



The Chair
Àngels Massísimo



Dear friends of IFLA Management and Marketing Section :

In 2008 we will celebrate our 10th

birthday as a Section, as it was in 1998 when the former Round Table of Management became the current IFLA Management & Marketing (M&M)

Continued on pg 2

IFLA International Marketing Award

Daisy McAdam

To recognize libraries in the global community that develop and implement effective marketing programs, the Management and Marketing Section of the International Federation of Library Associations and Institutions (IFLA) joined to create and sponsor the IFLA International Marketing Award. The IFLA International Marketing Award is a unique opportunity for librarians from all over the world to compete and win a financial prize for their institution, as well as a personal grant which enables them to attend a WLIC event. We have had two private sector financial sponsors over the five years. Sponsoring the award allows library commercial partners greater visibility throughout the profession; for 2008, the position is still open.

We are currently looking for a new sponsor. Those of us who understand and value marketing practices for libraries appreciate the difficulty of effectively implementing these practices on a day-to-day basis.

Since 2001 the special award, for the best marketing work done in libraries, has attracted 145 candidates from 40 countries including : Argentina, Australia, Belgium, Benin, Brazil, Bulgaria, Canada, Chile, Colombia, Congo, Croatia, Cuba, Estonia, Finland, Germany, India, Indonesia, Italy, Ivory Coast, Kenya, Netherlands, New Zealand, Mexico, Netherlands, Nigeria, Peru, Philippines, Poland, Portugal, Russian Federation, Romania, Senegal, Serbia, Singapore, Spain, Sweden, Tanzania, Thailand, U.S.A. and United Kingdom.

Any library, agency, or association in the world that markets library service is eligible to receive the award.

The applicants are judged on the following criteria:

- Strategic approach to marketing communications, indicated in the research and planning stages of a submitted project
- Creativity and innovation as demonstrated by the originality of solutions to marketing and communications challenges

Continued on pg 3

Contents *No. 18, January 2008*

Chair Report	1
IFLA International Marketing Award.....	1
IFLA M&M Strategic Plan 2007-2009.....	2
Midwinter Meeting Invitation	4
IFLA Satellite Meeting 2008.....	6
Quebec: Call for Papers	7
Annual M&M Meeting.....	8
Minutes at Durban, SA 2007.....	8
SA Township Libraries Tour	11
Book Review.....	12
Secretary's Mid-Year Report.....	13
Membership Information.....	14
IFLA M&M Photo Gallery.....	15

Section. Since inception, we successfully completed much work together. We offered sound and successful programs before, during and, sometimes, after the annual Conferences. We prepared and published a fair number of books about both Management and Marketing of libraries and information services, including such topics as: adaptation of these principles to libraries; e-learning; library evaluation and statistics; and concerns and influences by and upon a multicultural world.

We conducted two revisions of the latest trends in Management and Marketing. And new projects are on the horizon. I will share these with you in the next months. We also created and promoted the IFLA International Marketing Award. The 6th year announcement is being prepared as we seek a new sponsor. Chair Daisy McAdam will offer news on the award in another section of the newsletter. Last, but not least, we prepared the IFLA Marketing Glossary -which is now being revised to translate into as many IFLA languages as possible. M&M also designed and developed the MatPromo database, the second phase of which will be prepared for 2008.

Of course we were able to do all this because we are a young, but active and enthusiastic Section. We are now preparing future programs, to be held during and before the next WLIC in Québec, and will begin planning for Milano 2009. The programs will be in cooperation with other IFLA Sections. This is the ideal and most appropriate way to work for a “transversal” section such as ours. We celebrate the partnerships with IFLA Sections and Divisions. We celebrate our partnership with the Governing Board in suggesting and developing tools and ideas to increase global membership.

We also celebrate our own development as a section, increasing in membership, ready to respond to the management and marketing continuing education needs of librarians. Our section’s work is based on IFLA’s “three pillars”: the society; the members; and the profession, with M&M’s Strategic Plan as an action guide. A lot of work was accomplished in these ten years, and in the years before as the Round Table on Manage-

ment. But we can ‘do it better.’ Let me to invite you to discuss every concern, concept, as well as make suggestions to enhance our actions and activities, better meeting the needs of the international library community. Join us, join in, and you will enjoy rewarding team work, a friendly climate of enthusiastic love and appreciation of libraries and librarians.

Division VI, Section 34

IFLA Management & Marketing Section Strategic Plan 2008-2009 DRAFT AUGUST 2007

Mission

- To investigate issues and undertake activities related to the management and marketing of library services and systems, including the use and development of theories, the education and development of librarians, and the application of management and marketing principles and tool in librarianship.
- To become a key forum of discussion of all aspects of management and marketing in all type of libraries around the world.
- To contribute to make IFLA a more and more challenging and rewarding arena for professional researchers, practitioners and educators.
- To contribute to make IFLA a powerful tool to defend and develop its professional principles and priorities all over the world.

1. “The Society Pillar”

Goals:

- 1.a To promote marketing principles and practices to ensure that the vital role of libraries is well understood and acted upon.

