



## Management & marketing section newsletter

Nr. 17. July 2007

### Management & marketing at IFLA 2007 in Durban!



Dear friends of  
IFLA  
Management  
& Marketing  
Section,

I hope to meet many of you in Durban, or at the pre-conference satellite meeting “Managing technologies and library automated systems in developing countries: open source VS commercial options”, at Université Cheikh Anta Diop, Dakar, Senegal, 14-16 August 2007.

This year we have partnered with Academic and Research Libraries and Metropolitan Libraries Sections – to develop an excellent programme for you.

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. 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 Durban - scheduled for 18<sup>th</sup> and 24<sup>th</sup> August: hopefully we see there! You will be very welcome there, as in every M&M programs and activities.



What about Québec 2008? 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 as co-sponsor about “Navigating with youth: In this technological era, how can public libraries attract and keep their young clientele?”, 5-7 August 2008, Montreal. See call for papers in the Newsletter.

Please join us with your ideas!

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In order to discuss all these projects, I warmly invite you to be our guests at our two Standing Committee meetings in Durban.

We need everybody's input! Everybody is important in order to make our Section most alive, most committed with library managers' concerns, most inspiring.

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 Dakar and Durban!

*Àngels Massísimo, Chair*

## Section Committee meetings

### IFLA Management and Marketing Section Committee meetings

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

SATURDAY 18 AUGUST 2007  
14.30 – 17.20  
Room no 22abc

FRIDAY 24 AUGUST 2007  
14.00 – 16.50  
Room no 22abc

This year's program at the 73<sup>nd</sup> IFLA conference in Durban, South Africa was entitled

### **“Libraries for the future: Progress, Development and Partnerships”**

The library and information sector needs to ensure that its service delivery is relevant to the real information needs of its clients.

There are different "worlds" that we service: e.g. educational (teaching & learning: primary, secondary and tertiary), research; business and economic intelligence; adult education and leisure; children; entertainment; creativity; political and development agendas; etc.

What difference does the LIS sector really make to these different worlds? Are the services to these different worlds watertight and isolated from one another or should there be more creative cross-fertilization of service delivery to the different worlds? What relationship should there be between these different worlds? What creative and leadership role can IFLA play within the world community and what impact should the LIS sector play in this regard?

Exploring progress and new development models for libraries in developing countries in particular. Forming and building partnerships to aid development; increase standing of the profession; elicit funding; with each other and users/patrons.

## **IFLA Management & Marketing Section**

### **Mid-Year-Meeting of Standing Committee**

February 23<sup>th</sup> and 24<sup>th</sup> 2007, Geneva, Switzerland

Venue: Uni Mail Building, Geneva



12. Programme for Durban – report from Trine Kolderup Flaten and Christie Koontz
13. Programme for Durban in cooperation with Research and Academic Libraries, report from Steffen Wawra
14. Practice concerning use of language in the M&M section's programme work
15. Pre-conference in Dakar – report from Àngels Massísimo
16. Conference programme for Quebec
17. Discussion: Pre-conference in 2008 – connected to Quebec?
18. Pre-conference before Milan 2009
19. Programme: theme and collaborators for Milan 2009 – preliminary discussion
20. New projects
21. M& M Section – recruitment activities
22. Any other business

### **Report**

The Committee's Mid-year meeting took place in the beautiful city of Geneva, Switzerland. The meeting was held at the University of Geneva. Ms Daisy McAdam, Head Librarian University of Geneva, was our host. Thank you Daisy for the warm welcome!

### **Agenda:**

1. Opening and confirmation of agenda
2. Apologies for absence
3. Minutes from Standing Committee meeting in Seoul August 19 –25th 2006 (approved)
4. Financial report 2006 for Management and Marketing Section
5. Annual report 2006 for Management and Marketing Section
6. International Marketing Award: Report from the chair of the jury
7. Report on publication from Shanghai pre-conference by Jim Mullins
8. Report from the M&M Chair
9. Report from the M&M Secretary
10. Report from M&M Information group
11. M&M Strategic Plan 2007-09 revision – task distribution



Next year's Mid-Year-Meeting: Dinesh K. Gupta presented a formal invitation from his university: Vardhaman Mahaveer Open University at Jaipur, India for a Mid-Year-Meeting there in February 2008. The SC members appreciated this invitation!

## Satellite meeting

### Managing technologies and library automated systems in developing countries: open source VS commercial options

*Université Cheikh Anta Diop, Dakar, Senegal, 14-16 August 2007*

The International Federation of Library Associations and Institutions (IFLA) and its Management and Marketing, Information technology, and Africa Sections, in collaboration with the Université Cheikh Anta Diop, are organizing a pre-conference and satellite meeting in Dakar (Sénégal) from August 14 to 16, 2007. This is held in conjunction with the IFLA annual conference, which takes place in Durban (South Africa), the following week.

#### Theme and objectives

The theme of this meeting will be the management of technologies and library automated systems in the context of developing countries, and in the light of recent developments concerning open source software and applications, as well as new commercial products. The objectives of the conference are to:

- Bring together library practitioners, researchers, and educators in library and information science as well as designers and providers of technologies, software and other products that can be useful to libraries and their users, in order to exchange information and ideas;
- Share international experiences focusing on various approaches to the management of technologies and library systems in the context of developing countries;
- Contribute to the organization of study groups on these questions among African information professionals from different linguistic communities;

- Explore possibilities that can be offered by IFLA core programmes to support developing countries in developing their management of technologies and library and automated systems.

