



The Chair
**Àngels
 Massísimo**

Welcomes you
 to the 75th

IFLA in Milan & the Section's pre-conferences in Turin and Athens. Read about these events and the M & M Section's work this past year in this newsletter.

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**Register For M&M Sponsored Pre-Conferences
 & 75th IFLA Annual Conference**

**“Libraries As Space And Place” Turin, Italy:
 19-21 August 2009**

Management and Marketing Section, Academic and Research Libraries Section, Public Libraries Section, Library Buildings and Equipment Section & Library Theory and Research Section

Within the field of library and information science the issue of libraries as space and place has become an important topic in both practice and research. How can libraries develop into places promoting knowledge sharing and knowledge generation? How can libraries contribute to the creation of community and to collaboration, citizenship and trust in a world that is becoming more and more complex and fragmented? Such questions are relevant for all kinds of libraries – public libraries as well as academic, government and special libraries, physical libraries as well as digital libraries. They increase in importance due to globalization, digitization and the growth of the multicultural society. Research as well as exchange of practical experiences is needed if the field of librarianship is to meet these challenges adequately.

Note: The local organizers are arranging sight-seeing after the satellite - bringing the attendees from Torino to Milan via Lago Maggiore. See the web-site for more information, for program and registration.

**“Service Strategies for Libraries”
 Athens, Greece: 19-21 August 2009**

Management and Marketing Section and Management of Library Associations Section, with the Greek Ministry of National Education and Religious Affairs

This conference takes place with a view of the Acropolis. Addressed are strategies for optimal library services through review and discussion of methods or best practices. Services can include goods, ideas, places (the library itself)

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Letter of Invitation from the General Council of Libraries, General State Archives and Educational Radio Television of the Greek Ministry of National Education and Religious Affairs, and the Management & Marketing Section

Welcome to Athens!

Dear colleagues,

We are glad to announce that, for the very first time, Athens, Greece will host one of the Pre-Conferences of the WLIC, from 19 to 21 August 2009. The Pre-Conference is organised by the General Council of Libraries, General State Archives and Educational Radio Television of the Greek Ministry of National Education and Religious Affairs, and the Management & Marketing Section in collaboration with Management of Library Associations Section of IFLA. The theme of the Pre-Conference is "Service Strategies for Libraries" and it will address strategies for optimal library services through review and discussion of methods or best practices.



Antonia Arahova

The sessions and workshops of the Athens Pre-Conference, aimed at attracting professionals from all over the world, will focus on the sharing of experiences and valuable information on the topics of service strategies and best-practice development. The presenters are coming from many different countries from around the world and most of them are well-known experts in their field. The programme includes paper presentations, workshops, social events, as well as a tour. Everything is already arranged and we have at our disposal 3 wonderful rooms, the main with capacity for 400 people and 2 smallest up to 80 people each with view to Acropolis. All the facilities: PCs, projectors, internet connection, parallel translation in both English and French are organized.

Athens is best known for its rich cultural heritage, as a centre for arts and learning and the birthplace of many remarkable philosophers, politicians and writers. The glorious past is still evident in modern-day Athens, represented by the world-famous

Parthenon, the Temple of Olympian Zeus and many more. In the centre of the city, the Athens Trilogy, consisting of the National Library of Greece, the University of Athens and the Academy of Athens, stands as a typical example of neoclassical architecture. On June 20 2009, the official opening of the New Acropolis Museum is going to take place. The Museum is set only 280 metres from the Parthenon and it will exhibit approximately 4.000 artifacts. Many visitors each year attend the Athens Festival, an annual arts festival that takes place in Athens and Epidaurus, from May to October. A number of social events and guided tours will be offered during the Pre-Conference, offering the chance to explore the spirit and culture of Greece. Athens welcomes librarians, documentalists, information scientists, as well as other interrelated professionals from all over the world who would like to attend the Pre-Conference and enjoy the traditional Greek hospitality.

Register now! Visit <http://www.ypepth.gr/iflaen/> for further information

Management and Marketing Section Program in Milan

...with the colleagues of IFLA Research Libraries Section. M&M's Open Programme in Milan is scheduled: Monday 24 August from 9.30 -12.45

"Libraries of the Future, Libraries in the Future: Where Will We Stand 10 years From Now?"

Speakers:

Libraries in Digital Life

KLAUS CEYNOWA (Bavarian State Library, Munich, Germany)

The Future is not Faraway:

the DOK - Library Concept Center

EPPO VAN NISPEN TOT SEVENAER (DOK -- Library Concept Center, Delft, Netherlands)

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Milan, Italy

Registration continued from pg 1

or the people delivering services (librarians). Research as well as case studies & promotion schemes will be shared regarding such topics as: identifying potential and actual users in communities; targeting user groups; designing optimal services for the community; planning and management practices, as well as evaluation activities; & how library associations may empower libraries in their service strategies and advocacy.