Continued on pg 3



Montpellier, France



Biblioteca Comunal de Santa Cruz (Peru)

- Potential for generating widespread public visibility and support for libraries, irrespective of the kind or amount of resources employed

- Effectiveness illustrated by efforts to emphasize the organization's communication and marketing goals

- Commitment to ongoing marketing and public relations activities

- The project is required to have taken place no earlier than during the current datebook year.

The committee continues to revise the criteria to facilitate increased understanding of marketing, and gain participation by a broader range of countries. A newer and continued goal is to recognize marketing efforts by developing countries with fewer resources.

Contact: Daisy.McAdam@ses.unige.ch



Tartul (Esontia) University Library

1.b To program and coordinate activities in order to reinforce the current motto "Libraries on the Agenda".

Actions:

- 1.1 To use the motto "Libraries on the Agenda" in all marketing activity
- 1.2 To continue to work with IFLA on the IFLA International Marketing Award, and secure financing through external sponsors
- 1.3 To manage the competition and publicize the award in every IFLA language
- 1.4 To promote awareness and education of marketing concepts through the award and the publication of its results

2. "The Profession Pillar"

Goals:

- 2.a) To strengthen the abilities and knowledge of library and information science for professionals managing libraries.
- 2.b) To provide guidance on the effective management and marketing of libraries.

Actions:

- 2.1 To prepare - together with Public Libraries Section: Suzanne Payette, Quebec, and Libraries for Children and Young Adults Section and Les Bibliothèques du Québec - a satellite meeting on "Navigating with youth: In these days of technology, how can public libraries attract and keep young clientele?" for the next WLIC 2008
- 2.2 To prepare a programme on "Managing Libraries in a Changing Environment - Legal, Technical and Organizational Aspects " at WLIC 2008, with cosponsors.
- 2.3 To prepare a satellite pre-conference on "Library as Place" for WLIC 2009
- 2.4 To prepare a programme on library marketing for WLIC 2009 - theme to be determined -
- 2.5 To achieve the publication of papers from the satellite meeting in Dakar, Senegal 2007
- 2.6 To work with appropriate sections in order to develop practical tools for library managers such as web-based guidelines, and tips for managing libraries
- 2.7 To continue the MatPromo project's second phase (Portal on library marketing with web-based tips and literature on marketing, together with the image database of library promotion tools) till 2008
- 2.8 To coordinate and finish the translation of the Marketing Glossary to several IFLA language
- 2.9 To start the bibliography project, as a web-based International Bibliography on Marketing and Library and Information Science, and recruit people helping us keep it updated

3. "The Members Pillar"

Goals:

- 3.a To promote the Section's membership in order to enhance the spread of the new management and marketing ideas and techniques all over the world.
- 3.b 5. To contribute to the IFLA membership recruitment and development.

Actions:

- 3.1 To recruit new Section members through the M&M section's pre-conferences and open programmes via the active use of calls for papers and other techniques to open our activities to new speakers from outside IFLA circles

Continued on pg 5

Midwinter Meeting Invitation

from **Raymond BERARD**, Director of ABES

Dear all,

I am pleased to welcome you all in Montpellier, France, 29 February - 1st March 2008 (and on 28 February if the jury members of IFLA International Marketing Award choose to meet). Here are some things you need to know:

Hotel du Palais

We have made a pre-reservation for 15 rooms from 27 February until 2 March at a nice small hotel right in the center of historical Montpellier: the Hotel du Palais (3, rue du Palais des Guilhem. 34000 Montpellier.

Tel +33 (0)4 67 60 47 38.

Fax + 33 (0)4 67 60 40 23.

hoteldupalais2@wanadoo.fr)

Web site:

<http://www.hoteldupalais-montpellier.fr/>

Prices range from 62 to 76 per room according to comfort + local tax (0,85 per person per day) (+ breakfast: 10).

Single room with shower: 62- 72

Double room with shower: 67 - 72

Single or double with bath: 72 - 76

(single occupancy of a double room: the room rate is applicable)

Please book your room direct with the hotel before 31 December 2007. Mention the following reference: ABES (they speak English)

If you decide to join the meeting after that date (and I understand this newsletter arrive after that date), please contact the hotel directly.

Access to Montpellier

Montpellier is easily accessible by air: services to and from Paris and a number of European cities.

Montpellier is equally well served by rail: High speed trains from Paris (3,5 hours) and Charles de Gaulle airport (without having to travel to the centre of Paris)

Pre-program

28 February - 1st March 2008

Venue : Agence bibliographique de l'enseignement supérieur (ABES), 227 Avenue du Professeur Jean-Louis Viala. BP 84308. 34193 MONTPELLIER Cedex 05 (France)

Thursday 28 February 2008

•10:00 - 17:00 : IFLA International Marketing Award jury meeting (to be confirmed by Daisy)

•Buffet lunch at 12:30

•19:30: Dinner. Place to be announced

Friday 29 February 2008

•10:00 - 1:00 : Management and Marketing Standing Committee Meeting, Part I

•Buffet lunch at 12:30

•19:30: Dinner. Place to be announced

Saturday 1st March 2008

•9:30 - 11:30 : Management and Marketing Standing Committee Meeting, Part II

•11:30 - 17:30: Lunch and cultural visit / wine tasting (details to be announced)

A full program with all the necessary information on transport from airport or station to the hotel, transport to ABES and details on restaurants booked and the social afternoon will be available end of January.

