



# Management & marketing section newsletter

Nr. 16. August 2006

## Management & marketing at IFLA 2006 in Seoul!



Dear friends of IFLA Management & Marketing Section:

As the new Chair of the Section, I would like to send to you all a welcome message. I would thank you all, for your presence and sustained support to our Section; without your support and involvement the Section would not be so active and enthusiastic as it is. I also would like thank our previous officers: Marielle de Miribel, Perry Moree and Natalia Santucci – Sheila Webber, for their fantastic work during the last two years.

They were in charge of the Management & Marketing Section during the period 2003-2005, immediately after our former Chair, Réjean Savard and his team (Christina Tovoté and Tom Wilding) left in 2003; their contribution to the continuity of our work and to the growth of our membership has been crucial for the development of our still young Section.

Under their leadership it continued to be one of the most active sections among IFLA. Now, some of them still work with us as members of the Standing Committee, having accepted new tasks and



responsibilities, and so we will continue to enjoy their presence and collaboration; other having finished their second period, started a new way in another IFLA section of their interest –or in the Governing Board. We certainly will miss them –but we wish to them a lot of success in the new work. Let me thank them again for all these years, so full of useful work, excellent friendship and a lot of wonderful experiences. The Section’s doors – if any- will keep always open to them.

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To be appointed Chair was for me an unexpected and wonderful experience. I would like to thank all the members of our Section for their support in my election and afterwards. I am confident that, with Trine Kolderup-Flaten as Secretary -Treasurer and Steffen Wawra as Information Coordinator, together with his Information Team, we all will be able to continue the task done by the former teams of M&M officers.

As Réjean Savard said in his last message in February 2003, we hope we will be able, together with all the “M&M people”, to put forward our Section, its membership and activities in order to make it a most dynamic Section in helping the libraries around the world to strengthen their knowledge and skills in management and marketing.

Consistently with that purpose, the Section has been working, during the last months, in order to complete its open projects and to design new ones, as you will keep informed in this and next newsletters. Our first milestone now is the WLIC 2007, for which we have prepared two intensive programs, the first one in Shanghai, China, 16<sup>th</sup> and 17<sup>th</sup> August, and the second one in Seoul, South Korea, 23<sup>rd</sup> August.

We also foresee the announcement of winners of our 2006 edition of IFLA International Marketing Award –sponsored by SirsiDynix-, and will present a Poster session about this Award Seoul, 22<sup>nd</sup>-23<sup>rd</sup> August). Moreover, some of our members will develop an intensive activity taking part in other IFLA programs and events during the days of the Seoul WLIC.

We also foresee to propose some new projects to the Professional Board to be developed in the next years: you can be aware of all these projects and activities if you attend our Standing Committee meetings in Seoul –scheduled for 19<sup>th</sup> and 25<sup>th</sup> August: hopefully we see there! You will be very welcome there, as in every M&M programs and activities.

What about Durban 2007? Of course IFLA is already working on it, and so do we. Our program is not yet completed, but we already have scheduled a Satellite Meeting about Library Technology Management, to be held in Dakar, before the WLIC, and a program for Durban is also being designed. Please join us with your ideas!

In order to discuss all these projects, I warmly invite you to be our guests at our two Standing Committee meetings in Seoul. Please feel also welcome to Shanghai and Seoul M&M programmes. We need everybody's input! Everybody is important in order to make our Section most alive, most committed with library managers' concerns, most inspiring. Again, taking the words from Réjean Savard, we have raised our Section membership and participation in the last years, but we can make it even better.

Please feel free to contact me with any idea you may have or if you want to participate more intensively in our activities and programs.  
See you in Shanghai - Seoul!

*Àngels Massísimo, Chair*

### IFLA Management and Marketing Section Committee meetings

Observers are welcome at the Section committee meetings. Two are taking place at Seoul:

SATURDAY 19 AUGUST 2006,  
11.30 – 14.20

FRIDAY 25 AUGUST 2006,  
11.00 – 13.50

This year's program at the 72<sup>nd</sup> IFLA conference in Seoul, Korea was entitled

***“Strategic Planning Tools for the Tomorrow People – Library and Information Professionals of the 21<sup>st</sup> Century”***

The program highlighted strategic planning for library and information organizations. Strategic planning is the process by which people envision the future and develop necessary practices and operations to achieve that future. This program provided opportunity for researchers and practitioners to: present and propose cutting edge strategic planning tools; share the strategic planning tools which help their organization proactively manage, plan for, and anticipate change; and identify new challenges in strategic planning which the profession's 'tomorrow people' will face.