Note: The local organizers are arranging sight-seeing after the satellite. See the website for more information, for program and registration.

“Libraries Create Futures: Building on Cultural Heritage”
World Library and Information Congress: 75th IFLA General Conference and Assembly: 23-27 August 2009, Milan, Italy

The World Library and Information Congress 2009, 75th IFLA General Conference and Assembly, will take place in the Fiera Milano Convention Center (MIC), Milan, Italy. The entrance to the MIC is located on the Via Giovanni Gattamelata 5.

Milan Program continued from pg 2

Challenges and Opportunities for Libraries of the Future:

Non-Textual Documents, Considered from a Computer Graphics Perspective
DIETER W. FELLNER (Fraunhofer Institute of Computer Graphics, Technical University Darmstadt, Germany)

To Reach the Future:

Forward-Thinking Librarians are Leading the Charge of Change
STEFFEN WAWRA (University Library, Passau, Germany)

The New Organization of IFLA will be begin after Milan

The divisions will be completely reorganized into 5 new units, and instead of the two traditional Division meetings at the beginning and end of the conference, there will be a “Leadership forum” one of the first days of the conference.

This year a Division meeting will be held as usual Friday evening, (old Division VI, August 21 15:00 – 18:00). Then the new “Leadership forum” for officers in the new divisions, will take place Sunday August 23 from 12.15 - 13.30.

New Standing Committee Members Are Elected

Management & Marketing is one of the few sections that had more nominees than vacancies for the Standing Committee.

Those newly elected to the six vacancies include:

Børge Hofset, Biblioteksentralen A/L, Norway (2.term)
Madeleine Lefebvre, Ryerson University, Canada (2.term)
Angels Massisimo, University of Barcelona, Faculty LIS (2.term)
Agneta Holmenmark, National Library of Sweden. Sweden
Judith Broady-Preston, Dept of Information Studies, Aberystwyth, UK
Chen Chao, Shanghai Library, China



Berlin Mid Year Meeting 2009

Management And Marketing ELECTIONS To Be Held In Milan

Angels Massísimo and Trine Kolderup Flaten served as officers for four years, and neither will stand for election this upcoming term. New officers will be elected the first Section meeting on Saturday August 22nd.

Chair and Secretary (including treasurer)

The new Information Officer/web-editor (will be appointed by the SC) - and is NOT an officer.

Only members of the Standing Committee (2005-2009, 2007 -2011 and 2009 - 2013) can nominate candidates for these posts. Each member is entitled to vote.

Both the incoming and the outgoing officers should meet at the "Leadership

Quebec City SC Meeting Highlights

SC Meeting I

Present: Àngels Massísimo, Spain, Trine Kolderup Flaten, Norway; Christie Koontz, USA; Ludmila Zaytseva, Russia; Päivi Kytömäki, Finland; Jim Mullins, USA, Raymond Berard, France; Réjean Savard, Canada, Ruth Wuest, Switzerland; Dinesh Gupta, India, Fang Shu, China, Lena Olsson, Sweden; Daisy Mc-Adam, Switzerland; Canada; Børge Hofset, Norway, Steffen Wawra, Germany, Sheila Webber, UK, Perry Moree, Netherlands.

Observers:

Marielle de Miribel, France; Agneta Holmenmark, Sweden; Nadia Temmar, Algeria; Dolla Isse, Libanon; Nozha Ibnlkhayat, Marokko; Zhang Zhvgoang, China; Amadou Anta Samb, Senegal; Phodiso Tube, Botswana; Sinikka Sipilä, Finland (Chair of Management of Library Associations).

Program proposals made by SC Members:

Good discussion and several proposals and comments. Lena Olsson proposed "Marketing/advocacy - open access" for a possible program. Børge Hofset offered, could Lena's proposal be a pre-conference before Brisbane? Florence Muet proposed: "Users involvement in library design design services". Päivi Kytömäki proposed: "Ways to use library and the impact on learning". Raymond Berard proposed: "Convergence of Public Libraries, University Libraries, Research Libraries "

Trine Kolderup Flaten pointed out that Raymond Berard's proposal could be seen as a heading, where some of the other subjects might fit in. Actual sponsors: Academic and Research Libraries, Public Libraries and others. Those who self-identified as interested in working on Milan programme: Lena Olsson, Børge Hofset, Raymond Berard and Ruth Wuest".