I look forward to welcoming you all in Montpellier.

**With all best wishes,
Raymond!**



Montpellier, France

Strategic Plan continued from pg 3

3.2 To complete the identification and listing of IFLA M&M Section's current, new, and former members

Strategic Plan 2007-2009 Continued

3.3 To activate the M&M open discussion list for every member of our Section and other possible interested people among award candidates, satellite meetings attendants, and others, and to recruit a facilitator of discussions on the list

3.4 To activate the restricted list for internal Standing Committee work

3.5 To find the most appropriate form of retaining former members who demonstrated a strong involvement in our Section, in order to keep them integrated and working with us if desired

3.6 To keep updated our Section's leaflet in every IFLA language and distribute it at our meetings, programmes and otherwise, including an electronic version

3.7 To produce a Newsletter twice a year (October/November and March/April, and distribute it electronically

3.8 To cooperate with appropriate IFLA Sections in order to identify and segment possible new markets for diverse IFLA membership, and use the results to formulate new toolkits for IFLA membership recruitment.

3.9 To encourage and support involvement and participation of newly appointed members of the Standing Committee by the Chair, the Secretary and the Information Officer, through communications and dialogue.



Norway



**Trine Kolderup
Flaten**

Secretary / Treasurer
2007-09
Standing Committee
Library Director
Bergen Public Library,
Norway

Email: trine@bergen.folkebibl.no



Réjean Savard

Standing Committee

Professor
Université de
Montréal, Ecole de
bibliothéconomie et
des sciences de l'
information, Canada

Email: rejean.savard@umontreal.ca



Christine M Koontz

Information Officer
2007-09
Standing Committee

Professor College of
Information
Florida State
University, USA

Email: ckoontz@ci.fsu.edu



Steffen Wawra

Standing Committee

Library Director
Library of the Passau
University, Germany

Email: steffen.wawra@uni-passau.de



James L. Mullins

Standing Committee

Dean of Libraries and
Professor of Library
Science
Purdue University,
USA

Email: jmullins@purdue.edu



Perry Moree

Corresponding member
The Hague, Netherlands,

Email: perry.moree@kb.nl



Angels Massisim

Chair 2007-09
Standing Committee

Professor, Faculty of Library and Information Science
University of Barcelona, Spain

Email: amassisimo@ub.edu



Daisy McAdam

Standing Committee

Head Librarian
University of Geneva,
Bibliothèque FSES,
Uni Mail, Switzerland

Email: daisy.mcadam@ses.unige.ch



Dinesh K. Gupta

Standing Committee

Assoc. Professor & Head, Dept. of Lib. & Information Sc.
Vardhaman Mahaveer Open University, India

Email: dineshkg@sancharnet.in



Madeleine Lefebvre

Standing Committee

Chief Librarian
Ryerson University,
Canada

www.ryerson.ca/library

IFLA Satellite Meeting 2008-Navigating with Youth *Navigating with youth: In these days of technology, how can public libraries attract and keep their young clientele?*

This satellite meeting is being organized by the association Les Bibliothèques publiques du Québec, in collaboration with the following sections of the International Federation of Library Associations and Institutions (IFLA): Public Libraries, Children and Young Adult Libraries, and Management and Marketing.

General Information

The satellite meeting will be held at McGill University on August 5 and 6, 2008, in Montréal, Québec, Canada, with the support of the School of Information Studies. French and English are the two official languages; simultaneous translation will be provided. The objective of the meeting is to conduct a survey of the services offered to children and young adults from 10 to 17 years of age in public libraries around the world and to highlight the most recent and successful initiatives.

Registration fees are CA\$175 until April 30, 2008, and CA\$200 after April 30, 2008. Students receive a CA\$25 discount. Visa and Mastercard credit cards are accepted as forms of payment. Registration is limited to approximately 280 delegates; please note that 100 places are reserved for delegates from Quebec. An online registration form was made available in December 2007 at www.bpq.org/satelliteifla2008.

Montréal to Québec City Tour

A two-day excursion is planned for delegates on August 7 and 8, 2008, at a cost of CA\$470 per person based on double occupancy and CA\$530 for single occupancy. Day one begins with a tour of the Grande Bibliothèque, after which passengers will board a deluxe motorcoach that will thread its way through Montréal, the Montérégie and Lanaudière regions, and along the Saint-Lawrence River. Arrive at your hotel in the Mauricie region, Le Baluchon, a resort in the heart of nature that offers exquisite regional fare as well as a host of summer activities. On day two, discover the Cité de l'énergie theme park located in the Shawinigan region, and the city of Trois-Rivières, regional capital of the Mauricie and birthplace of Québécois poetry. The motorcoach then travels along the King's Road (Chemin du Roy) to your final destination: Québec City.

Please Note

For all the details on the meeting program and how to register, as well as other useful information, please visit www.bpq.org/satelliteifla2008, Questions? Comments? Write satelliteifla2008@majuscules.ca.

