**IFLA Management & Marketing Standing Committee**

**Midterm Meeting, February 21-22, 2014**

**Washington, DC**

MINUTES

Attending: Perry Moree, Chair; Nancy Gwinn, Secretary; Silvère Mercier, Information Coordinator; Borge Hofset (Corresponding), Ludmila Zaytseva, Christie Koontz (Honorary), Leslie Weir, Cindy Hill, Pȁivi Kytȍmȍki, Ruth Ǿrnholt, Antonia Arahova

Apologies: Lamia Badra, Shu Fang, Chao Chen, Hella Klauser, Réjean Savard, Grace Saw, Nadia Temmar, Judith Broady-Preston, Henar Silvestre Ferradal, Agneta Holmenmark, Amadou Anta Samb (Corresponding), Raymond Berard (Corresponding),Madeleine Lefebvre (Corresponding)

Never heard from: James Keller

ACTION ITEMS:

1. Update of marketing terms – Christie
2. Preparation of Marketing Award press release – Nancy
3. Contact Emerald concerning future sponsorship – Nancy
4. Design award certificate and bookmark – Christie
5. Prepare newsletter before August – Silvère
6. Prepare new member profiles for newsletter by May 1 – Ruth, Cindy, Leslie
7. Draft strategic plan by August meeting – Perry
8. Nominate Dinesh for Scroll – Perry
9. Contact Dinesh to see if he’d like to do a research project on the impact of the Marketing Award – Nancy
10. Send introduction to M&M history to SC members – Perry
11. Push invitation to Linked In SC group to non-participants – Perry
12. Use Linked In group to raise/discuss relevant issues -- All

Perry welcomed the group and thanked Nancy for hosting the meeting, presenting her with his latest book for the Libraries and chocolates.

The minutes were approved as corrected: page 2, no. 8, 4th line—replace “Finland” with “Estonia”.

Action items from the last meeting were reviewed. Christie confirmed her willingness to update the marketing terms.

Perry called for comments on the Annual Report he had prepared. The report was approved and will be put on the website.

**Financial Report:** Perry briefly reviewed the financials. IFLA HQ provided 400 euros in 2013. The amount for 2014 is 150 euros. If anyone has appropriate committee expenses, tell Perry and he can make a reimbursement.

**News from Professional Committee:** Ruth reported that as the program organizer, she had not received information concerning deadlines from committee officers, although she had found it in other ways. The officers promised to improve communications.

**Information Coordination:** Perry congratulated Silvère on production of the newsletter. The next issue will be issued before the August conference. Committee communication is currently accomplished through the LinkedIn Group, which is just for the Standing Committee members, and Facebook for more general information. Mila is promoting Facebook to get “likes” – it was suggested that others do the same.

A general discussion ensued about newsletter content. Ruth, Cindy and Leslie will provide information for new member profiles to Silvère by May 1. Other articles will concern the August programs and the marketing award.

**International Marketing Award:** Jury Chair Mila reported that the jury had revised the process of selection and now used an online application form, with all application information entered on a Google Docs spreadsheet for ease in comparison. Google translator converted texts to English. Jury members were able to enter scores on the spreadsheet and combined scores were automatically tallied. The criteria and scoring method was also revised. While the process needs some tweaking, the jury found this method to be effective and a great time-saver.

Thirty-one applications were received from 13 countries in four languages (French, Russian, Chinese, and English). There are 4 winners, with 1st, 2nd, places and a tie for third as follows:

First Place: Jiři Mahen Library in Brno, Czech Republic for “Library in the Tram-Tram in the Library”

Second Place: Regina Qu’Appelle Health Region Health Science Library, Canada, for “Standby…Action!

Third Place: Stellenbosch University Library and Information Service, South Africa, for “Library

Research Week”

National Library Board, Singapore, for “NLB SURE – Promoting Information Literacy

Awareness to Singaporeans”

Silvère showed videos and websites of the winning institutions. Nancy will draft a press release to send to Emerald for approval and issuance before it goes on the IFLA website.

Emerald Publishers had earlier agreed to award $2000 to the first place winner and pay registration and travel for a representative to come to the conference and we expect them to honor that commitment. However, the Emerald CEO died suddenly and Eileen Breen has been quite ill. It appears that a new negotiation needs to start with Emerald with the hope that a three-year commitment can be obtained. Nancy agreed to work with Emerald on this.

Christie will obtain a well-designed certificate to give to all winners and a bookmark to hand out at the conference to promote the award.

**Strategic Plan:** Perry proposed a procedure for preparing the next strategic plan, which will link to the IFLA strategic plan. He will prepare a draft for consideration at the August meeting and it will be finalized at the next Midterm meeting.

**Plans for Lyons programs:**

1. **Open Session:**  Ruth is chairing the program, which is cosponsored with the Public Libraries Section, with help from Christie and Agneta, plus 2 from Public Libraries. Title: “Less = Less: Managing for Greater Impact.” There is a 3-hour slot, which will accommodate 6 topics. No general call for papers will be issued; the chair requested simultaneous translation. Ruth asked for suggestions for speakers, which were made as follows:
2. **Making the right choices with fewer resources**

Barbara Gubbin – Jacksonville, FL

1. **Leveraging partnerships and sponsorships**

Ginny Cooper, retired DCPL director

Mark Gelsomin -- Ottawa Public Library w/US Embassy (Makerspace)

1. **Maximizing the library’s role in lifelong learning**
2. **Implementing targeted social media campaigns**
3. **Using existing data to make decisions that might be unpopular**
4. **Relying on available standards and best practices**

Perry will send Ruth a list of the relevant deadlines.

1. **Satellite Meeting:** Silvère is organizing a satellite conference, which will be held in Paris at the Pompidou Centre on August 15. Title: “Libraries as Media.” It is directed at all types of libraries, with a fee of 50 euros. At least 120 people can be accommodated. So far, 9 potential speakers have submitted proposals.
2. **Satellite Meeting:** Réjean is organizing a satellite on Feb. 23-25, directed toward the Francophone countries. It will be in Limoges, and the language will be French.

Perry will send out the links to the conference sites.

**Plans for Capetown conference**: The committee decided against planning a satellite meeting with the Capetown conference, as finding a nearby place is likely to be difficult.

**IFLA Honors and Awards:** The committee voted to nominate Dinesh Gupta for a Scroll of Appreciation. Perry will prepare the nomination.

**Potential Projects:** As part of our proposal to Emerald or a new sponsor, it would be useful to have information on the impact of the program. Dinesh Gupta, former Jury Chair, may have some information, but he might be willing to do research on this. The committee decided to ask Dinesh if he were interested, and if so, to apply for funds to support the project. Nancy agreed to contact him.

**Any Other Business:** Ruth reported that it is often difficult for new SC members to understand how the committee works and communicates. In the Public Libraries Section, new members are “adopted” by a current member in order to help smooth the way to committee participation. The committee agreed this was a good idea.

Borge suggested that we try to use LinkedIn more throughout the year to raise and discuss issues. Perry will push out an invitation to the Linked In group to those SC members who are not yet participating.

Perry is working on a history of the section, tentatively titled “Born to Market and Manage.” He read the introduction and will send copies to the committee members.

Respectfully submitted,

Nancy E. Gwinn, Secretary