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### 5<sup>th</sup> IFLA International Marketing Award for 2007.

*by Daisy McAdam, Chair and Christie Koontz, Communication Director*

Sponsored by



### WINNERS 2007

**First place** was awarded to **Olga Einasto**, representing Tartu University Library, Tartu, Estonia for "**The Night Library and The Mom-Student Library Project.**" The slogan for the winning campaign was "Students Don't Sleep! Come to the Library!" The library's campaign goal was to be responsive to diverse student market needs during exam week, providing a comfortable place for reading and study. Hours were extended and babysitting provided for those students who are also parents. A children's room was also created for after hours services, since daytime kindergartens are closed. The first-place winner will receive airfare, lodging, and registration for the 2007 IFLA General Conference and Council to be held this year in Durban, South Africa, and a cash award of \$1,000 (U.S.) to further the marketing efforts of the library.

**Second place** was awarded to **Mladen Masar**, representing the Zadar Public Library, Zadar, Croatia for "**Knjiga u diru**" a localism translated to "Wheel of Books" "Circle of Books" or "Books Taking a Turn". The bookmobile campaign brought services to school children, the disabled and the elderly living in war-affected rural areas of Zadar county. The mobile library carried a comprehensive

selection of CDs and DVDs equipped with a wireless Internet connection.

**Third place** was awarded to **Doris Yvon Samanez Alzamora**, representing Municipalidad de Miraflores (Public Library) of Lima, Peru, for "**Leyendo en el Mercado**" translated to "**Reading at the Market**". The campaign offered books and other materials (and a chance to sign up for a library card) via library staff who were pushing book-filled grocery carts into local markets. Vendors who bring their children to the market during the workday, were one of the targeted customer markets.

The first place winner will be announced officially at the IFLA Press Conference during next IFLA Conference in August 2007, in Durban, South Africa. Second and third place winners will be awarded with distinctions.

## CRITERIA AND APPLICATIONS

For this fifth award, applications were available in the main IFLA languages on the Web. The deadline was November 30, 2006. Altogether there were 24 applicants from 12 countries including Argentina, Australia, Canada, Croatia, Estonia, Finland, Peru, Netherlands, Portugal, Singapore, United Kingdom, and USA. Any library, agency, or association in the world that promotes library service was eligible to receive the award. The IFLA INTERNATIONAL MARKETING AWARD is to honor organizations that have implemented creative, results-oriented marketing projects or campaigns.

### Objectives of the Award

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

**This year's applicants were carefully judged on the following**

1. Strategic approach to marketing;

2. Creativity, originality, innovation and social value;
3. Potential for generating widespread public visibility and support for libraries;
4. Effectiveness of communication;
5. Commitment to ongoing marketing activities.
6. Expression of emotion, sustainability and ethical aspects.

The Jury revised the criteria to facilitate increased understanding of marketing, and participation by a broader range of countries. A new goal that was reached was to recognize marketing efforts by developing countries with fewer resources.

For more information contact the following representatives of the Jury of the IFLA International Marketing Award:

*Daisy McAdam, Chair,  
Christie Koontz, Communication Director*

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## Sessions 2007

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### Academic and Research Libraries with Management and Marketing Section session

**Tuesday 21 August 2007  
10.45-12.45**

*"Libraries in the spotlight: promotion and marketing strategies"*

### Go and Get Visible: Live Communication for Libraries

*Dr. Klaus Ceynowa, Bavarian State Library, Munich, Germany*

### Abstract

When libraries direct their marketing and promotional activities towards the political realm of stakeholders, lobbyists and funding bodies as well as to interest groups and influential opinion leaders in cultural life, they deal with a common problem:

These target groups – as a rule – seldom or never feel the need to use library services. So the well-known communication channels by which libraries usually promote their services to their primary user groups, e.g. students, researchers, prove ineffective.

Instead of these, apart from direct political lobbying, more event-based marketing approaches, as they are employed by museums, theaters etc. can be instrumental in getting and staying visible in the minds of decision makers and opinion leaders. “Live Communication” aims at the direct contact between these groups and the library by means of high-quality events and activities, which profile the library as an outstanding cultural institution never to be missed out or neglected in the political and cultural agenda.

The Bavarian State Library, one of Europe’s leading research libraries, has developed a program of continuous event marketing. This program focuses – besides elaborately staged exhibitions of the library’s treasures – on opening library facilities for explicitly non-library-purposes such as annual meetings of the managing board of international enterprises, the launch-party of a fashion journal or even the wedding ceremony of a movie star. Through these exhibitions and events the library tries to profile itself not only as an excellent service provider, but as an indispensable factor of cultural life.

The presentation will outline the strategic objectives of the library’s “Live Communication” programme as well as its organizational and financial implications, give a range of paradigmatic examples and discuss “lessons learned” as well as ongoing problems, thus supporting other libraries wishing to engage in “Live Communication”.

## **Beyond Promotion**

Audience Development by the National Library Singapore

*Gene Tan, Deputy Director , INVENT, National Library Board, Singapore*

*Isaac Teo, Project Manager, Brief Encounters, INVENT, National Library Board, Singapore*

### **Abstract**

Libraries have traditionally not been known as places that the general public would visit other than to borrow books or to enquire for information. As societies change and with the advent of the Internet as the now preferred source of enquiry for many people, libraries can no longer afford to be passive.