Véronique Beauchamp
vbeauchamp@majuscules.ca

Quebec: Call for Papers

Management & Marketing Section; Statistics & Evaluation Section; and, Library Theory & Research Section

**Theme: Managing Libraries in a Changing Environment
Legal, Technical, and Organizational Aspects.**

Aims and scope

All types of libraries - academic, public, school, special, and governmental - must respond quickly to many demands in a rapidly changing world. Some of these changes come from developing technologies, while others come from new and changing legal requirements, or from experiments in changing organizational structure. All these demands have a significant impact upon the management of libraries. In order to research and assess the impact of various management challenges, libraries must turn to benchmarks, standards, and guidelines, while working within the theory and principles of librarianship and governing laws.

Relevant topics for the Program:

- Adjustment of general management principles to a changing library environment
- New strategies for an effective organizational structure to advance the library's mission
- Impact of a changing legal environment that affects the provision of services and resources of Libraries
- Use of new technologies to advance the effectiveness and efficiency of Libraries.

Papers based on practical projects and experiences as well as research based papers are welcome.

Language of Joint Session

French or English, although any IFLA approved language is welcome. However, availability of simultaneous interpretation into other IFLA languages may not always be possible. Every effort will be made to provide simultaneous interpretation, or to provide a translation of the paper available at the presentation.

Important Dates and Information

Proposal submission - Must be in an approved IFLA language, with an abstract (maximum of 250 words), due February 18, 2008. The proposal must include the abstract, name, contact information and institutional affiliation of the author [authors].

Please send proposals including abstracts to each of the following people:

- James L. Mullins (USA), jmullins@purdue.edu
- Madeleine Lefebvre (Canada), mjlefebv@ryerson.ca
- Michael Heaney (United Kingdom), Michael.heaney@ouls.ox.ac.uk



Hannelore B Rader

Standing Committee

Dean
University of Louisville
Ekstrom Library, USA

Email: h.rader@louisville.edu



Päivi Kytömäki

Standing Committee

Director
Oulu University
Library, Finland

Email: paivi.kytomaki@oulu.fi



Ruth Wuest

Standing Committee

Director
Aargauer Kantonsbibliothek
Aargauer Platz,
Switzerland

Email: ruth.wuest@ag.ch



Ludmila Zaytseva

Standing Committee

Chief of the General
Planning and
Reporting Dept
Russian State
Library, Russian
Federation

Email: lzai@rsl.ru; roscomofla@rsl.ru



Lena Olsson

Standing Committee

Director, PhD,
Library and Learning
Resources Centre
Stockholm Institute
of Education,
Sweden

Email: lena.olsson@lhs.se

Continued on pg 8



Fang Shu

Standing Committee

Director
Chengdu Branch
Library of Chinese
Academy of Sciences, China

Email: fangsh@clas.ac.cn



Raymond Berard

Standing Committee

Director
ABES l'Agence
bibliographique
de l'enseignement
supérieur, France

Email: berard@abes.fr



Grace Saw

Standing Committee

Executive Manager,
International + Con-
sultancy Services
The University of
Queensland Library,
Australia

Email: gsawptusnet.com.au



Børge Hofset

Standing Committee

Managing Director
Biblioteksentralen AL,
Norway

Email: borge.hofset@bibsentr.no



Antonia Arahova

Corresponding
member

Athens, Greece

Email: taraxova@nlg.gr



Durban, South Africa

Highlights from the

Annual M&M Meeting & Minutes at Durban, SA 2007

Programs...

Management and Marketing held two programs at this year's IFLA conference. The growing interest in actual case studies of applied marketing strategies is evidenced by the unusually large attendance. Presenters discussed the significance of customer research and segmentation as well as product and service development based upon these marketing activities. The speakers were geographically diverse which led to better attendance by more conferees. Co-sponsored with Academic and Research Libraries, "Libraries in the spotlight: promotion and marketing strategies," offered three excellent papers to over 350 attendees. The presenters were from the Bavarian State Library (Germany); National Library of Singapore; and Liverpool John Moore University, Liverpool, UK.

Second program, co-sponsored with Metropolitan Libraries Section, "Libraries - crucial institutions in a complex society," offered six papers to over 550 people. The presenters were from Loughborough University (UK); San Jose State (USA); University of South Africa; Jamaica Library Service; Riga Central Library (Latvia); and Stockholm Public Library (Sweden).

The MM Section is also the sponsor of the IFLA International Marketing Award, and the winner was presented with \$1000 USD and airfare and lodging for IFLA. Olga Einasto of Tartu University, Estonia, won first place for her campaign for provision of library services to working parents and their children (childcare!) SirsiDynix is this year's award corporate sponsor.

Continued on pg 9

Publications...

MM's latest publication is also out. The Shanghai Pre-conference Proceedings, "Library Management and Marketing in a Multicultural World, IFLA Publications 125. Section member Jim Mullins, is the editor.

Pre-conferences...

The preconference at Dakar, August 14-16, chaired by longtime member Réjean Savard. "Managing technologies and library automated systems in developing countries: Open source vs. Commercial Options, was a huge success, with around 100 attendees. Papers will be edited and published around the first of the year. The conference had few initial resources but gathered input and sponsors, and was in French and English.