**Pre-Conference of the Section for Management and Marketing Shanghai, IFLA 2006**

Library Management and Marketing in a Multicultural World is the theme that is bringing people from all points of the globe to attend M&M's Preconference in Shanghai, China. From August 16th – 17th, nearly seventy-five registrants will hear twenty-eight presentations that highlight research results and case studies of successful marketing and/or management from as far away as North and South America, Europe, India, and as close to home as China and Korea. Special addresses will be given at the keynote session by Ms. Àngels Massísimo, Chair, IFLA Management & Marketing Section; Mr. Dinesh K. Gupta, Member of IFLA Management & Marketing Section Standing Committee and of IFLA International Marketing Award Jury; and Mr. Jun Tang, president of Shanda

Network Ltd., and honorary president of Microsoft China Co., Ltd.

The Preconference is co-hosted by the Library of China Executive Leadership Academy Pudong, Shanghai Pudong New Area Library, Shanghai Life Sciences Library, Chinese Academy of Sciences, and Shanghai Society for Scientific and Technical Information. Mr. Qihao Miao (China), director, Shanghai Public Library and member of the M&M Standing Committee, is chair of the Preconference. Ms. Jieyin Feng, Shanghai Public Library, and Dr. James L. Mullins (US), member of the Standing Committee, are co-chairs of the scientific committee.

**This Year's IFLA International Marketing Award Winners  
Sponsored by SirsiDynix**



*by Christie M. Koontz*

The Management and Marketing Section of the International Federation of Library Associations and Institutions (IFLA) and SirsiDynix, joined to create and sponsor the IFLA International Marketing Award. This is the award's fourth year. During these four years we have had applications from marketing librarians representing these countries: Argentina, Australia, Belgium, Benin, Brazil, Bulgaria, Canada, Chile, Colombia, Congo, Cuba, Germany, India, Indonesia, Italy, Ivory Coast, Kenya, Netherlands, New Zealand, Mexico, Nigeria, Philippines, Poland, Russian Federation, Romania, Senegal, Serbia, Spain, Sweden, Tanzania, Thailand, U.S.A. and United Kingdom.

So many libraries lament the 'non-user' but few go after these unknown folks with an active campaign to win them back.

The public library of Spijkenisse, near Rotterdam, in the Netherlands waged such a campaign and was awarded first place.

Cindy van Kranenburg, campaign coordinator describes the campaign. She states the library offered 'personal attention' to non-users (defined as those who borrowed zero to two books a year) by sending a simple 'reminder' postcard. The marketing slogan "We Miss You" (in Dutch: "Wij missen u") was placed on the front, and a reminder of library services and products, and a question as to why they were not visiting, on the back of the card. The library estimated if 1.7% of the customers contacted came back to the library the mailing would be cost-effective. After the mailing they were surprised that 20% of the customers returned, and also many gave positive feedback on the postcards. The library, in evaluating the number of non-users who became users, conducted the most overlooked step in marketing activities-marketing evaluation! Congratulations to our Dutch neighbors.

Second place was awarded to the Public Libraries of Québec, represented by Suzanne Payette, for developing a topical and unique marketing campaign entitled "Follow the Stream" (in French: "Suivez le courant") during the Public Libraries Week of Québec. A major goal of the campaign was to develop partnerships and alliances with new and current customer groups who are environmentally conscientious. The library developed and gave away 'sustainable promotional materials' such as reusable shopping bags for customers' books. Promotional themes on the reusable bags, communicated the magic and beauty of the library, as well as its fascinating and intriguing collections. Congratulations to the Public Libraries of Quebec for effectively targeting and segmenting a new and burgeoning customer market.

Third place was awarded to the Regional Library Service of Castilla-La Mancha, Spain for the campaign entitled "Public Libraries: No Need to Knock!" (in Spanish "Biblioteca Pública, pasa sin llamar"). Óscar Arroyo Ortega, project chair, states the campaign's main objective (communicated through a traveling

exhibit) was to inform citizens (before un-served) in small towns about the new public library, and the library's new social functions and services 'in today's information society.' A by product of the campaign was to encourage the citizens to persuade local authorities, to continue funding and support for the new libraries in these more rural areas. Congratulations to the Regional Library Service of Castilla-La Mancha for a successful advocacy campaign.

All three libraries followed the four steps of marketing including identification of customer wants and needs, grouping and targeting customers, developing an effective marketing mix strategy, and evaluating the program. Applications will be available for the 2007 award by early fall at

<http://www.ifla.org/III/grants/marketing-award-form.doc>.

## **Poster Presentation:**

### **In Search of Marketing Excellence!**

*World Library and Information Congress: 72nd IFLA General Conference and Council, 20-24 August 2006, Seoul, Korea*



*by Dinesh K. Gupta*

The need for marketing practices in libraries throughout the world is evident. While it is agreed that there is no single best way to market library services, it is acknowledged that it is beneficial to recognize best marketing practices.

IFLA Management and Marketing section in collaboration with SirsiDynix offers the "IFLA INTERNATIONAL MARKETING AWARD" to organizations that has implemented creative, result-oriented marketing projects or campaigns. The objectives of the Award are to:

- Reward the best library-marketing project worldwide each year;
- Encourage marketing in libraries; and
- Give libraries the opportunity to share marketing experiences.