The National Library in Singapore has embarked on an audience development programme to reconnect with our users - a 3-pronged approach to catalyze this new paradigm shift.

- **The Library Cover Story.**

As a Destination Library, the emphasis is to provide visitors with an enriching experience encompassing different dimensions like exhibitions, workshops, seminars and performances. This is achieved through a monthly thematic scheme known as a cover story which in turn is represented by an icon or topic that is accessible and interesting. Like the seasonal collections of fashion houses, each month the library will showcase activities and programmes that fall under the overarching general theme.

- **SLXL Programming Model.**

The multi-tiered model utilized in the strategy ensures a variety of programmes and activities that differentiates in terms of participation and interactivity. This ranges from large scale (XL) tier-one programmes that adopt a Populist Approach to attract patrons to tier-three workshops (S) where the participants are involved in

the creation process with tangible outputs. There are no medium sized programmes.

- **Applied Librarianship using Communities.**

Libraries need to actively create opportunities where the usage of services are embedded within activities or programmes. For instance, communities have increasingly become a crucial element that libraries cannot afford to miss out. Enter Brief Encounters, a 4-part outcome driven process that allows participants (members of the community) to come together on a collaborative platform to work towards the creation of a pre-determined outcome. These range from the concept plan for the curation of an exhibition, to the creation of a heritage-themed board game. The Library acts as a creative patron, providing resources to these participants, and creates an environment conducive for the exchange of ideas, and the sculpting of the creative output.

### **Marketing strategies for visibility and indispensability**

*Linda Ashcroft, Reader of Information Management, Liverpool John Moores University, UK,*

#### **Abstract**

In order to 'anchor' its relevance and indispensability in the minds of a wide variety of audiences, any organisation must build a good reputation and image. Libraries should take examples employed by commercial organisations to maximise opportunities and raise favourable awareness about what they do. Supermarkets, charities and tourism, provide examples to draw upon for national and international media attention and to favourably promote to a wide audience. Techniques demonstrating the significance of the right timing, right resources, the right means of

communication relate in the same way to libraries. Sponsorship is now big business. Libraries are now negotiating effective sponsorship deals and attracting favourable media coverage. Ongoing evaluation informs marketing techniques to build on success and maximise publicity.

### **Management and Marketing Section and Metropolitan Libraries Section session**

**Tuesday 21 August 2007  
13.45-15.45 and 16.00-18.00**

*"Libraries - crucial institution in a complex society: Increasing the library's appeal and value to users, and overcoming barriers to access"*

#### **Usability of public libraries: perceptions and experiences of new users**

*ALISON BARLOW and ANNE MORRIS  
(Loughborough University, Loughborough, UK)*

#### **Abstract**

Apart from a large number of satisfaction studies, such as CIPFA (Chartered Institute of Public Finance and Accountancy) Plus and statistical analyses of loan records, there are few studies that investigate libraries from the perspective of users.

The research project described here investigated the usability of public libraries for new users, in particular their initial perceptions and tools used in retrieval of physical items. Comparisons were made between methods used by bookshops and public libraries to entice users. A number of methods were used to evaluate usability and provide contextual data. Walkthrough audits were conducted at five new libraries and five traditional libraries. These were contrasted with similar studies at four bookshops to note features available to aid item retrieval. Associated task analyses at

each site were used to reveal important features used by new users and feelings experienced. Interviews were also used to give contextual information about the design process, layout and staff perception of usability.

It was concluded that usability varied widely in the libraries and that the traditional libraries were not necessarily less usable, though possibly less comfortable, than the new libraries studied. For example, only some of the new libraries had retained re-shelving areas - a prime area for user browsing as recognised by Edward and Jackson (2006), whereas all the traditional libraries studied had this facility. Traditional libraries were also far more effective in provision of tools such as fiction booklists and book recommendations. In terms of signage, it is clear that in many libraries little has changed since the 1980s few libraries had hanging signs, maps were rare and, in older libraries, guiding was not always consistent.

The task analysis showed that bookshops were in general more usable. They are more sophisticated in both their use of tools, in imparting information and in seeking out lost users. In comparison to bookshops, libraries are poor at imparting information, whether organisational by classification or visually by layout. All the libraries studied, for example, relied heavily on the use of Dewey for classification of non-fiction whereas new users prefer to find book listed under categories, as is the practice in bookshops. Also face on displays of books were only used on feature shelves in the libraries studied rather than throughout the run as seen in bookshops. However, there are signs that the new libraries studied were beginning to use some of the more transferable techniques used by bookshops: two of the new libraries studied, for example, offered baskets, which are particularly useful when users are trying to carry lots of books and an additional bag.

It must be recognised that bookshops do have some advantages. For example, unlike libraries they are able to provide large numbers of copies of new titles and place them in multiple locations and they do not have to offer such a wide choice and range of media. This research did, however, find a number of best practices from both libraries and bookshops that could aid future library design

### **Participatory co-design: a relationship building approach for co-creating libraries of the future**

*MARY M. SOMERVILLE (San José State University, San José University, USA)*

#### **Abstract**

The first years of the new millennium have seen a dramatic change in the production of information and the organization of the digital environment. The rapid emergence of peer production, social networking, and powerful non-market actors via the Internet and other technologies is reshaping not only the flow of commerce but the means by which information and culture are created and shared between individuals, groups, and societies. Social networking and peer production are empowering individuals to create, distribute, share, and consume information in ways that circumvent traditional assumptions about libraries' core institutional roles. These new methods of knowledge production through social interaction are forcing libraries to continuously evolve – challenging enshrined organizational response models.