News from IFLA...

IFLA Professional Committee's Hearing on IFLA's Professional Structures was held on Sunday, August 19 at 11:45. The only item of possible controversy was the closing down of sections with less than 50 people. These sections will have two years to meet criteria. There will still be 35 or 40 sections, M&M has 168 members. The sections can merge with another section or form a special interest group (SIG.) Other items include decreasing IFLA's bureaucracy, and enhancing the facility/usefulness of the website.

Note on Membership Toolkit prepared for IFLA HQ and presented by Steffen Wawra at Mid Year Meeting in Munich 2006, the Governing Board seems to be satisfied with current toolkit - and for M&M Section no further action will be taken on this toolkit by now. Madeleine Lefebvre raised the issue of the new advocacy grant: could M&M be closely aligned with this Headquarters initiative?

Information Officer's Report...

Steffen Wawra reported the decision in Geneva is to have two newsletters (Fall and Spring) The most recent was published in July.

There will be one forthcoming in January. There was a high rate of return after the newsletter was put on IFLAnet. Again, IFLAnet has general problems, which are trying to be resolved. Steffen suggested a content management system (CMS) might solve some of the issues, and suggested going to Claudia Lux (new IFLA president from Germany) with this. Réjean Savard stated the new overhauled site will have CMS. The discussion list continues to have problems. Steffen stated the new leaflets are available for distribution at IFLA programs with new SC members' names. The discussion list continues to have problems, and this problem will ongoing until IFLA's web problems are also resolved.

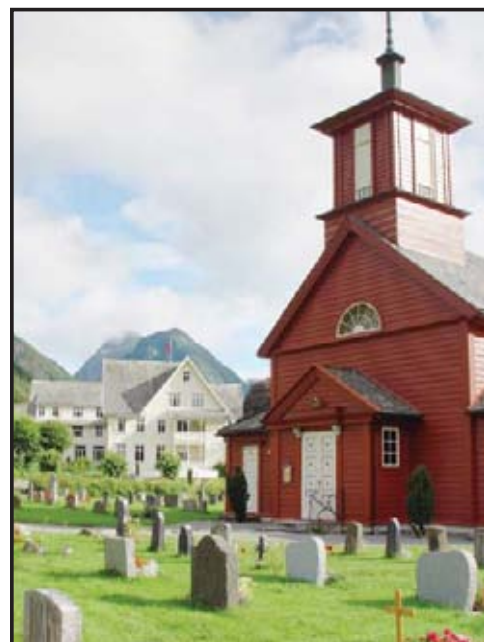
Wawra also reported that IFLA has contracted advice for upgrading the web and database. A new implementation plan has been drawn up - first phase to be run in October. The private enterprise which supported IFLAnet is unable to accommodate all aspects of IFLAnet. Sophie Felföldi hopes this issue will be resolved with the new launch.

Continued on pg 10

- Ragnar Andreas Audunson (Norway), Ragnar.Audunson@jbi.hio.no Papers due - Final version of the full paper must be submitted to the above contacts by May 20, 2008. Please note: selected papers will be recommended for inclusion in the IFLA Journal. Depending upon time allotted for the program, four to six papers will be selected.

All proposals will be evaluated by a scientific committee representing the three sections: Madeleine Lefebvre (Canada) and James L. Mullins (USA), co-chairs; Ragnar Andreas Audunson (Norway), Raymond Berard (France), Dinesh Gupta (India), Michael Heaney (United Kingdom), Daisy McAdams (Switzerland), and Ruth Wuest (Switzerland).

- Management & Marketing Section: Ms Angels Massísimo i Sanchez de Boado, (Spain), Chair.
- Statistics and Evaluation Section: Ms Colleen Cook (USA), Chair.
- Library Theory and Research Section: Mr. Ragnar Andreas Audunson (Norway), Chair.



Norway

Information Officer's Report continued from pg 9

Also IFLA has a policy that newsletters should be electronic only. Any requests for print to go to IFLA HQ. Jim Mullins suggested that we print some copies to have available at the next WLIC M&M program to help inform attendees.

Elections...

Børge Hofset was asked by the acting chair to conduct the elections.

Angels Massísimo was elected chair 2007-2009

Trine Kolderup Flaten was elected secretary 2007-2009

Christie Koontz was elected Information Officer 2007-2009.

Steffen Wawra, Grace Saw, Madeline Lefebvre and Dinesh K. Gupta have volunteered as new members for the Information team.

Daisy asked for two new Award jury members. Two new members have been added to the Committee: Ludmila Zaytseva (Russia) and Lena Olsson (Sweden). Nadia Temmar will translate proposals received in Arabic. These additions widen the capability of the committee to accept applications in most IFLA official languages

New projects & Quebec Programs...

'Mat Promo' is the M&M project this year and next, and Dinesh Gupta's bibliography of marketing works. All projects are limited to section members.

Conference programs for Quebec 2008...

The theme chosen for M&M is "Managing Libraries in a Changing Environment - Legal, Technical and Organizational Aspects". The Theory and Research Section is interested in co-sponsoring this, and hope for M&M to sponsor their programme on the topic "library as place". Co-sponsorship with Statistics and Evaluation section is also possible.