Thank you to Raymond Berard for midyear meeting 2008

Chair Àngels Massísimo gave warm thanks to Raymond Berard, organizer of the Montpellier meeting, and handed over a book to show the Section's gratitude.

Mark Your Calendar!

Management & Marketing Section Meetings in Milan:

The Section SC meetings will take place as normal on Saturday 22 August from 11.30 -14.20.

The second Section SC-meetings will be scheduled in a vacant meeting-room on: Thursday 27 August from 13.15 -14.4. This time may be altered - it is only a draft from IFLA HQ yet.

There will be no more meetings for Standing Committee-members after the closing session Thursday August 27 16.15 - 17.30.

IFLA's New Website Is Now Launched

This offers increased opportunity for interesting content, and for the section it is important to elect an Information Officer that can act as the Section's web-editor as well, as most, if not all, the information now can be published on the section's own site on IFLAnet. The new website - together with the coming membership system that hopefully will be in place in 2010, will make it possible for IFLA HQ to offer websites for the many satellite meetings.



Milan, Italy

Information from Division VI's Coordinating Board

The chair and secretary reported, only one paper should be recommended from each division for IFLA Journal, and the sections must choose one paper to recommend to their division.

From Milan on, IFLA will implement its new structure. The sections will be much the same as before, but there will be 5 Divisions instead of 7, and the Coordinating Board meetings will be changed into a "Leadership Forum"

Before Milan there will be an election process for sections there will be nominations for SC, but for the new divisions there will be nomination for new chairs followed by a postal ballot.

Changes in the WLIC schedules have been discussed by the Governing Board. More flexibility for timeslots for programmes (1, 2 or 3 hour's slots). The Sections' administrative money and the use of them are also discussed in GB.

Report from the M&M Chair and Secretary

The Secretary reported that there were no expenditures so far in 2008.

Newsletter was produced and distributed via ILFAnet by Information Officer Christie Koontz.

The Chair reported that M&M wanted partners for joint projects on recruitment.

For the International Marketing Award there is a new and very good sponsor, Emerald, for at least two more years.

Publications: Réjean Savard finished the editorial work on the proceedings from Dakar pre-conference 2007, and the book will be launched at the "IFLA publication" session on Tuesday August 12th.

The work on the M&M's pre-conference in Athens was in progress, after Turin had been chosen as venue for the joint "Library as places and spaces"-conference.

Report from M&M Information Officer and Group

Christie Koontz reported that the second Newsletter was launched in late spring, and the next would hopefully come in the autumn or next spring. She plans for Newsletters twice a year.

Report from Christie Koontz on the pre-conference in Montreal August 5 -7th "Navigating with youth", where M&M is one of the co-sponsors.

Christie Koontz, representing M&M in the organizing committee, reported that the pre-conference was excellent, and that Suzanne Payette and her team organized everything very, very well. Good papers, wonderful cultural evening, and 165 attendees.



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www.ryerson.ca/library

Report from the pre-conference organized by

Réjean Savard:

Libraries and the French-speaking communities of the world: innovation, change and networking”.

This was a French-speaking conference, sponsored by “Association Internationale Francophone des Bibliothécaires et Documentalistes”. There were 250 attendees from 26 countries, included 75 speakers. A cultural evening, a reception in the city hall - and an organized boat-trip to Quebec after the conference had added to the very good outcome.

The proceedings from the conference will be published in the IFLA series.

International Marketing Award:

Report from Daisy McAdam

Daisy McAdam reported special thanks to jury member Dinesh K. Gupta for the new sponsor for 2008, Emerald Group Publishing, Ltd. Dinesh K. Gupta also developed a brochure for the 2009 award. From 2008 onwards the jury members are: Daisy McAdam, Switzerland, chair; Dinesh K. Gupta, India; Christie Koontz, USA; Ludmila Zaytseva, Russland ; and Lena Olsson, Sweden. Nadia Temmar, Algeria will offer Arabic language skills where needed. This year the competition was judged by e-mail. The criteria were slightly updated.

First place was awarded to Ros Dorsman of Central West Libraries, Australia, where an online classroom partnership had been developed: inline homework help for school students. The slogan for this campaign was: “Have you done your homework?”.

Second place was awarded to Shelley Civkin, Richmond Public Library, Canada for the Ralphy card Campaign. The winning slogan was “Go Anywhere, Learn Anything: read Every Day “.

Third place was awarded to Grant Kaiser, Calgary Public Library, Canada. The winning slogan was “The Neatest People Have a Library Card.