Within the context of the fundamental changes taking place across the globe, university researchers in Sweden, Australia, and the United States have collaborated since 2003 on identifying replicable approaches for better aligning library workplace priorities and outcomes with changing knowledge creation practices. Employing various user-centered design (UCD) methodologies, seven



professors – with expertise in social informatics, human-computer interaction, new media, information science, and knowledge management - have worked with library practitioners to develop an approach for harvesting user-generated evidence in planning and evaluating technology-enabled “knowledge making” initiatives grounded in social information exchange. Implemented in partnership with present and potential user communities, participatory co-design aspects include:

- A process: user-centric, interdisciplinary, iterative investigations,
- An outcome: usable products, applications, environments, and
- A philosophy: collaboration enables learning and initiates relationships.

Intrinsic, sustained interaction with user beneficiaries and other stakeholders holds promise for changing how we think and what we think about, as we re-consider how to enhance libraries’ appeal and value to users and overcome access barriers.

Developed and tested in two institutions (Lulea University of Technology, Sweden and California Polytechnic State University, USA), this collaborative partnership model is now being implemented in the Dr. Martin Luther King, Jr. Library –an award winning joint university-public library facility in California’s Silicon Valley.

### **Creating and marketing a WOW-library**

*KATHY KUNNEKE (University of South Africa, Pretoria, South Africa)*

#### **Abstract**

The flavour of the services of libraries should never be watered down or only be “vanilla flavour”. It must always be the best you can offer, the richest most beneficial service available to your customer. Is the service your library offers rich, sweet, creamy and fruity like a

marvellous “pavlova”, or is it watery, with a touch of sweetness and fruitiness, like an ice lollypop? If it is like a “pavlova”, you have a good brand, which tells customers a lot about your service. Yes, your library is brand worthy and your brand is a good asset that should be treasured and nurtured. Your brand tells your customer if yours is a wow-library.

The complexity of society and technological development results in enhanced competition to access the most current information. There is also enhanced competition to apply this acquired information for financial benefit. The brand enhances the ability of the library to demonstrate its value in the marketplace. It becomes an essential component of keeping the service of the library top-of-mind in information seeking patterns of the broader public. This will be discussed in more detail.

The current appeal in using libraries is low, since Google “seems” to “solve” all the information needs of information seekers, who want the information immediately even though it is of lesser quality. Libraries must be overhauled and become super efficient. They need to be marketed as such to attract the broader public back to using the vast resources of current libraries. Do people know just how much libraries can offer?

The experience of entering a library physically or virtually must be as pleasurable and habit forming as reading a daily newspaper or magazine. Commercial experiences that customers enjoy can be incorporated in libraries and a “Starbucks” feel must be created, where customers, while enjoying refreshments, can gather information, interpret it and incorporate it into their research via their own laptops, which connect seamlessly to library systems. Technological applications such as Wifi and cell-phone telephony capabilities will also be discussed briefly. The experience of the service of the library must result in the customer wanting to stay and not just rush out.

The brand consisting of; the perceived quality of the service, the efficiency and extensive commitment of library staff, and the product offered in pleasurable surroundings, will create the “flavour” of the service resulting in the “pavlova” experience. This analogy will be discussed in more detail.

Marketing strategies must incorporate accessing the perceived needs of customers and implementing solutions in order to fulfil these needs to create satisfied customers and repeat usage. There should be no barriers to physical, self-help or online access to information.

A marketing model for libraries which can direct the marketing strategies and processes of the library will also be discussed.

### **Re-branded and re-positioned - a WOW-library for the 21st century?**

*PATRICIA ROBERTS (Jamaica Library Service, Kingston, Jamaica)*

#### **Abstract**

Management and Marketing has been one of the major focal points of the Jamaica Library Service over the last five (5) years. Recognizing the impact global changes are having on the Jamaican populace it became evident that JLS had to re-position itself through branding and other marketing initiatives to once again remind the public and the school population of the critical importance it played and continues to play as a library network in what has now become a complex Jamaican society.

A critical initiative of the organization has been the enhancement of the aesthetic appeal of library buildings, both internally and externally and the provision of services and programmes not only related to type and content but also packaging and presentation – it was necessary and vital to appeal to the user’s sense of splendor including the use of colours, fabric, design and other creative and innovative

marketing strategies to remind the public and where possible the school population of the magnificent places libraries can be and are.

A comprehensive analysis of library buildings and of their accessibility – physically and examining the skills necessary to be able to utilize all the services offered was very revealing for the Jamaica Library Service. It was not only about improving access but involved designing programmes that would assist persons who were themselves barriers to their own access as a result of their perception of the clientele served by the library.

The organization’s Strategic Development Plan 2006-2011, among other things speaks to ‘excellence in customer service’. It is understood that to serve the customer, one must first know what the customer wants. Relationship building with customers is seen in the re-positioned Service as a primary goal if success is to be achieved in creating an environment of not only meeting, but also exceeding the needs of our customers.