The Selection criteria for the Award are:

- Strategic approach to marketing, indicated in the research and planning stages of a submitted project
- Creativity and innovation, as demonstrated by the originality of solutions to the marketing challenges
- Potential for generating widespread public visibility and support for libraries, irrespective of the kind or amount of resources employed;
- Effectiveness illustrated by measurable objectives and subsequent evaluation methods;
- Commitment to on-going marketing activities.

The IFLA Award was introduced in 2002, attracting 119 applications from 34 countries during last four years.

The International Award Jury reviews proposals and three finalists are recognized for their outstanding achievements. From there three finalists, the winner is chosen and announced in the next IFLA Conference. The Winner receives free trip (airfare, lodging, and registration, etc.) to the next IFLA Conference and USD\$ 1000 cash to further the marketing efforts.

The poster provides a review of the past winners, their impressions. It will also project the Award before the IFLA community to attract more qualitative applications for the year 2007.

## **Management and Marketing Section session 10.45-12.45, Wednesday**

*”Strategic planning tools for the tomorrow people - library and information professionals of the 21st century”*

### [Environmental Scanning: Discover What is Happening Outside of the Library Doors](#)

*Christie Koontz, Program Chair*

#### **Introduction**

Successful management of libraries depends on the ability of managers to anticipate and adapt to rapidly changing factors. Yet the lead time for decision making and responding to these changes is diminishing. Methods are needed that can quickly enable managers to understand the external environment and how it interconnects to the library’s internal environment (Morrison 1991.) Successful organizations create specific divisions or departments to support this type of activity, and in fact, actually hire professional staff to gather environmental data on a daily basis.

### [Meaningful missions, valid visions and virtuous values: an exploration](#)

*J.E. Davies (Research School of Informatics, Loughborough University, Loughborough, UK)*

#### **Abstract**

The paper explores the place of vision, mission and values in facilitating the planning and development of services at a strategic level. Definitions of institutional mission, vision and values are offered. The reflective thinking associated with defining mission, vision and values enables an assessment of the current position of an institution and its service to be made and a clear and coherent direction for its future to be determined. The process involves a thorough review of institutional aims and objectives as well as its underlying ethos.

At times, management features such as mission statements have had a 'bad press' as too many were developed with insufficient thought for their function and content. Some underlying principles are central to their development and fulfillment and these are discussed. Above all they must have – Meaning, Credibility, Acceptability, and 'Testability'. Success in achieving and, importantly, maintaining mission, vision and values needs to be measurable, or assessable through performance evidence. In addition, a range of stakeholders needs to have a voice in their determination. Some examples of published statements are examined and evaluated.

The mechanics of development are discussed with particular reference to recent experience at LISU where, having redefined the institution's role and sphere of activity, the statements of mission, vision and values were completely revised through an iterative and consultative process lasting some weeks.

The paper concludes by emphasising the need for a periodic review of mission, vision and values to ensure their continued relevance.

[Strategic planning for developing Indian university libraries into knowledge resource and service centres](#)

*I.V. Malhan (University of Tammu, Tammu, India)*

**Abstract**

With the ongoing process of globalization, growing competition and spurt in knowledge activities, the demand for information is growing in all spheres of economy. The knowledge based work environment demands problem solving information at greater speed and as per user convenience. Discusses what changes are taking place in the emerging knowledge society and what way the university libraries should respond to these changes. The current university library models in India are based on the

functionality of document supply and information search assistance. This existing model to a large extent concentrated on developing broad based information resources providing flexibility to meet individual choices and information needs. The knowledge resource based model ensures pinpointed information supply to customers and teams and provides information prescriptions for solving problems at hand. This model focuses on unabated supply of refined and need based information for continuous learning and preparing the thinking minds to churn out ideas and information which may help in further extension and modification of existing knowledge. This paper discusses that for the university libraries to metamorphose into knowledge resource centers that facilitate true learning, these libraries will have to look beyond four walls to track institutional and individual knowledge repositories in a networked environment. These libraries will even help to establish person-to-person contacts and link information with information in the interest of creation of new knowledge.

The evolution of the digital age and development of networked electronic information resources have provided necessary means for transition of Indian university libraries to knowledge resource centers. Through strategic planning which provides speedy information access and ample learning opportunities for everyone and integrate information with the work process and everyday working life of information users, the university libraries can develop into institutions which facilitate learning and real time access to the desired global information resources. The advantage for university libraries is that they are already operating in a learning environment and they are not facing as much of bureaucratic and procedural barriers as in other government departments. Besides the implementation of ICT, the institutional initiatives for doing something better and quality improvement also have profound influence

on development of library and information facilities. This paper depicts the impact of ISO certification of the University of Jammu on the strategic planning and development of its library. It describes how through environmental scanning and strategic planning, the University of Jammu Library restructured its physical facilities, automated its operations, implemented RFID technology and is moving towards the mission of developing a knowledge resource centre.