Programme for Quebec Tuesday the 12th

8.30 – 11.45, sponsored by the Theory and

Research and Statistics and Evaluation Group:

“Managing Libraries in a Changing Environment – Legal, Technical and Organizational Aspects”

Thanks to SC members, the Call for papers was translated into all IFLA languages. Jim Mullins reported that 44 - 45 papers were received. Finally 8 papers were chosen, with 6 papers finally to be presented. Each author has 15 -20 minutes each, with additional time for questions, and a panel debate at the end. There will be simultaneous interpretation. Raymond Berard and Trine Kolderup Flaten will offer help during the session.

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New projects, proposals and decision

Dinesh K. Gupta prepared a written presentation for his wiki-based, annotated bibliography project. Financial requirements estimated: Euro: 2000. Florence Muet distributed a corresponding project for the French part of the material. Fang Shu promised to work on the Chinese material. This was a promising start for the proposed teams working with Chinese, English, French, German, Russian, Spanish and Arabic material. For a start, Sheila Webber would work with Dinesh on definitions/guidelines for the registration. A meeting would be needed for this purpose. The project will be presented to the professional board from M&M section.

Dinesh K. Gupta also proposed to begin work on a revised edition in 2011 of the "Marketing Library and Information Services: International Perspectives, published in 2006. This matter would have to be discussed first with IFLA HQ who is responsible for IFLA publications.

SC Meeting II (Quebec)

Present: Àngels Massísimo, Spain; Trine Kolderup Flaten, Norway; Christie Koontz, USA; Päivi Kytömäki, Finland; Raymond Berard, France; Réjean Savard, Canada; Ludmila Zaytseva, Russia; Ruth Wuest, Switzerland; Fang Shu, China; Lena Olsson, Sweden; Daisy McAdam, Switzerland; Børge Hofset, Norway; Steffen Wawra, Germany; Antonia Arahova, Greece.

Observers: Rosalind Dorsman, Canada; Marielle de Miribel, France; Stephen Marvin, USA; Kyle Rimkus, USA; Sandra Boyce, Barbados; Dolla Isse, Libanon; Nozha Ibnikhayat, Marokko; Amadou Anta Samb, Senegal;

New information since previous meeting:

The meeting on Thursday August 14th, for Turin pre-conference settled, task distribution, call for papers with specific themes and deadlines, conference dates (August 19 -21), & website. It was decided that one representative from each section would form the committee for evaluation and the programme. For M&M section Trine will join the committee, with Lena Olssen and Päivi Kytömäki as backup.

Preconference in Athens discussion continued. The Greek partners desired a somewhat broader theme for the pre-conference, and therefore cooperation with one of the larger sections would be an advantage. Since the previous meeting, Representatives from M&M had been talking to "Management of Library Association Section (MLAS)". They agreed upon the theme "Service Strategies for libraries", and had proposals for committee members for evaluation and programming, plus for a consultative group that covered a wide range of languages and contacts in the Mediterranean, the near east and eastern Europe. A draft for call for papers, with deadline for abstracts December 1st, were also prepared and discussed. The chair will follow closely the preparations for this pre-conference.

A discussion on costs and participation followed, and the question of having

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Quebec, Canada

SC Meeting II continued from pg 7

this as a post-conference came up again. For practical reasons the majority wanted this as a pre-conference.

The question of possible grants for attendees from Africa, Eastern Europe, etc. came up, and Antonia Arahova asked anyone who had an idea of possible sponsors for this, to pass on the information. She added that a website for the conference may be arranged by the Greek Ministry.

Report from the programmes M&M chaired/co-sponsored in Quebec

The open programme, held on Tuesday August 12, from 8.30 - 11.45, chaired by Jim Mullins alone (as Madeleine Lefevbre was ill), was a great success. There were at least 530 attendees, and they stayed to listen to all 6 papers. The questions and discussion had from 250 attending, ending up with 150 at the end of the short debate. The cosponsors were very totally content with this programme, too. Jim Mullins offered an excellent written report.

The programme with Academic and Research Libraries Section on "Public and private partnerships" Tuesday August 12, from 16.00 -18.00, gathered more than 350 attendees, and was evaluated by the participants as 'good.' Evaluation forms were used.

An engaging discussion followed on how to best follow up the programme work from Call for Papers to the actual presentations at WLIC or pre-conferences. Paper recommended for IFLA journal through Division VI was voted on. The majority voted for David McMenemy, Steven Buchanan and Christine Rooney-Browne: Measurement of library services: to quantify or qualify.

Conference Programme for Milan 2009 - Theme and Collaborators

A written proposal from Steffen Wawra was distributed (follow as attachment to the minutes) on “Where do we stand - where do we want to stand in 10 years? - planning a vision: Libraries of the future”. This proposal has strong support from several - Lena Olsson, Daisy McAdam who found this as a good follow-up of WSIS, as well as Ludmila Zaytseva, Réjean Savard. A co-sponsor: Academic and Research Libraries Section is being considered. The evaluating committee from M & M will be Steffen, Daisy, Raymond.