Jim Mullins and Madeleine Lefebvre will co-chair the program committee.

Assistance in reviewing the proposals was volunteered by Raymond, Daisy, Dinesh, and Ruth. The final deadline for program details to IFLA HQ was November 1. The program will be 3 hours in length.

A second 2 hour program M&M is sponsoring, "Public-Private Partnerships" is scheduled with the Academic and Research Libraries Section. Details in next newsletter.

Pre-conference in Quebec 2008, August 5 - 7...

The Preconference will be in cooperation with Public Libraries Section, Libraries for Children and Young Adults Section and Les Bibliothèques publiques du Québec, chaired by Suzanne Payette who had organized a meeting Saturday August 18 with representatives of all partners to discuss the program which will be August 5-7 in Montréal: "Navigating with youth - In these days of technology, how can public libraries attract and keep their young clientele?" The capacity is 500 delegates and the local arrangers will do their best to make it a tremendous success.

M&M will have a SC member on the scientific committee. Christie Koontz was selected, with Lena Olsson as an SC partner.

FUTURE CONFERENCES...

Pre-conference before Milan 2009 proposals - preliminary decision...

Discussion ensued on a joint pre-conference for Milan with Theory and Research Section, who want to pursue the topic of "Library as Place" over two conferences, focusing on the theoretical and the practical/evaluative.

The following offered to work on this project: Réjean Savard, Hannelore Rader, Ruth Wuest, Paivi Kytomäki and Jim Mullins.

Venues proposed by Theory and Research Section: Italy or Switzerland.

Sinikka Sipilä as Chair of the Management of Library Associations section expressed interest in cooperation with M&M in recruitment and advocacy initiatives.

The meeting recommended that consideration be given to a pre-conference in India (Jaipur) before the Brisbane WLIC 2010.

Trine Kolderup Flaten wished all safe travels home and adjourned the meeting at 4.45pm.

August 18, 2007

Present: Trine Kolderup Flaten, Norway; Christie Koontz, USA; Ludmila Zaytseva, Russia; Päivi Kytömäki, Finland; Jim Mullins, USA; Raymond Berard, France; Réjean Savard, Canada; Ruth Wuest, Switzerland; Lena Olsson, Sweden; Fang Shu, China; Steffen Wawra, Germany; Daisy McAdam, Switzerland; Madeleine Lefebvre, Canada; Børge Hofset, Norway. Observers: Joseph Uta, Malawi; Rebecca Moumakee, South Africa; Hudson Liyai, Kenya; Su Fang, China; Sharon Karasmani, Australia; Olga Einasto, Estonia; Mike Koenig, USA; Antonia Arahova, Greece.

August 24, 2007

Members present: Trine Kolderup Flaten, Norway, Daisy McAdam, Switzerland, Jim Mullins, USA, Madeleine Lefebvre, Canada, Ruth Wuest, Switzerland, Raymond Berard, France, Hannelore Rader, USA, Steffen Wawra, Germany, Ludmila Zaytseva, Russia, Perry Moree, The Netherlands, Rejean Savard, Canada, Paivi Kytomäki, Finland and Børge Hofset, Norway

Township Libraries Tour *A Brief Report* *Christie Koontz, member Management and Marketing Section*

Our guide for the tour met us outside the conference center on a chilly Tuesday morning. Few of us had yet to see the township side of Durban, and this tour was billed as a way to do that--and see some of the public libraries. A township is defined as, the (often underdeveloped) urban residential areas that, under Apartheid, were reserved for non-whites. Townships were usually built on the periphery of towns and cities--hence our trek to the outskirts of Durban.

Our guide is Chris Skeef, a long time African employee of the South African Provincial Library service. As the bus rolls out, she states, "Each South African can tell their story of the changes which have occurred in the past decade since apartheid was eliminated. As you look out the windows you can see obvious signs of this change-- including the streets with changed names reflecting changed times.

I look out the bus window and concur. I see many street signs which reflect African heritage and pride. I also see signs of individual entrepreneurship since the rules changed, "Buddy's Bottle Store, Buck's Bargain Center, and Boston Media." There is a great deal of hustle and bustle in the largest city in KwaZulu-Natal province (one of 9 in South Africa). There are 170 public libraries in the province--we are visiting three.

First stop Cato Crest Library, and Manor Heritage Centre which is dubbed 'local library history museum.' It is a good first stop. The museum explains the apartheid strife and, offers insight into the reasons for the thousands of metal shacks surrounding us. Upon entering the library portion, posters shout 'be wise

condomize, heroes not victims live positively with HIV.' There are five staff attempting to serve Cato Crest settlement of 29,000. They have 4,000 registrants and 6,000 annual circulation.

The high rate of illiteracy and poverty are barriers and challenges. The library is trying to teach employable skills. We tour the library's on-site sewing and gardening project. A lone woman is sewing placemats and potholders, and shares most women still want to stay home as it is traditional, and the project is going slowly.

The gardening project is built upon sparse rows lining unlevel ground. Participants harvest and sell lettuce, spinach, cabbage, onions and carrots. Two young women poke their heads out of the back door. They provide information with the settlement via the library and its outreach on HIV. Upbeat attitudes abound here.