[Using the LEAD Technique to turn your competition into an emergent strategic tool \(LEAD = Learn your competitive arena; Entrepreneurial spirit; Access, accountability and alignment; Demonstrate your success\)](#)

*Larry White (East Carolina University, Greenville (NC), USA)*

#### **Abstract**

Libraries are facing increased competition for providing information services to their customers. The development of the L.E.A<sup>3</sup>.D. technique will allow libraries to respond to competitive pressures proactively. The effective implementation of the L.E.A<sup>3</sup>.D. technique will allow library administrators to:

- Identify forms of competition.
- Develop strategic responses to improve your organization through competition.
- Increase stakeholder understanding of the primary strategic principles of libraries (Access, Accountability, and Alignment).
- Increase internal and external communication of competitive responses and actions.
- Demonstrate your organizational success by increasing stakeholder (internal and external) involvement and appreciation of your strategic and tactical efforts.

[Changing society, role of information professionals and strategy for libraries](#)

*Hisamichi Yamazaki (Chuo University, Japan)*

#### **Abstract**

The environment surrounding libraries and information centers has been seriously altered because of social and technological change with the following four aspects.

- Information technology (IT) has made a great advance with popularizing Internet access and use throughout the world.
- The volume of information production has increased to an alarming extent especially on the Web system.
- Striking and unexampled changes have occurred in the use of information and information systems.
- The value of information itself has been enhanced within an organization as well as in an individual.

From the points stated above, strategic guidelines for libraries and information professionals are proposed. These would help to overcome the environmental changes around them and to bring further development and brighter future to them. This paper is intended to review the key aspects of the environmental changes now occurring around libraries, information centers and library professionals, followed by a tentative proposal with the aim of making a breakthrough for them in the digital era. We will focus our attention on information professionals (IP) in special libraries, information centers and so on at first. They have been exposing themselves to the risk that the resources assigned to their libraries would be rather easily reduced, influenced by the difficulties in finance and the renewal of management plans of parent organizations mainly due to economic depression. This makes them even more sensitive to efficient and effective management of their libraries. Therefore, by analyzing them, we are able to acquire some “leading indicators” in library services management and human resource management for library people.

## Mid-Year Meeting of IFLA M&M Section

February 23-25, 2006, Bavarian State  
Library, Munich,

### Organizers:

- IFLA – Section for Management & Marketing
- University of Passau, Library
- Bavarian State Library, Munich



by *Madeleine Lefebvre*

The Committee's Mid-year meeting took place in the beautiful city of Munich, Germany. Although the weather was cold and snowy, the welcome was warm. The meeting was held at the Bavarian State Library. Steffen Wawra, Information Coordinator for the M&M Section, was our host.

Our meetings began with a welcome from Deputy Director of the Bavarian State Library, Dr. Klaus Ceynowa. Two full days of meetings followed, with a very busy agenda, covering such topics as the Marketing Award, the Strategic Plan, and the programmes for the upcoming Conference and Preconference.

### *Marketing Award: Report from the chair/jury-members*

SirsiDynix is now the sponsor of the Award.

Members of the jury had a meeting in Munich February 23. Winners for the 2006 Award are:

**First** place was awarded to **Cindy van Kranenburg** from the public library of Spijkenisse, near Rotterdam, in the Netherlands, for a simple but cost-effective marketing campaign to attract patrons, no longer using the library, by sending a simple postcard. The library also evaluated the number of those who became users. The marketing slogan is "*We miss you*" (in Dutch: "*Wij missen u*"). The first-

place winner will receive airfare, lodging, and registration for the 2006 IFLA Conference in Seoul, Korea, and a cash award of \$1,000 (U.S.) to further the marketing efforts of the library.

**Second** place was awarded to **Suzanne Payette**, President of the Public Libraries of Québec for developing a topical and unique marketing campaign entitled "**Follow the Stream**" (in French: "*Suivez le courant*") during the Week of the Public Libraries of Québec in Fall 2005, offering sustainable promotion material like reusable shopping bags.

**Third** place winner was **Óscar Arroyo Ortega**, of the Regional Library Service of Castilla-La Mancha, Spain for the campaign entitled "**Public Libraries: No need to knock!**" (in Spanish "*Biblioteca Pública, pasa sin llamar*"). The campaign consisted of a travelling exhibition about the new concept and social functions of the libraries. The main object was that the citizens of the small towns of this region knew the new concept, social functions and services of the public libraries in the information society. Thus, they would use the libraries and then demand that the local authorities supported and financed them.

The first place winner will be announced officially at the final day, during the plenary session, of the [IFLA Conference in August 2006, in Seoul, Korea](#). Second and third place winners will be awarded with distinctions.