Conference programme for Brisbane - preliminary discussion

A proposal was offered from the chair of Library Theory and Research Section for cooperation with some other sections. The theme is, “How to enhance cooperation between research/researchers and practitioners in the library field?” Several supported this idea in general, but desire more development. Marielle de Miribel suggested a possible proposal with the Education and Training section.

Recruitment activities

The chair wants to develop opportunities when the new IFLA website is ready, which will allow Sections to have their own page with much more content. This can be used for recruitment.

For interested IFLA-members it is possible to become a “corresponding member” of the Standing Committee. A written application will be handled in the next SC meeting.

The chair wants to address, one by one, current and past Section members, in order to keep them as future members. Marielle de Miribel, former chair of M&M, offered to work with Angels on this.

Venue for mid-year-meeting February 2009

The offers for Den Haag or Norway as venues remain. Per e-mail Sueli Ferreira proposed Sao Paulo. Steffen Wawra proposed to have the MYM in connection with the Presidential 3.meeting held in Berlin Thursday 19th and Friday 20th of February 2009. He offered to organize venue etc. for MYM to be held on Saturday 21st and Sunday 22nd of February in Berlin. The SC-members were pleased with this proposal, and decided to have the MYM in Berlin at these dates. Daisy McAdam stated that the Award Jury then would meet Friday 20th of February.

The chair called the meeting to a close.

Recorder: Trine Kolderup Flaten, Secretary



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Turin, Italy

7th IFLA International Marketing Award Sponsored : Emerald Group Publishing Ltd

The IFLA Section on Management and Marketing in collaboration with Emerald is pleased to announce the winners of the 7th IFLA International Marketing Award for 2009. For this seventh award, applications were available on the IFLA Web. Altogether there were 22 applicants from 17 countries including Australia, Bulgaria, Canada, Colombia, France, Jamaica, Netherlands, New Zealand, Republic of Kyrgyzstan, Russia, Senegal, Singapore, Spain, Sri Lanka, Tanzania, United Kingdom and the 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 implement creative, results-oriented marketing projects or campaigns.

First place was awarded to National Library Board (NLB), Singapore, represented by Sharon Koh, Sharon KOH@nlb.gov.sg. The slogan for the winning campaign is “Go Library.” The GLP is a multi-platform project which aims to entice customers to the library. Significant inroads were made in outreach efforts, e.g. to schools, institutes and organisations, where there is increasing need to make the library relevant to those technologically-inclined who may receive information from online search engines or other non-conventional mediums. Through specially targeted programmes the needs of various demographic groups were addressed. To achieve maximum impact, these programmes are marketed under the “Go Library” project. The first-place winner receives airfare, lodging, and registration for the 2009 IFLA General Conference and Council to be held this year in Milan, Italy, and a cash award of \$1,000 (U.S.) to further the marketing efforts of the library.

Second place was awarded to Wrexham County Borough Council, Wales, United Kingdom, represented by Jane Purdie, jane.purdie@wrexham.gov.uk. The second place winning slogan is “Happy Days/Take a Fresh Look at Your Library.”

Third place was awarded to the Alberta Library, Edmonton, Canada represented by Janis Galloway and Bill Rice JGalloway@thealbertalibrary.ab.ca. The third place winning slogan is “The Alberta Campaign/Books and Beyond.” More details about these winning campaigns are available from Daisy McAdam (Switzerland) <Daisy.McAdam@unige.ch> or Christie Koontz, ckoontz@ci.fsu.edu, Information Coordinator for the jury.

The three winners will be announced officially at the IFLA press conference, during the IFLA Press Conference, which will be held on Monday 24 August 2009, from 09:30-11:30 at the Conference Center, Milan

About Emerald our sponsor, www.emeraldinsight.com, established in 1967, Emerald Group Publishing Limited is the world's leading publisher of management research. In total, Emerald publishes over 700 titles, comprising 200 journals, over 300 books and more than 200 book series as well as an extensive range of online products and services. Emerald is COUNTER-compliant, meeting the international code of practice for reports that measure usage of online information products and services consistently.

Special thanks to Daisy McAdam for chairing the Jury!



Dinesh Gupta & Christie Koontz

Mid-Year-Meeting in Berlin

Present: Chair and Secretary, our host: Steffen Wawra, Perry Moree, Päivi Kytömäki, Daisy McAdam, Réjean Savard, Ruth Wuest, Raymond Berard, Børge Hofset and as observer: Nadia Temmar. The meeting was held in conjunction with the Presidents 3rd “Presidential Meeting” - a very interesting conference shedding light on important library matters, with emphasis on Near- and Middle East.