Second stop, Qashana Khuzwayo Library. A saying is bronzed on the exterior wall, 'Umtapowolwazi' in Zulu meaning 'people can come in and get whatever information they want and enrich their lives.' This library serves 80,000, circulating 6 to 10,000 a month. The library visits each of the schools trying to sign up new student members. The library is used by local college students (pictured), who ask us 'what is the rate of HIV, particularly in the US?' This seems the number one enemy of the townships, and all libraries are waging battle through on site information and outreach. Internet access is promised to the library by local funders--in the Fall. The

college students want this more than any other service the library might provide, in addition to a quiet space to study.

Third stop, Kwadabeka Library. This is located amidst 48,000 people living in hostels--apartment like buildings. All these people work and pay the equivalent of two US dollars a month for rent. The library has 5,245 cardholders. They provide Internet access--45 minutes free each day to cardholders--a big draw. I ask the librarian, 'what are the biggest barriers to use?' He replies, 'distance and transportation, adults working, and the illiteracy rate of 70%.' A group of children dance and perform for us. People from the hostels drift down and look at us and them. Bags of snacks are passed to us by the staff, we pass these to the children who are dancing. We get back on the bus and return to Durban--considering how few problems our countries and libraries really have, each wondering, what can I do to help?

Reprinted from the IFLA Section Of Education & Training

Christie Koontz

Professor, Florida State University, Tallahassee, FL, USA ckoontz@ci.fsu.edu





Florence Muet

Corresponding member

Schweizterland

Email: Florence.mueta@hesge.ch



Gunilla Lilie Bauer

Standing Committee

Chief Librarian
The Library of the
Swedish Parliament,
Sweden

Email: gunilla.lilie.bauer@riksdagen.se



Sheila Webber

Standing Committee

Lecturer
University of
Sheffield, Dept. of
Information Studies,
United Kingdom

Email: s.webber@shef.ac.uk

Sueli Mara Ferreira

Corresponding member
Sao Paulo, Brazil
Email: smferrei@usp.br

Book Review

Marketing Library and Information Services: International Perspectives. Edited on behalf of IFLA by Dinesh K. Gupta, Christie Koontz, Angels Mas-sisimo and Rejean Savard. Munchen, Germany: K. G. Saur, 2006.

The literature related to library marketing is growing, which is a sign of increasing interest as well as scholarship. This volume is an important addition to that body of knowledge and reflects the views of more than forty library professionals around the globe. These international perspectives bring depth and clarity to the marketing of libraries discussion.

This volume is divided into six sections: Marketing Concept, a Changing Perspective; Marketing in Libraries Around the World; the Role of Library Associations; Education, Training and Research; Excellence in Marketing; and Databases and Other Marketing Literature. These broad categories are further subdivided into papers that are flanked by abstracts and extensive bibliographical references.

Section I contains two papers focusing on the theoretical frame of marketing and how it has evolved and expanded over time. This is an excellent approach to helping the reader understand the numerous papers which follow. The novice reader will become informed and the experienced library marketer will develop an enhanced awareness of the scope of marketing in the library context.

Section II considers how marketing is utilized as a management tool in libraries around the world. Geographical areas addressed include Denmark, Norway, Spain, Finland, China, France, Africa, Kenya, Pakistan, Australia, Romania, Croatia, and South Africa. While not country-specific, the final paper considers marketing from the perspective of knowledge management within the financial services sector.

In Section III, the role of library associations is considered as an important factor in marketing libraries. The history of IFLA's Management and Marketing Section is reviewed and a specific look at public libraries through the IFLA/ UNESCO Guidelines for Development is presented. Subsequent papers examine the American Library Association, libraries in the UK and National Library Week in Lithuania.

Education, training and research become the focus in Section IV. Papers in this section take a close look at curricula in library education institutions in the United States, Canada, India and Estonia; and training for the LIS community in the UK and India. Two papers focusing on specific applications conclude this section.

Excellence is addressed in Section V. This is an eclectic section, looking at quality from a variety of viewpoints. Beginning with a listing of awards, followed by a paper discussing awards in detail, the section moves on to discuss specific applications of marketing in the UK, the Houston [Texas/USA] Public Library, and Barcelona [Spain].

Continued on pg 13

Secretary's Mid-Year Report

Trine Kolderup Flaten Secretary

Management & Marketing (M&M) is a wonderful IFLA Section with many members and pre-conferences and programs over the years.

For most IFLA members both management and marketing are important aspects in their positions and professional lives. Therefore, the potential for developing an even more attractive and larger section is clear.

It is also natural for M&M to cooperate successfully with other sections on programs and conferences be invited by others as well.

The steering bodies of IFLA encourage this type of cooperation and coordination. I agree this is the way to make IFLA 'better and stronger.'

M&M 's Standing Committee (SC) is 20 persons in all. Some corresponding members participate and take their share of tasks. We appreciate the skills and talent of each member. This autumn we have applauded the excellent translation work accomplished. We have the Calls for Papers for our Quebec programs translated into all IFLA languages. The "Strategic Plan" and other documents are also available in several languages. It is amazing to see how well this has been done lately!