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### *Book Announcement from Dinesh K. Gupta*

From the publisher Saur's Marketing department came David Welch, as a representative for Manfred Link. Dinesh K.Gupta presented the new publication in IFLA Series: "Marketing Library and Information Services: International Perspectives". Editors: Dinesh K. Gupta, who had been the working editor, Christie Koontz, Àngels Massísimo, Réjean Savard.

(see last page)





*Àngels Massísimo, Chair of M&M Section, Dinesh K. Gupta, Christie Koontz, David Welch, Saur's Marketing department*

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### **Report from "IFLA Membership recruitment"-Working Group**

This group was established formally in Oslo after the section had been asked to assist the Professional Committee on this item. Steffen Wawra handed out the group's document/report "IFLA Membership Recruitment – Leading The Charge", where both Membership Recruitment Process, Action Plan for Recruitment, Definition of Benefits of Membership, Materials for Recruiting, etc. were systematically described.

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### **Strategic Plan – revision, approval and task distribution.**

The Strategic Plan, written by the chair, had to be sent the Division VI before November 15<sup>th</sup>.

The document was handed out to the SC members.

This was decided:

1. The draft was approved with some minor corrections under Mission and p. 1, point 3 and 4.
2. The Strategic Plan 2007 – 2009 should be worked on in SC meeting in Seoul. Thus the members are asked to contribute actively with written proposals within deadline: Mai 15<sup>th</sup> 2006.

### **Conference and programme for Durban 2007: report**

As theme for Durban open programme was agreed on Christie Koontz' proposal: Overcoming Barriers to Access: Effective Management and Marketing Strategies. For this user oriented programme the following sections will be approached by the chair for cooperation: Information Literacy, Public Libraries, Metropolitan Libraries and perhaps Evaluation and Statistics.

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### **Pre-conference and programme for Dakar 2007: report**

The Chair referred Réjean Savard and the other organizers plans so far:

A Satellite Meeting in Dakar, Sénégal, August 15<sup>th</sup> – 16/17<sup>th</sup> on the theme: "Managing technologies and library automated systems in developing countries. Target audience: want to address people in the area of Africa: Librarians, information technology professionals. A good draft for a Call for papers is made. Local organizer: Université Cheikh Anta Diop, Sénégal, and Co-sponsors are: IFLA Information Technology Section and – to be confirmed - : IFLA Africa Section.

Proposals from M&M section for the Scientific committee – in this order: Yawo Assigbley, Jalel Rouissi, Madeleine Lefebvre, Perry Moree, Gunilla Lilie Bauer.

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### **Pre-conference and programme for Québec**

This theme was agreed on: "Managing Libraries in a changing social environment – legal, technical and organizational aspects".

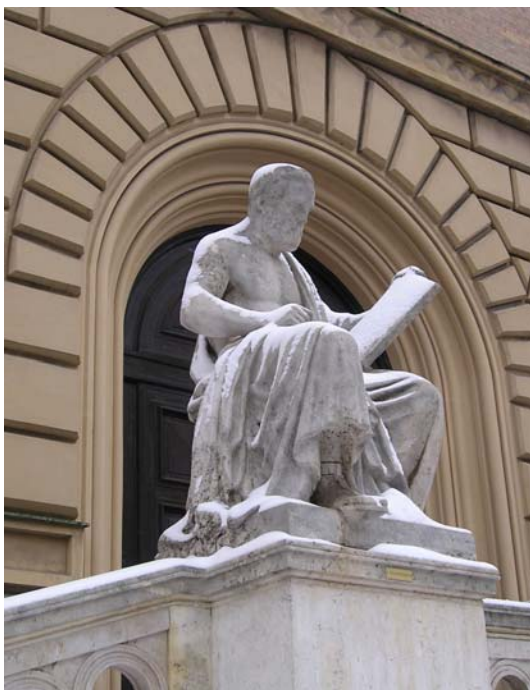
The hospitality was excellent. Thanks to the University of Passau, we were treated to an evening of entertainment, good food, friendship and fun at the Munich Hofbräuhaus.



*„.....make progress...“*



*The Standing Committee Member – staircase of the Bavarian State Library*



*The Bavarian State Library – a good place for Management & marketing philosophy*

## **IFLA Membership Recruitment - Leading The Charge!**

*by Sheila Webber and Steffen Wawra*

The IFLA Management & Marketing Section was asked to provide some plans for how IFLA could improve its recruitment strategy. It has addressed this at successive mid-year meetings and through ongoing discussion. This article summarizes thoughts and recommendations that the Section has put forward.

IFLA needs to retain and increase the number of members, not just to gain membership subscriptions, but more importantly to continue its work in all corners of the globe. New members enable IFLA to sustain itself as a dynamic organization. With new members come new energy, ideas, talents, and varied experiences to enhance current programs and activities, new leaders to carry on the work toward achieving the IFLA's goals and an expanded power to achieve the goals.