An invitation for arranging a satellite meeting before WLIC in 2010 was offered by the National Library Board of Singapore, and this invitation was accepted by the SC members. There will be more information on this in the next newsletter.



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

Member Highlights

Dinesh Gupta Receives 2 Year Research Project by the India University Grants Commission

“Study of Education, Training and Research in ‘Library Management’ in Indian Universities”, with the following objectives:

1. To ascertain impact of overall library environment and recognize the need for ‘effective management’ of library and information services in India
2. To study and review the present scenario of ‘library management’.
3. To enquire into the barriers encountered in accepting ‘library management’ an area for further study and research in library schools.
4. To suggest appropriate measures to foster the spirit of effective management practices in libraries

Congratulations to Dinesh!

Christie Koontz completed first national study of public library closure in the United States

The research article “Public library facility closure: An investigation of reasons for closure and effects on geographic market areas, will be published in the 2009 issue of Library and Information Science Research.

Here are some important findings:

- the number of libraries permanently or temporarily closed in the study’s sample was 134 and 105 respectively. Of those temporary or permanent closures, 76 closures were replaced by another library in the same ‘neighborhood’ or another library in the same system and another 34 were either remodeled or merged with another library system. Therefore, only 134 permanent library closures occurred in this study’s sample where another library was not built or remodeled to replace the loss of service and resources;
- specific actions to minimize potential impacts of the closure on existing library users are rarely taken. Librarians may benefit from guidelines and recommendations geared to this type of closure;
- during the time period of this study, the socioeconomic and demographic characteristics of the population immediately surrounding (1 mile radius) the closed library tended to be poorer, less educated, and with more renters than home-owners when compared to the U.S. population as a whole. For more information contact Christie at ckoontz@ci.fsu.edu.

Book Review

Special thanks to Viviana Fernández Marcial, Universidad de La Coruña, Spain vivianafernandez@udc.es for sharing this book review. Please contact the author for the full review.

Marketing Library and Information Services: International Perspectives. Dinesh K. Gupta, Christie Koontz, Àngels Massísimo, Réjean Savard(eds.). München: K.G. Saur, 2006. 419 p. ISBN-13: 978-3598117534

Book Review Continued

This book is edited under the sponsorship of IFLA, in particular the Management and Marketing Section, and gathers experiences in marketing from librarians around the world. Dinesh Gupta offers an interesting historical itinerary that locates the ‘birth’ of marketing libraries at the end of the Sixties. Christie Koontz, describes a history of the excellence in the Marketing, based on applicants and winners of the IFLA International Marketing Award. Writer, Angelica do Amaral, offers a review of the literature of the marketing mix or 4 Ps (product, place, price and promotion) throughout two decades.

Section II entitled Marketing Libraries Around the World, shares contributions of authors from China, Africa, the Croatia and Pakistan. Nawe y Tanui, describes a series of promotional activities in African libraries. Tibljas details the experience of a Croatia public library which developed the project Teens for Teens.

Àngels Massísimo and Jose Antonio Gómez, illustrate marketing of libraries in Spain. They iterate the beginning of these activities in a work by Lasso de Vega in 1946. They offer a review of promotional activities initiated in seventies and describe the different campaigns developing in Cataluña, Castilla La Mancha and Murcia.

The contributions of Brewerton about Oxford Brookes University Library, and Mohammed based on the experience of the Australian Islamic College are very interesting. In the second contribution, author explains a marketing program developed under a social vision in which the library assumes an active role in integration and literacy of Islamic culture students.

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Bükkei and Király mention the diverse obstacles, especially “mental barriers” which make the use of techniques to market libraries in Rumania, difficult.

Section IV, Education Training and Research, approaches how problematic the preparation for marketing can be. The diverse authors reiterate an idea that Sheila Webber of the UK synthesizes. She emphasizes that marketing is still a pending discipline in the curricula of the Library and Information Science studies.

The book is divided in six sections. If this publication is taken as a barometer two trends emerge. One, library marketing is a subject of increasing importance and interest in the library and information sector. And another trend is the increased use of case studies, focus groups and other marketing tools, i.e. market research.



India

Interview with IFLA President Claudia Lux by Dinesh Gupta

Reproduced from MEERA An Open And Distance Learning Newsletter

Prof. Claudia Lux, President, International Federation of Library Associations and Institutions (IFLA), H.Q. at the Hague having membership in more than 150 countries visited India recently to attend ‘Libraries on the Agenda: An International Seminar on Library Advocacy’. We had an opportunity to interview Prof. Lux and to know her opinion about the need for library advocacy for building up the Knowledge Society.

