima, Peru (Roxana, Anya)
 - a. Attendance update: an informal poll was taken. The results are:
 - i. Confirmed to attend: 7
 - ii. Intend to attend, but waiting for approvals, etc.: 4
 - iii. Cannot attend: 8
 - b. [2024 Guidelines for IFLA Events](#)
 - i. With requirements for virtual programming, the intent is for the online experience to be robust and accessible to all those who cannot be there in person.
 - c. Preliminary programme discussion
 - i. **Action:** Anya will send a preliminary programme proposal to the officers with details for the week.

- ii. Roxana: confirmed that there will be a meeting (maybe on Tuesday?) with 2 universities in the area. Do we want to open the meeting to others, or just members of the Section? What do we want to be shared? Some possible meeting topics: marketing to students, instruction and the curriculum, etc. **Action:** All SC members: please share ideas for the meeting focus, and also for the title for our Lima midterm meeting.
 - iii. Nick: the jury meeting might be moved to the Working Group day. Roxana invited James from PressReader and the company is considering attending.
 - iv. The Latin America and the Caribbean Regional Division has been invited, as well. Roxana reached out to the head of the Division. The Head is unable to make it, but will promote the event among the Division members.
6. Working groups 2023-2024 Updates (**Action:** new members, Doaa, Georgia and Ophelia, will consider their options in terms of WGs to join)
- a. Information Team (Roxana)
 - i. The team focus is on how best to organize information and review our channels. Now, a Linktree exists for all channels. Roxana updated the IFLA info re: M&M social media. The meeting in March will be a good opportunity to delegate assignments and responsibilities around channels, content, etc. Currently, M&M has not been as active in terms of new content, tagging, etc.
 - b. Coaching Initiative with CPDWL (Jeannie)
 - i. The date selected for online coaching is March 30th, which, unfortunately, falls over the Easter holiday. An alternative date is being investigated. Also, the format this year will feature different themes that coachees can select. Break-out rooms will be created for the themes and serve as spaces where coachees would wait for a coach.
 - ii. **Action:** all members: please let Jeannie know if you are interested in serving as a coach.
 - iii. Christie: part of the experience as a coach is to cover any and all areas, so themes could potentially be constrictive. Jeannie: this concern has been voiced to the CPDWL/M&M joint WG and will keep everyone posted as to final plans.
 - c. Management Skill Building (Philippe)
 - i. Chit Chat (CC) Group: the first CC event took place on January 18th, 2024, and focused on toxic leadership. The event went well and there were 8-9 attendees. Despite being a small group, it was a good discussion.
 - ii. Management Skill Blog: Need to restart and have multilingual perspectives.
 - iii. Roxana: maybe have a call for blog content and contributors in social media? Philippe thought a call for contributions is a good idea.

- iv. Nick: perhaps consider partnering with another Section to co-organize a webinar? Possible topics? **Action:** Nick will provide a list to Philippe.
- d. Webinars/seminars/satellite meeting '24 (Anya)
 - i. Focus right now is on the midterm meeting. After that, the WG can focus on organizing webinar(s) like the previous successful and memorable one in collaboration with the Library Services to People with Special Needs SC.
 - ii. The WG also planned today's post-meeting social event.
- e. Marketing Award Jury (Nick)
 - i. Working hard on the current jury cycle. The [call](#) is out and open until Feb 20th, 2024. **Action:** all SC members: please distribute to countrywide networks! **Action:** all SC members from identified regions: China could use a boost, in terms of distribution. Also, the Jury is interested in promoting in Oceania, MENA and LA countries.
- f. M&M Oral History Project (Jeannie)
 - i. 2 interviews are being planned: Cindy Hill and Perry Moree / Anya Feltreuter / Nie Hua.
 - ii. Anya and Christie: Mila (Russia) has been a good collaborator with the SC and would make a good interviewee. Anya is in active contact with her and will help Christie reach her. **Action:** Anya and Christie will reach out to Mila to see if she is interested in being an interviewee.
 - iii. Jeannie: Marielle de Mirabel was one of the M&M founders and an interview with her is key. Christie: perhaps reach out to Rejéan to arrange? **Action:** Jeannie will follow up with Rejéan.
- g. Progress of M&M collaborations with MENA and Asia Oceania (Christie and Cindy)
 - i. Nothing current to report, but Cindy will be sending an invitation to Christie to discuss plans. Christie: worked with the Alexandria Library on a webinar in the past.
 - ii. **Action:** Inquire with Doaa, or others who are based in targeted regions, whether they would like to be involved with the WG.
- 7. Approval of the [M&M Action Plan](#), 2023 Annual Report and 2024 Budget by the Division D Chair and IFLA Professional Council (PC).
 - a. Just an FYI for the SC.
- 8. Round of questions / closing of the meeting (Nick)
- 9. Webinar reminder (1/24): [Employers and Employees: Key Players in Continuing Professional Development \(CPDWL\)](#)
 - a. Former member and M&M Mentor, Catharina Isberg, will be one of the speakers.
- 10. Post-meeting social event for those who can make it!
 - a. Members shared photos of home libraries and favorite libraries from all over the world and held a quiz about them, which Krista won.

Meeting concluded at 10:12 am AST. Social event followed.

Approved Minutes via BaseCamp (2/2024)

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 December 2023)

Lead: Jeannie Bail

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

Appendix A: Attendance (1/22/2024)

	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	X	
5	Georgia Alexander	X	
6	Ophelia Chapman	X	
7	Philippe Colomb, France	X	
8	Harriet Darcel, United Kingdom	X	
9	Carmen Eastman, Australia	X	
10	Anya Feltreuter, Sweden	X	
11	Laura Heller, Germany	X	
12	Ruijuan Huo, China (Jinmin assistant present)	X	
13	Fan Ji, China	X	
14	Hong Jiang, China	X	
15	Cathelijne Kuiters, The Netherlands	X	
16	Wan Mazli Bin Wan Razali, Malaysia	X	
17	Romeo Muvhulawa Matumba, South Africa	X	
18	Josephine Siegrist, Switzerland	X	
19	Beba Stankovic, Serbia	X	
20	Elena Stöhr, Germany	X	
21	Krista Visas, Estonia	X	
22	Simon Jules Koudjam Yameni, Cameroon		

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