In discussion, we all identified personal, professional, societal and organisational benefits from IFLA membership. However, we also identified barriers and problems, for example: perception that IFLA is an elite club, administrative frustrations, difficulties in persuading one's employer of the benefits of joining IFLA, the need to mentor and welcome new members.

The Membership Recruitment Process involves both a top level (The Governing Board's Membership Development Committee) and a grass-roots level (the individual Sections and Divisions). IFLA's Executive Committee and Professional Committee also have leadership roles. There are overarching reasons for becoming an IFLA member, but there are also specific personal and organisational interests that are met through Section of Divisional membership. Thus there is one process of membership recruitment, but with two operating levels. This can be supported by developing an IFLA

recruitment Toolkit which supports both arguments on the general benefits of IFLA membership and arguments from the Sections based on their current activities and action plans.

### **Guiding principles**

IFLA needs to:

- Set goals: How many members do we want to have in the short, medium and longer term?
- Be accountable: Each section should be asked to set an individual goal for membership recruitment. A review of progress towards goals at each Section meeting is necessary.
- Be strategic: Who are the potential new members? Who we want to have as a new member in the matter of our strategic goals?
- Be methodical: We should determine the most effective way of reaching potential new members. Both IFLA and each Section have to define the needs of potential new members and the benefits for the new members in a systematic way.
- Go step by step: Develop a recruitment plan, then implement it. Identify potential members, then invite qualifying institutions / persons into membership.
- Be professional: Build recruitment into every activity! At every event, build time for recruitment into the agenda.
- Prepare an easily implemented toolkit. It has to be practical and reflect the financial situation of IFLA (we need high impact with small budgets); the content if the toolkit adapted for specific target areas.

### **Ways forward**

#### **1. Potential campaigns**

- “Member Get a Member” Campaign
- Regional Campaign

- National Campaign
- Using preconferences as “way in” to the main conference, developing contacts in friendlier, more personal environment

#### **2. Potential elements in a “top level” recruitment toolkit**

- “About IFLA” PowerPoint presentation: Information on IFLA, including: history, mission, membership benefits etc. Suitable for presentation at meetings and other events.
- Member Benefits Handouts: a one page chart that lists the benefits for each category of IFLA membership.
- Recruitment Letters for each category.
- Don't forget the current Members: Materials for “Serving current Members better”.

#### **3. Section-level market focus**

Every Section needs to develop its own strategy to increase their membership. So we suggest a kit of seven questions:

- Who are the members of your section? Consider: what is profile e.g. by the sector, country, age, gender, job title; who your active members are; who has lapsed (should they have been retained, if so – how?); who should be targeted; why potential targets have not joined (e.g. economic reasons? Lack of awareness? Do not feel it is for them?)
- What are their needs?
- How your section can find out their needs, if they are not known?
- How can your section meet these?
- How can you choose which need is to be stressed –as starting point?
- How do you meet that need?
- How will you evaluate your success?

## **Some ideas to start with!**

Here are some of our ideas about the benefits of joining IFLA. See if you can add to them!

### **1. Global Networking**

Global Networking is one of the most valuable IFLA benefits. With 1700 members from 150 countries, IFLA's membership has unparalleled global reach. IFLA also has many specialist networks. Choose the Division or Section that best matches your interests, and enrich both yourself and IFLA by working with colleagues from around the world., gaining new knowledge, experience and insights. IFLA's members work to achieve IFLA's goals to improve libraries and information practice and to serve global society.

You can also engage with important international organisations and initiatives. IFLA is active in the World Summit on the Information Society and has the Blue Shield partnership with International Council of Museums, International Council on Monuments & Sites and International Council on Archives. Other important partners include Unesco, the International Publishers' Association and the telecentres movement.

Think globally but act locally: you are welcome to build the Global Information Society with IFLA!

### **2. Professional Growth & High level education**

As our Library and Information professions become more specialized and more complex, continuing professional development becomes not only important but critical to personal career success and for the success of your Library and Information Institution. IFLA members benefit from a number of ways to set themselves apart in an ever more competitive field.

IFLA international and local conferences, and the work of the Divisions and Sections enable new members to learn more about the Global library and Information Community. Every aspect of library and information work is covered in these groups, from Cataloguing to Libraries for the Blind, from Knowledge Management to Rare books. There are also groups focusing on interests of particular regions e.g. Africa, Asia & Oceania.

As the global voice for libraries & information services and the profession, IFLA has also been vitally concerned with improving methods, technical means and standards, leading to special programmes such as the ICABS -IFLA-CDNL Alliance for Bibliographic Standards, the Action for Development through Libraries programme and its programme for Preservation and Conservation.

Use the professional growth gained through IFLA networking to enrich your professional satisfaction and take on leadership positions in your country!