The SC members will meet in Montpellier at the end of February 2008 - and discuss plans and strategies, distributing tasks among the members for the next period. We appreciate your ideas, comments and points of view. We also hope to get the discussion lists working for that purpose.

"Libraries on the Agenda" is a very challenging motto for Claudia Lux presidential period. Let us join her and support this campaign both outside and inside IFLA.



Cape Of Good Hope, South Africa



Masks, South Africa

Book Report continued from pg 12

Finally, in Section VI, databases and reviews of the literature are featured, ending with an overview of the Marketing Library Services Newsletter. This reviewer would have preferred to see the literature review included in Section I, but that is a small point in the light of the overall wealth of material presented in this book. As a contributor to marketing literature over the years, I am pleased to see that this very important aspect of management is alive and well and moving forward internationally. It is very heartening and I certainly recommend this book to the profession.

*Darlene E. Weingand, PhD Professor Emerita
University of Wisconsin-Madison [USA]*



Newsletter
Design, Layout,
Production and
Photos by
**Rick Rice &
Christie Koontz**

Membership in M&M and IFLA...

Background on the IFLA Management and Marketing Section

The Management and Marketing Section is made up of library and professionals from all over the world who either work actively in marketing and management in their libraries or teach the same to future librarians. The M & M Section (yes, we enjoy M&M chocolate candies during our meetings!) promotes better understanding of marketing practices through pre-conferences and workshops, programs, and publications.

Information on IFLA

IFLA (The International Federation of Library Associations and Institutions) is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession. Founded in Edinburgh, Scotland, in 1927, it now has over 1,700 members in 150 countries. To learn more, see <http://www.ifla.org/>. New members are always welcome and encouraged to participate in the work of the section whether or not they are able to attend the IFLA conferences. Much of the work of the section is done by e-mail. IFLA conferences are held in August in a different city each year. Delegates meet to exchange experiences, debate professional issues, see the latest products, conduct business, and experience something of the culture of the host country. In 2008 IFLA will meet in Quebec City, Quebec, Canada. The Management and Marketing Section invites you to join them at meetings, which are listed in the annual IFLA program.

Benefits of IFLA Membership

IFLA offers a professional home for library associations, libraries and information centres, and information professionals whatever their type of expertise. The Federation is dedicated to informing its members of current research and development in all the fields of library activity. By keeping members up to date on the latest trends in the field and future expectations, IFLA provides its membership with a basis for professional growth.

The joint interest and professionalism embodied in IFLA's international network has turned the Federation into a melting pot of expertise and experience. Participation in IFLA's global network provides members with the opportunity to directly contact colleagues and experts, exchange experiences and expand views. Improvement of LIS skills through workshops, seminars and poster sessions, participation in study and exchange programmes, and promotion of products and services are but a few of the benefits open to IFLA members.

The objectives and professional activities of IFLA aim at universal application and comprehensiveness. Various types of library and information service are covered by six Core Activities, and a series of professional groups. There are eight Divisions divided into 45 Sections, as well as Discussion Groups. The professional programme fosters the international outlook which is essential to the work of information professionals. The structure of IFLA's professional programme enables members to enhance their particular field of interest. Participation in the work of the Sections gives members and affiliates the benefit of sharing specialised expertise. NOTE: after Milan 2009, there will be 5 IFLA divisions, and the Discussion Groups or Round Tables will convert into Special Interest Groups (SIG) connected to a section. Sections with less than 50 members will be converted to SIGs.

Voting Rights

Since IFLA is run by and for its membership, its structure is based on democratic principles. The highest forum within the Federation is the General Council of Members, the supreme governing body consisting of delegates of members. IFLA Association members and Institutional members have voting rights in Council and by postal ballot on all matters. They are entitled to nominate and elect candidates for the post of IFLA President-Elect and for the Governing Board <<http://www.ifla.org/III/eb/govboard.htm>>, as well as for members of the Section Standing Committees.

All IFLA members and affiliates are entitled to participate in the programmes of the professional groups specialising in various areas of library activity and information service. Once registered for the appropriate groups, voting members have the right to nominate and elect members of the Section Standing Committees and thus contribute to those components of IFLA's structure which govern the professional activities. Personal Affiliates, while they have no voting rights, may run for any elected position.

Conference Discount

All members and affiliates are entitled to a discount on the registration fees for the annual World Library and Information Congress. The reduction applies to both early and late registration fees. The amount of the reduction will vary from year to year, depending on the fees set for each year's conference. Please check the Conference Site <<http://www.ifla.org/IV/ifla71/index.htm>> for further details. To claim the discount, simply include your membership number on the conference registration form. For Associations and Institutions, the discount applies to any of your members or employees who will be attending the conference.



“Will You be in the IFLA 2008 ‘Picture’?”

World Library and Information Congress:
74th IFLA General Conference and Council
<<http://www.ifla.org/IV/ifla74/index.htm>>
Québec, Canada, 10-15 August 2008
“Libraries without borders: Navigating
towards global understanding”

IFLA Management & Marketing Section Photo Gallery

Photos by Rick Rice