Jamaica Library Service, customer focused with a well trained competent and satisfied staff, technology enhanced and globally oriented is assured of success given the total commitment to the progress that the organization will – must make through partnerships and the ultimate contribution to national development.

### **Changes of Riga Central Library after Regaining Independence of Latvia (1991 - 2007)**

*DOLORESA VEILANDE (Riga Central Library, Riga, Latvia)*

#### **Abstract**

Today Riga Central Library (RCL) is one of the more attractive and user friendly library in the Baltic States.

How did we gain that?  
A little bit of history.

Riga Central Library was founded in 1906 and is one of the oldest public libraries of Latvia. Until the soviet occupation RCL made the same way of development as many European public libraries. In 1940 we were forced to change our way from free public library to “mass library” what served very much for ideological purposes.

In 1991 when Latvia Republic regained independence, it caused changes in the state legislation, property and economics. Huge changes happened in the culture and particularly in libraries.

First of all financing of libraries, network, management, premises, also professional questions – acquisition, weeding and number of copies in the stock, services for users, salaries and on of the most hard questions – to change thinking of professional librarians.

Today Riga Central Library is a centre of information, education, social communication and regional studies for inhabitants and guests of Riga. Central Library is administrative, financial, consultancy centre for 44 branch libraries.

From the beginning of 90-ies, Riga Central Library has many foreign partners. The main aspects of cooperation: further education, exchange of information and staff results of what are seen in the development of the library. We appreciate to the partners from Finland (Helsinki City library), Netherlands (Overijsselse Library Service), Sweden (Stockholm Public library) and other colleagues. We have experience in international projects.

Today Riga Central Library works according requirements of national standards of library work, strategic plans, the “Basic principles of Riga Central Library collection development and acquisition” is carried out on Sept.25, 2002, maximal attention is paid on optimization of the net of Riga Central Library and branch libraries.

Library provides users of all age groups with library service.

Library stresses on attractive activities that promote library, literature, reading: exhibitions (including professional art, for instance painting, tapestries, etc.), thematic events (well known event dedicated to the fashion, including fashion show for the graduates of secondary schools – how to dress when finishing school) meetings with interesting and popular people, book presentations, concerts – the most popular group in Latvia “Cosmos” took part at the opening of website of well known poet Maris Chaklais. Loud reading, were play writers of Latvia read their plays in Riga Central Library.

Already since 1996 Riga Central Library organizes annual Library week.

In 2003 Riga Central Library organized the event “Visit and find out things about Riga Central library and its branch libraries!” for librarians, but in 2004 during the Library week event “Meeting the unknown” (Blind date) was organized for the first time.

Having the attractive, creative professional librarians is the result of personal policy – right person in the right place.

### **New forms challenging the contents**

*Inga Lundén (Library Director, Stockholm Public Library, Sweden)*

#### **Abstract**

The public libraries are founded on democracy and respect for everyone's equal value and right to express and access information. Public libraries have millions and millions of users. How do we use them and their knowledge and opinions with true respect?

The new information society is founded on sharing. That is also one of the core values of the public libraries idea. The 14th of February, on Valentine's day, Stockholm Public Library express our love for our users by sharing with them a new website [www.biblioteket.se](http://www.biblioteket.se). Here we open up our catalogue for public comments and

tagging. We personalize the library by making the competence more visible and we share it with colleagues and users. This site will be half a year old by the IFLA meeting and we like to share with you what has happened.

The site will of course be the home for the public debate about the new Central library in Stockholm that is now undergoing an architecture contest. In February we will publish the finalists, 6 out of 1170 entries, and the discussion will start.

The program that is the guidelines for the architects underlines the same motto as our library-plan 2006-2110: When people on the move meet a library on the move, anything is possible. From this theme of transition we are also making a plan for our 39 branch libraries. That is to be presented this summer.

Last winter I spent three weeks in South Africa, Swaziland and Mozambique with my daughter, who was then working there. I think that the pace of changing is even faster there, and the need for keeping the library as urgent, even if the society differs a lot from our Northern European. And I think that the citizens of those young and complex democracies would benefit a lot from the attitude that comes from the library 2.0 concept.

Simply said: You can't manage a library in such a complex society without a true dialogue with the user. The users want the opinions of other users. The library opens up and become the Hub of Communication instead of the Book-stack.

## **PANEL DEBATE**

*Moderator: J. ERIC DAVIES  
(Loughborough University, Loughborough,  
UK)*

## **Second Life for Libraries?**

### **Second Life: a marketing opportunity?**



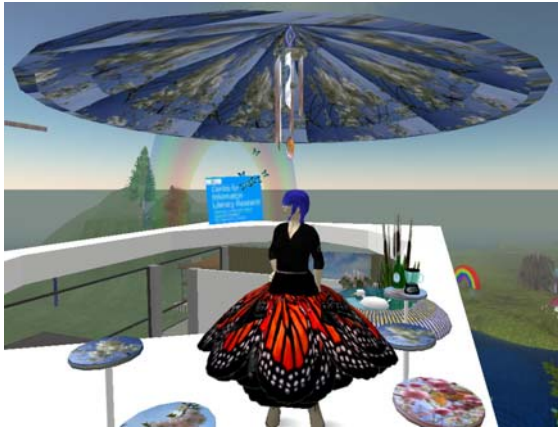
*by Sheila Webber  
Senior Lecturer,  
Department of  
Information Studies,  
University of Sheffield,  
UK*

Second Life (SL) is a virtual world that is gathering increasing attention from educators. Everything in SL is created by SL “residents”: buildings, trees, clothes, animals.... There is also a commercial side to SL: if you do not know how to make things, you can buy them.