Dinesh: What is library advocacy all about, you are talking all over?

Claudia: Library advocacy is the key to inform politicians and also the society around us, primarily to explain the value and possibilities libraries can give to the society.

Dinesh: So, how the idea of library advocacy as campaign for your Presidential Term (2007-09) came into mind?

Claudia: It has been a long process, discussing with my colleagues at the IFLA Governing Board and I was always thinking that we did not have enough activities in advocacy and also about marketing to bring at the grass root level of library.

When we discussed it, we saw all the elements of it. On one side, it was difficult sometimes to convince politicians as they still have a very old view of libraries, but the development in libraries during the last ten years has already seen changes and we can show changes. We wanted to take it up and bring it to the politicians who are also willing to discuss about the libraries that what is going on and discuss the advocacy as the key.

So, there was no more question, to take this ‘Libraries on the Agenda’ that everybody look at libraries that they could be on their agenda because libraries can have a lots of activities especially for the society at large.

Dinesh: But, how your experience has been so far about the library advocacy around the world?

Claudia: My experience has been based on my all activities for Library Association in Germany. We were successful to convince politicians to do something and we tried our best activities to do. Based on this experience, I was looking on the experience of others, so specially in IFLA, there are so many librarians with full of experience of advocacy, not only from America but also from Philippines, from Latin America, from South Africa. There are so many varied and rich experiences with that how libraries can be successfully advocated, so I probably bring this together. So, in supporting Libraries on the Agenda, one thing I want to open up: how we go long before politicians? But, next to it, I want to collect all the good arguments for libraries from all around the world. One case for successful stories which we have database on the IFLANET. So, in the success stories database, lots of arguments what libraries are/ how would and how one can use libraries for the development of the society. Sometimes, all around the world, you can take China or you can take Mexico, politicians are coming: oh! we do not need libraries any more,

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Athens, Greece

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as we have Internet. We have arguments and how can tell them and show the value of libraries and why Internet in libraries is the key of the solution for knowledge society. With this type of activities, we collect all those wonderful ideas. One example is the membership of IFLA where this activity is so important.

In Europe, we are talking about change of generation that older people will be more than half of the population in some years and then people will come up with some conclusion as to why we need libraries any more for older people or developing young people to educate. Then, libraries can think of the older people as for them we have low level of stakes, more space to sit in a comfortable way and for computer we have to have furniture with bigger table and other things that can comfort the special category of users. So, you will have to have visual imparted that cannot hear anything, so you have to try to find more of the technology to compensate it.

There is agreement that the whole arrangement is striking down the libraries but the opposite to it IFLA membership is an excellent support for finding all best arguments for your library.

Dinesh: What are the key areas for library advocacy?

Claudia: Library advocacy is a process, I think that the key areas are three. First of all, you have to know how to contact and keep contact best with your politicians and to outreach to the society because the politician himself is nothing, if you do not have convince the society and continue the same around the society, partner with them and work with them. So, outreach is a very important step to make this for longer, not only one contact but many to follow. Next is, if you talk with politicians about the goals you have for your library, it means that you have to show something for the library, so you have to be very confident about the change in the library. At least you have to change a little bit to show something, so we have to change ourselves. Second part is that you

Interview Continued

have to create new activities in your libraries, the process of 'Libraries on the Agenda'. You cannot stop that, it will be like this; you will have to show that we have to change also. We have to be better in our professional activities.

Third point is that, in the process what is advocacy and telling other people what libraries will be more bound you to show something. We also need capacity and knowledge of the library profession, not only how to work and how to advocate for library but how marketing is an important way to market your products. You see I know people are sensible that it is necessary for all economy, it's not all economy, if people, if they have so much around without advertising. So libraries must advertise and we have to be good at advertising, good values.

Dinesh: IFLA has lots of programmes and policies, how do you put 'marketing and advocacy' at the forefront of all these?

Claudia: Yes, you see when somebody talking about, may be cataloguing, so you can talk about cataloguing, but soon will come to talk about metadata, when you talk about metadata it has to do with the digital library. So you see how soon you come again advocating different views on libraries. Libraries are no longer about circulation of sources, collection of books anywhere in a dark room and nobody like to have process to give access to material which must be made digitised, but must be catalogued and create metadata in special way that you can find that you can search better and this shows the work for our own profession. How is integrated this process and this is the value of librarians.

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Dinesh: I had opportunity to attend your 'Brain Storming Session' at Seoul in 2006, but since then how did you develop your own thinking about library advocacy?