### **3. Advocacy and Public Relation**

Through IFLA, new Members are represented on the World Wide Library and Information Community. IIFLA speaks for the Library and Information professions of the World and can help members with the tools and information they need to communicate with their public.

### **4. Information**

With IFLA membership you know the latest developments and news in the Library and Information field. Newsletters of the Sections, IFLA Websites and IFLANET give members the news they need. IFLA members stay on top of trends and innovations with IFLA publications available online and in print.

## Some 2006 publications you may have missed!

by Sheila Webber

Adeyoyin, S.O. (2006) "Fundraising in Nigerian libraries." 20 (3). *Marketing library services*, <http://www.infotoday.com/mls/may06/Adeyoyin.shtml> (Reports on a survey about commercialisation of library and information services in Nigerian)

Association of College and Research Libraries. (2006) *The power of personal persuasion: advancing the academic library agenda from the front line*. Washington: ACRL. [http://www.ala.org/ala/acrl/acrlissues/marketingyourlib/advocacy\\_toolkit.pdf](http://www.ala.org/ala/acrl/acrlissues/marketingyourlib/advocacy_toolkit.pdf) (Provides advice and examples that can be used to put the case for various academic library services. Obviously these would need to be considered within the specific cultural/national context outside the USA. Includes a list of factors affecting US academic libraries and their stakeholders.)

Boden, D. and Davis, L. (2006) "Developing a marketing mindset." *Library and information update*, 5 (5). <http://www.cilip.org.uk/publications/updatesemagazine/archive/archive2006/may/bodenmay06.htm> (Brief article describing the approach at Imperial College London)

Daniels, T. and McDonald, R.H. (2006) *Marketing Library Services to Millennials: A New Paradigm for Library and Information Service Providers*. Poster presented at Educause, June 2006. [http://www.educause.edu/ir/library/pdf/SE\\_R06038.pdf](http://www.educause.edu/ir/library/pdf/SE_R06038.pdf) (Examples of the strategy at the libraries of Florida State University and Georgia State University)

Define (2006) *MLA DCMS Laser Foundation: A Research Study of 14-35 year olds for the Future Development of Public Libraries: Final Report*. London: Define.

[http://www.mla.gov.uk/resources/assets/R/Research\\_study\\_of\\_14\\_35\\_year\\_olds\\_for\\_the\\_future\\_development\\_of\\_public\\_libraries\\_9841.pdf](http://www.mla.gov.uk/resources/assets/R/Research_study_of_14_35_year_olds_for_the_future_development_of_public_libraries_9841.pdf) (Full report on a qualitative study of English 14-35 year-olds (users and non users of libraries) conducted in Autumn 2005. Library marketers might also be interested in the MLA's Love Libraries campaign for English public libraries at <http://www.lovelibraries.co.uk/>)

Dove, A. (2006) "Library design as marketing: the Swedish experience." *Library and information update*, 5 (3). <http://www.cilip.org.uk/publications/updatesemagazine/archive/archive2006/march/libdesign0306.htm> (Discusses how library design is used to marketing effect in: Malmö City Library, Gothenburg City Library and the Jönköping County Libraries. Includes photographs.)

Kendrick, T. (2006) *Developing strategic marketing plans that really work: a toolkit for public libraries*. London: Facet. £34.95 (CILIP members: £27.96). ISBN: 1-85604-548-X ("With free downloadable templates and forms on the web." Terry Kendrick does regular training courses for the Chartered Institute of Library and Information Professionals. More information on the Facet website, <http://www.facetpublishing.co.uk/>)

Slebodnik, . (2006) "Marketing and outreach for science and technology libraries: selected resources" *Issues in science and technology librarianship*, (45). <http://www.istl.org/06-winter/internet2.html> (This issue at <http://www.istl.org/06-winter/index.html> has some other relevant articles e.g. "Creating a BUZZ: Attracting SCI/TECH Students to the Library!")

**And a useful blog for keeping up to date:** Jill Stover's *Library Marketing: thinking outside the book* at <http://librarymarketing.blogspot.com/>

## European book on LIS curriculum



by Sheila Webber,  
Department of Information  
Studies, University of  
Sheffield, UK.

In December 2005 a book about the future library and information science (LIS) curriculum was produced as the chief output of the LIS Education in Europe project (<http://www.db.dk/LIS-EU/>) Groups of European LIS educators firstly discussed their subject electronically, then gathered in Copenhagen in August 2005 to pool their ideas and each draft a chapter on their subject. The final version of the book is freely available online (reference below).

I participated in the group looking at *Information literacy and learning*, but other groups looked specifically at *Library management* and *Knowledge management*. The former chapter provides a short overview on the coverage of management in LIS curricula, and then outlines key topics for management and marketing, suggesting whether they should be covered at the postgraduate or undergraduate level.

The *Knowledge management* chapter provides a thoughtful discussion of the relationship between information management and knowledge management, and the place for each in the curriculum. The IFLA Management and Marketing section is reviewing this work and considering whether it can build upon it.