In order to enter SL you need to meet the computer specifications and be able to download the software that enables you to interface with SL (currently the software is being updated every couple of weeks!).

Then it is just a matter of choosing a name for your avatar (who will be your representative in SL), selecting your family name from a list. This is how I became Sheila Yoshikawa in SL. At the moment I am just an ordinary user, so I do not have to pay any monthly fees. In order to be able to own “land” and therefore to be able to have my own little plot to place things on, I would need to become a “premium user”. However you do not have to wait for this to learn how to create objects, since there are many public “sandboxes” in which you can practice your skills of turning cones, cubes etc. into coffee cups, cats or palaces! Also you may be lucky enough to be loaned some office space rent-free (I now have an office on Eduserv Island) or can rent accommodation, just like in RL.

### **Pictures of my avatar:**



**Roof garden of my office**



**Inside the Australian library building**



**Outside Kansas State Library**

Some people criticise SL for its commercial side, but I have found it useful in indulging my liking for virtual clothes for my avatar, and for buying items I do not yet know how to make, like coffee machines!

You can convert real US dollars (using a credit card or Paypal) in “Linden dollars” and things are relatively cheap (e.g. a coffee machine providing infinite cups of virtual coffee costs only US \$0.40!)

There is a serious side to this. Educators have already been bringing their students into SL. There are examples of teaching in many subjects e.g. English, chemistry or business studies. Certainly interest is growing: in the UK 30 universities already have involvement, with many more planning to do so. It can help distance learning students, or make on-campus teaching more engaging and challenging.

I plan to use SL in my teaching in 2007/8, asking students to explore the meaning of information literacy in this SL world. As well as that, our MA Librarianship students should be able to reflect on how SL is being used by librarians to market their library services and reach their clients in new ways. I would like to arrange tours of SL libraries to complement the tours they have of real libraries.

Librarians have been in SL for some time, and there are numerous Real Life (RL) libraries who have a SL presence, as well as special SL library services helping new residents with their information problems.

There are also some library and information schools (notably San Jose State University) who have already invested in SL. The Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign is even offering short courses on SL and librarianship.

<http://www.lis.uiuc.edu/programs/cpd/SecondLife.html>

There is much more emphasis on the visual/graphical in SL, rather than the written word, and there does not (to me) seem much point in just trying to duplicate Real Life services. What will the best branding strategies be? How can libraries integrate their SL and RL marketing plans? There are some fascinating times ahead in identifying how libraries and librarians can best use SL to enhance the experience of their clients.

#### **Further reading:**

##### **Second Life website:**

<http://www.secondlife.com/>

##### **Second Life Library blog:**

<http://infoisland.org/>

##### **SL teen library blog:**

<http://www.eye4youalliance.youthtech.info>

##### **Second Life Librarians Ning group:**

<http://sllibrarians.ning.com/>

##### **Second Life library pool on flickr:**

<http://www.flickr.com/groups/secondlifelibrary/pool/>

Of course there are also librarian groups in SL itself!

My own SL details are: Sheila Yoshikawa: office space at

<http://slurl.com/secondlife/Eduserv%20Island/200/240/43/?title=Centre%20for%20Information%20Literacy%20Research>

(you will need to have a SL avatar to get there). My avatar has a blog at

<http://adventuresofyoshikawa.blogspot.com/>

## Recent management and marketing resources

by Sheila Webber

This article concentrates on highlighting some new books and articles in the library management and marketing field, together with some presentations.

### Brand new IFLA Publication!

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#### Library Management and Marketing in a Multicultural World



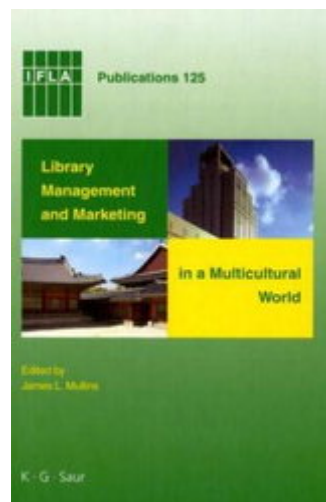
Edited by James L. Mullins

The papers collected in this volume were presented at the conference entitled Library Management and Marketing in a Multicultural World in Shanghai, China from August 16-17, 2006, held under the auspices of the Marketing and

Management Section of the International Federation of Library Associations and Institutions (IFLA).

This book addresses some of the latest developments in the marketing and management of libraries worldwide, recognizing the challenges to meet local needs in a global, information society. The authors used different approaches to identify trends, opportunities and needs as well as effectiveness and assessment in countries ranging from Australia, Belgium, China, Denmark, Greece, India, Pakistan, Spain, the United States and elsewhere throughout the world.

Several authors describe successful programs designed to promote libraries within a community, nation, or academic community. Others report on trends and changes taking place within the user community and present case studies on the response of libraries to meet challenges and opportunities - through marketing and management.



IFLA Publications; 125

ISBN-13: **978-3-598-22032-6**

ISBN-10: **3-598-22032-4**

München: K.G. Saur, 2007,  
366 p.