Claudia: My own thinking is that we need very concrete examples, but generating this thing is always difficult. It's not new now; people know how to do it? The example is how to do? And not how to do alone is enough, but we also need workshop wherein people are exposed in situations which I do with my students at the moment. You are the mayor of the city and head of the college and you are the librarian, so you want to have new building, want to have IT and you are the mayor. So you do please now discuss and then look at and watch and then you can support with the argument. What I think you must support it and something must be coming out. This is my message.

Dinesh: So, do you think that you will be able to pass on your message successfully when you complete your term in August 2009?

Claudia: I think I will not be able to pass it completely, that's not possible but I have already feeling that at the moment in many sections of IFLA or many libraries and many people are coming to me in some point of time, they discuss and talk on 'Libraries on Agenda'. They say you talk in the right way, it was the need of the time you see it was not an invention of my head. It has come up because this is right, has come up naturally as the time comes up and ask for libraries have to stand up and have to ask for more support. It can show the way and change management always an aspect which we have some interest in the profession.

Dinesh: What are the barriers you feel in advancing your message?

Claudia: I think the barrier I feel is that I need more activities from each librarian, come to me with the best arguments they have. They have ideas, how have they done, what are stories, how are they successful. We want to collect; we want to publish it on our website. We want to give list to young librarians coming up at our conferences and ask for strange question-why we need a library when Internet / Google had everything for us. Very clever answers to this I want to use this knowledge of our membership, collect it and put on the web so that we can stand for longer and we can add more to it in the next years because it is very clever profession, I am really very convince with it.

Dinesh: So, how do you promote library advocacy in the developing world?

Claudia: There are two elements, one, wherever I go, I talk of 'Libraries on the Agenda' and we see that there are some Sections also to take up it further, so they are also active, e.g. Libraries for the Blind, they talk about the advocacy and they collect. Other thing we support more workshops often with support of ALP specially on advocacy. A part of the workshop should be put on the Internet which is also very useful. It is also something we can really use as a learning tool for advocacy. So, this is already happening, a series of workshops with the support of ALP.

Dinesh: Is this your first trip to India? What are your perceptions about Indian libraries?

Claudia: No, this is my second trip to India, earlier I came here in 1976 when I was studying in China and I stayed here for few days. I see that people here have high level of professional knowledge because you



Quebec City, Canada

Interview Continued

have great librarians from your country, many famous people here; you have very good ground here for the profession. I think there is high standard of services in special libraries. I see and I know activities of university libraries. A lot has already been done for that and that situation can be further improved. Discussion today also showed me that open access is the right way. I really see a big problem for the public libraries and I feel that the advocacy at the state level has not reached the stage at it should be and for the public libraries you lack books, you do not have strong public libraries because you do not have enough resources in these libraries. I would say, may be put more books and information for access.

If there is nothing, it will be needed to convince politicians that they have to do something. May be just change the context that has nothing wrong in it and talk with the representatives to get their support for the improvement of libraries.

Dinesh: What key areas would you suggest for advocacy in Indian Libraries?

Claudia: Specially for public libraries, I think one of the key areas is how to get IT, bring quality in public

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Standing Committee Profiles

FANG Shu (China)

Associate Director of National Science Library of the Chinese Academy of Sciences 2007: Ph. D, Management Science and Engineering, School of Economic Management, Southwest Jiaotong University

Research fields: Informetrics, Patent information analysis, Knowledge management, Information Platform R&D, etc.

One book and more than 70 papers published, sc member since 2007. Personal interests, sports, traveling, photography and history.



Boerge Hofset (Norway)

Managing director/CEO at Biblioteksentralen AL, the Norwegian Library Center, from 2000 (main provider of books/media, catalogue information, library services, furniture and Library Information Systems to Norwegian Public Libraries).

Experiences from leading positions in publishing houses, credit information and consulting.

Received a bachelor from the University of Oslo (Social Sciences and History) and Studies in Economy at the Norwegian School of Management, Oslo Participant at all IFLA conferences since Boston 2001, member of the Standing committee of School Libraries and Resource Centers 2001-2004, member of the standing Committee of Management and Marketing from 2005, member of the Norwegian National Committee IFLA 2005 Oslo.

Personal interests: Reading, history, skiing and outdoor life, traveling, good food and wine.



Turin, Italy

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libraries. Is it possible that public library is the IT/ knowledge centre of the village/city? and I think it is not the competition to the Internet; they will have their own place. But, I also think that public libraries must have free access to information. This will also help to get immense support and try to partner with Internet cafe to put it together, to put a more out of the knowledge development.

This is a possibility, I think it is a right way, but I cannot decide the right way here but the Indian librarians will. I have to decide their own way to succeed.

Thank You Dinesh and Claudia Lux!

IFLA M&M Section, Photo Gallery