Kajberg, L. and Lørring, L. (Eds)  
*European Curriculum: Reflections on Library and Information Science Education*. pp65-83. Copenhagen: The Royal School of Library and Information Science.  
<http://biblis.db.dk/uhtbin/hyperion.exe/db.l eikaj05>

## Upcoming Library Marketing Conferences

### BrandNew - Making the difference in Gloucestershire libraries

6-7 September. Cheltenham, UK.

The conference will be about making a difference in your library service and will advise on how Gloucestershire has improved their service. Marketing, branding, and customer service will be the focus. More details on the conference website at

<http://www.gloucestershire.gov.uk/index.cfm?articleid=13562>

### Winning hearts and minds.

2-4 November 2006. Grasmere, Lake District, UK.

Conference organised by the Publicity and Public Relations Group of the Chartered Institute of Library and Information Professionals. How can we influence people who matter to library services? This conference will show you how to 'win the hearts and minds' of stakeholders and promote the real value of libraries. Those who matter include: Customers; Suppliers; Governing bodies; Library management .

More information at

<http://www.cilip.org.uk/groups/pprg/conf06.html>

### Marketing & information literacy

November, Melbourne, Australia.

This is the theme for the CAVAL Reference Interest Group annual conference. Check

<http://www.caval.edu.au/members/wpr/crig> for updates on exact date etc.

### BOBCATSSS 2007: Marketing of Information Services

29-31 Jan 2007, Prague, Czech Republic.

BOBCATSSS is a symposium of associated European universities in the

field of Library and Information Science. The symposium takes place under the auspices of EUCLID (European Association for Library and Information Education and Research), and follows the tradition of connecting academics, professionals, and students.

Core topics for the conference are: Human Factors (networking, direct marketing, inbound marketing); Marketing Management (competitive intelligence, branding, lobbying, CRM, PR); ICT Solutions (online marketing, online services marketing, business intelligence).

Go to the conference website for the Call for Papers (which closes 15 September 2006) or if you would like to get some publicity material for the conference. <http://www.bobcatsss.org/>

## Newsletter

**The next issue of the Newsletter will be published in November 2006.** This will include reports from meetings in Shanghai and Seoul

Send items to the Acting editors:

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## Brand New!

### IFLA-MM Discussion List

Dear colleagues,

as Chair of IFLA Management & Marketing Section, may I invite to you to subscribe our new IFLA discussion list:

#### IFLA-MM

is a list for all library professionals all over the world, willing to hear / discuss about library management issues, library marketing problems or strategies, etc.

It is intended to become an open forum for all people interested, a virtual meeting point for all of us in order to share experiences, readings, concerns, and solutions.

IFLA-MM mailing list is restricted to subscribers: you need to subscribe to the list to submit & receive messages.

To subscribe please go to:

<http://infoserv.inist.fr/wvsympa.fcgi/info/ifla-mm>

--click on "Subscribe" -- and fill in your e-mail address.

You will get an e-mail from the administrator when your subscription is accepted.

The e-mail address to submit messages is: [ifla-mm@infoserv.inist.fr](mailto:ifla-mm@infoserv.inist.fr)

Welcome to IFLA-MM!!

Moderator: [Gunilla Lilie Bauer](#)

*Angels Massísimo i Sanchez de Boado*

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## Marketing Library and Information Services: International Perspectives

Edited on the behalf of IFLA by Dinesh K. Gupta , Christie Koontz , Angels Massisimo and Réjean Savard

The marketing of library services has now been recognised as an essential agenda item for almost all kinds of libraries all over the world. In this volume 47 experts from 20 countries address the issue through 40 in articles. As the term "marketing" has different meanings for different colleagues, the bundling of dozens of contributions from a truly international group of librarians, presented in this book, provides a broad spectrum on the topic. This book will thus prove immensely useful, helping both working librarians and future librarians to understand vital issues relating to the marketing of library and information services at the local, national and international level.

The book is divided into the following six sections:  
Marketing concept: a changing perspective; Marketing in libraries around the world; Role of library associations; Education, training and research; Excellence in marketing; Databases and other marketing literature.



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## Management, Marketing and Promotion of Library Services. Based on Statistics, Analyses and Evaluation



Ed. by Trine Kolderup Flaten

Rapid developments in information technology and media have resulted in increasingly diverse strategies for information retrieval by readers and users. The duty to cope with this phenomenon and to master the situation forms one of the biggest challenges facing libraries.

In order to strengthen the awareness of the potential of tools for management and strategic planning, a two-day meeting was held under the auspices of IFLA's Management & Marketing Section in Bergen, Norway in August 2005.

Managers of different types of libraries, researchers and educators from five continents shared their experiences with research methods, data collection, evaluation, performance measurement, best practice strategies and policies. This book contains their presentations in the form of full length articles.



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