Price: EUR 128.00  
(IFLA-Members: EUR 96.00)

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#### Other new books

Buzinkay, M. (2007) *Ratgeber für Bibliotheksmarketing*. [Library marketing guide] MBI: Dornbirn.

<http://www.buzinkay.net/bib-marketing.html> (51 page book free to download from the author's website)

Goodrich, J. and Singer, P.M. (2007) *Human resources for results: the right person for the right job*. Washington: Public Library Association. US \$55.00 ISBN-13: 978-0-8389-3570-5. (There is a website with a large number of downloadable forms, referred to in the "results" series, at

<http://www.elearnlibraries.com/workforms>

Green, R. (2007) *Library management: a case study approach*. Oxford: Chandos Publishing. ISBN: 1843343495 (pbk). £25.

Greiner, T. and Cooper, B. (2007) *Analyzing library collection use with Excel*. Washington: American Library Association. ISBN-13: 978-0-8389-0933-1. US \$40.00

Kumar, K. (2007) *Library management in electronic environment*. New Delhi: Har Anand Publications. ISBN-13: 978-8124112090. (This can be searched on Google Books)

Pantry, S. (2007) *Managing stress and conflict in libraries*. London: Facet Publishing. ISBN-13: 978-185604-613-8. £29.95

Public Library Association. (2007) *Libraries prosper with passion, purpose and persuasion: a PLA toolkit for success*. Washington: Public Library Association. ISBN-13: 978-0-8389-8430-7 US \$100.00 (“Nearly 100 pages of step-by-step instruction are included in this colorful and convenient binder, as well as on the accompanying CD-Rom.”)

Urquhart, C. (2006) *Solving management problems in information services*. Oxford: Chandos Publishing. ISBN: 1-84334-136-0. £29.00

### New articles and dissertations

There are obviously large numbers of articles written in this field every year. I have just picked out a few which are freely available on the web, illustrating some different topic areas. It includes the monthly “free” article published for each issue of the priced publication *Marketing library services*.

Coll, J., Magdaleno, I. and Miró, L. (2007) “Marketing promocional de los servicios digitales y de los recursos de información de las bibliotecas y unidades del CRAI de la Universidad de Barcelona.”

[Promoting digital library services and information resources of the CRAI at the University of Barcelona] In: *Proceedings FESABID 2007 10as Jornadas Españolas de Documentación, Santiago de Compostela*. This informative **poster** is available as an eprint <http://eprints.rclis.org/archive/00010175/>

Cooper, J. (2007) “How to evaluate your library’s physical environment.” *Marketing library services*, 21 (3). <http://www.infotoday.com/MLS/may07/index.shtml>

Dahlke, H. (2006) *An exploration of the concept of advocacy in the public library context*. Masters Dissertation, University of Sheffield. [http://dagda.shef.ac.uk/dissertations/2005-06/External/Dahlke\\_Helen\\_MALib.pdf](http://dagda.shef.ac.uk/dissertations/2005-06/External/Dahlke_Helen_MALib.pdf)

Ferschitz, K. (2007) *Leistungsmessung an österreichischen Fachhochschulbibliotheken*. [Performance measurement at Austrian universities] Master's dissertation. University of Applied Sciences Burgenland. Available as eprint at <http://eprints.rclis.org/archive/00010618/>

Fichter, D. (2007) “Seven Strategies for Marketing in a Web 2.0 World.” *Marketing library services*, 21 (2). <http://www.infotoday.com/MLS/mar07/index.shtml>

Garusing Arachchige, J. J. (2007) “Development of Lifelong learning through libraries- use of the web pages as a marketing channel in University Libraries of Sri Lanka.” In: *Proceedings National Conference on Library and Information sciences: NACLIS conference CD 2007, Hotel Galadari, Colombo*. Available as eprint at <http://eprints.rclis.org/archive/00009256/>

Herrera Morillas, J. and Pérez Pulido, M. (2007) “Cultura y marketing en las bibliotecas públicas españolas: actividades, iniciativas y recursos.”



[Culture and marketing in Spanish public libraries: activities, incentives and resources] *El Profesional de la Información*, 16 (1), 62-76. Available as eprint at

<http://eprints.rclis.org/archive/00009770/>

Kulovany, L. and Soukup, J. (2007) "Marketing strategy of public and academic library: case Study." In: Papik, R. and Simon, I., (Eds) *Proceedings Bobcatss 15th Symposium, Marketing of Information Services*, pp. Prague. 464-470. <http://dlist.sir.arizona.edu/1745/01/marketing%5Fstrategy.doc>

Lopez Hernández, F. and Penadés de la Cruz, H. (2007) " '365 días de libros': blog para la promoción de la lectura." [365 days of books: a weblog to promote reading] *El Profesional de la Información*, 16 (2), 131-133. Available as eprint at

<http://eprints.rclis.org/archive/00009333/>

Rodgers, L. and Garzolini, D. (2007) "Promoting electronic databases to city staff members." *Marketing library services*, 21 (1). <http://www.infoday.com/MLS/jan07/index.shtml>

## Newsletter

**The next issue of the Newsletter will be published in October 2007.**

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## New Presentations

There is an increasingly rich online resource of presentations; in particular PowerPoints, but also audio and video items. For PowerPoints, a good place to go is **Slideshare** (<http://www.slideshare.net>) where many people are now uploading their slides (I have started uploading my presentations at <http://www.slideshare.net/sheilawebber/slideshows>)

There are large numbers of presentations e.g. on Web 2.0 and Library 2.0. Examples from Slideshare are:

Robinson, L. and Locy, B. (2007) "Your Next Generation of Patrons". *Presented at the Alabama Library Association Conference, April 18, 2007.*  
<http://www.slideshare.net/MadPubLib/growing-your-next-generation-of-patrons>

Boller, J. et al (2007) "Community, Access, & Advocacy: Lessons Learned from the Rural Library Sustainability Project." *Presentation from the SCLA Conference.*

<http://www.slideshare.net/fdvereen/community-access-advocacylessons-learned-from-the-rural-library-sustainability-project/>

Examples of presentations from outside Slideshare are:

American Library Association. *PR Forum*. Presentations from 2007, 2006 and 2005. <http://www.ala.org/ala/pio/prforum/prforum.htm>

Buczynski, J. (2007) "Referral Marketing Campaigns: 'Slashdotting' Digital Library Resources." *Presented at the 2nd Electronic Resources and Libraries Conference*. Includes link to PowerPoint, audio (MP3) and pdf of further reading. <http://smartech.gatech.edu/handle/1853/13617>

## IFLA Discussion Lists

### IFLA-MM

The Management and Marketing Section's open Mailing List

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

To subscribe go to:

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

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

Moderator: [Gunilla Lilie Bauer](#)

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### IFLA-MMSC

This mailing list is to facilitate communication between the Standing Committee members of the Section

**NOTE: IFLA-MMSC is restricted to Standing Committee Members.**

To subscribe go to:

<http://infoserv.inist.fr/wwsympa.fcgi/info/ifla-mmssc>

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

## Standing Committee members of the IFLA

### Management & Marketing Section 2007

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**Ms Angels Massísimo i Sanchez de Boado** (Spain)  
[amassisimo@ub.edu](mailto:amassisimo@ub.edu)

#### *Secretary / Treasurer*

**Trine Kolderup Flaten** (Norway)  
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Next World Library and Information is coming soon:

**World Library and Information Congress: 74th IFLA General Conference and council**

*"Libraries for the future: Progress, Development and Partnerships"*

10-14 August 2008, Québec, Canada

WORLD LIBRARY AND INFORMATION CONGRESS:  
74<sup>th</sup> IFLA GENERAL CONFERENCE AND COUNCIL • 10 - 14 AUGUST 2008



CONGRÈS MONDIAL DES BIBLIOTHÈQUES ET DE L'INFORMATION :  
74<sup>e</sup> CONGRÈS ET ASSEMBLÉE GÉNÉRALE DE L'IFLA • 10 - 14 AOÛT 2008

**Call for Papers for Satellite meeting**

*"Navigating with youth: In this technological era, how can public libraries attract and keep their young clientele?"*

5-7 August 2008 Montreal, Quebec, Canada

Public Libraries, Children and Young Adult Libraries, and Management and Marketing Sections in collaboration with Les Bibliothèques Publiques du Québec are currently organizing a satellite meeting in Montreal, Quebec, Canada from August 5-7, 2008. This event will precede the 74th Annual IFLA conference in Quebec city (August 10-14, 2008.)

**Themes and Objectives**

The general theme of the conference is to conduct a survey of children and young adult services offered in public libraries around the world.

**The objectives of the satellite meeting are:**

- To bring together library personnel and other participants working with a young clientele in order to facilitate the sharing and exchange of information and ideas.
- To benefit from the experience of innovators in the field of youth library services (see the list of subjects below)
- To present speakers from around the world

**Subject of Papers:**

- The library's impact and social role in the community: professional ethics, homework help, library teen board, etc.
- How to effectively market youth services to their target audience
- Innovative practices in integrating cultural materials, literacy programs, school visits
- Technology: trends, on-site users, distance users, developing new services, impact on reading
- Physical place: lay-out and desegregation of youth library services
- Reading programs inside and outside library walls: innovative practices

**Submission Guidelines**

Interested parties are invited to submit a proposal before September 30th, 2007. The presentations will each last approximately 15 minutes and thirty proposals will be selected. The proposals must be submitted in an electronic format and must contain:

- Title of paper
- Summary of paper (maximum 300 words- ½ page)
- The speaker's name, address, telephone and fax numbers, professional affiliation, email address and biographical note (40 words)

**Language of submission**

French and English are the two official languages of the satellite meeting. Proposals may be submitted in either language.

**Send submissions to:**

Patricia Lemieux,  
responsable du comité scientifique (patricia.lemieux@banq.qc.ca)  
Coordonnatrice Espace Jeunes

Bibliothèque et Archives nationales du Québec  
475, boulevard de Maisonneuve Est

Montréal (Québec)  
CANADA

## **Evaluation**

The call for papers will be evaluated by the members of the selection committee and by a member of each IFLA section involved in the satellite meeting.

The committee may revise the time allotted to the submitted presentations in accordance with their relevance and complementarity.

## **Important Dates**

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**September 30th, 2007:** Deadline for submissions

**December 2007:** Notification of acceptance/rejection

**February 2008:** Final program and registration information released

**May 2008:** Deadline for submission of text

Registration fees for the satellite meeting will be waived for the speakers. However, they will have to assume their own travel and room and board expenses.