

LAMA news section

New Executive Director Joins LAMA



In July, Kerry Ward was appointed executive director of the Library Administration and Management Association (LAMA). Ward had been LAMA's acting director since February. He brings to LAMA more than fifteen years of experience in both association management firms and major stand-alone associations.

He has been with the American Library Association (ALA) for more than eight years, including five years as executive director of the Association for Library Trustees and Advocates (ALTA). Ward holds a bachelor of science degree from Western Michigan University and in 2004 he earned a master's degree in nonprofit business administration from the University of Notre Dame.

Ward noted two main areas in which he wanted to have an immediate impact with LAMA. First, he wants LAMA to be a model of operational excellence, both in the quality of support to LAMA volunteers and in the efficiency of service to members. He also wants to reinvigorate longstanding relationships with LAMA partners and to build relationships with new ones. Kerry said he believes that for associations to be successful, they must be creative in building the right relationships with the right partners. In doing so, they will provide better value to their members and expand their market opportunities, he said.

In addition, Ward stated that he understands LAMA members worked hard to craft a strategic plan that envisions a growing and vibrant organization, and that he looks forward to being a leader in realizing that vision. Ward can be reached at the Chicago LAMA office at (800) 545-2433, ext. 5036, or e-mail kward@ala.org.—*Eric Shoaf*

From the President

LAMA members: As part of my “Fifty Ways to LEAD Your LAMA” theme, I am announcing a \$500 prize from an anonymous donor for the division member who proposes the best strategic initiative for our FY09 action plans, as judged by the LAMA Executive Committee. While LAMA expects to adopt many of the ideas suggested by members, the winning proposal will be selected for its feasibility and likelihood of significantly advancing LAMA's strategic vision and goals. To make a proposal, go to the LAMA Web site.

Submissions are due no later than April 1, 2008. The award will be announced at the LAMA President's Program in Anaheim, California, as part of the ALA

Annual Conference. You do not need to be present at the Conference to win, but you must be a LAMA member. LAMA Executive Council members and LAMA members who work at the same institutions as LEC members are not eligible to enter.—*Bede Mitchell, LAMA President*

Systems and Services Section (SASS)

SASS members presented two programs at ALA Annual Conference in Washington, D.C. in June, “Access Services, It's Not Just Circulation Any More!” and “New Technical Services Supervisor? Check Here for Help.” One program for the 2008 Annual meeting was tentatively approved by the LAMA Program Committee for a future conference and several other ideas for programs are in development. The newly formed LAMA/SASS/RUSA/STARS Cooperative/Remote Circulation Committee held its inaugural meeting and proposed topics for future work. A new book titled *New Supervisors in Technical Services: A Management Guide Using Checklists*, edited by Emily Bergman and Andrea Kappler, of the Technical Services Systems Committee (TSSC), published in 2007 by LAMA, was unveiled at the conference and copies were available for purchase in the ALA Store. It is also available from ALA Editions (www.alastore.ala.org). The book's thirty informative chapters were written by current and former members of TSSC. SASS has been busy fulfilling the goals of the LAMA Strategic Plan by furnishing information and programming to its members.—*Sharon Castleberry*

SASS Technical Services Systems Committee

The committee produced a program at ALA Annual Conference in Washington, D.C., entitled “New Technical Services Supervisor? Check Here for Help,” which featured speakers Joan Giesecke (University of Nebraska-Lincoln), Lila (Angie) Ohler (University of Maryland) and Andrea Kappler (Evansville Indiana Vanderburgh Public Library). The speakers were introduced by Michelle Turvey-Welch (Kansas State University), who was one of the program planners. This program examined how a first-time technical services supervisor effectively employs checklists in order to manage technical services operations and was based on the recently published book, mentioned previously, *New Supervisors in Technical Services: A Management Guide Using Checklists*. The speakers pointed out that whether one is new to the profession or new to the management

LA&M Associate Editor Sought

The Library Administration and Management Association (LAMA) seeks an experienced writer or editor to assist in the production and eventually take charge of LAMA's quarterly magazine, *Library Administration & Management (LA&M)*. As the flagship publication of LAMA, *LA&M* serves as an outlet for publishing and news information disseminated from LAMA committees and working groups, as well as for best practices in the field of library administration. The print magazine is transitioning into a full-feature Web publication, expected to be complete in 2009, and will continue to serve the membership in vital new ways by providing more timely information, multimedia features, and high-quality graphics.

The associate editor will be responsible for working closely with the editor in the production of each issue of *LA&M*, establishing close working relationships with and serving as liaison to the LAMA section and committee chairs in reporting section news, and performing other duties as determined by the editor. After serving two years, the incumbent will assume the duties of editor. The associate editor serves as an ex-officio member of the LAMA Board of Directors and the LA&M Editorial Advisory Board. The first issue for which the newly appointed associate editor will share responsibility will be volume 23, no. 1, with a copy due date in late September 2008.

Applicants must be LAMA members and have a strong overall knowledge of the association and its goals, an interest in and knowledge of management issues relevant to libraries, and a familiarity with management literature in general. Applicants must have written and published articles or demonstrated editorial experience. Preferred applicants will have experience or familiarity with the technical and editorial issues associated with electronic and Web publishing and knowledge of emerging technologies in this publishing format.

Applicants must make a four-year commitment to attend American Library Association (ALA) Midwinter Meetings and Annual Conferences, with emphasis on attending LAMA section and committee meetings, and other events. Compensation up to \$1,500 annually will be provided to cover documented travel and editorial expenses. Applicants should send a résumé and cover letter summarizing their editorial philosophy, two to four samples of written work or editorial activities, and three letters of reference addressing qualifications to: Kerry Ward, Executive Director, LAMA, 50 E. Huron St., Chicago, IL 60611; applicants also can e-mail materials to Kerry Ward at kward@ala.org. The deadline for application is May 1, 2008. Finalists will be interviewed at the 2008 ALA Annual Conference in Anaheim, California.

of technical services operations, checklists are a helpful tool. More than 120 people attended the program.—*June L. DeWeese*

Library Organization and Management Section (LOMS)

LOMS Risk Management & Insurance Committee

The committee produced a program at ALA Annual Conference in Washington, D.C., entitled "Insurance & Tragedy: Lessons Learned" featuring speakers Myra Bruce (Gulfport [Miss.] High School), Camila Alire (University of New Mexico), and Mary Bryner (historian, Corona, Calif.). A small but deeply interested audience responded with excellent questions and very positive evaluations. In other projects for the year, committee members plan to edit and post the Risk Management & Insurance Web site, publish an article from the session's program in *LA&M*, develop a checklist of preventative work and disaster action plan, and plan for a summer 2009 program in Chicago.—*Amy Kautzman*

LOMS Organizational Theory and Practice Committee

The committee debriefed after its program at ALA Annual Conference in Washington, D.C., "Leading Technology-Driven Change: Theory and Practice." Despite the 8 a.m. start time, the room was overflowing and a quick analysis of the evaluation forms indicated it was well received by attendees. The program PowerPoint slides and handouts will be available on the LAMA Web site and the presenters will be encouraged to consider reworking their presentations and submitting them as articles to *LA&M*. The committee also began discussing potential topics for a 2009 program.

Another project the committee decided to start working on is developing criteria and a process for selecting and posting an "organizational theory and practice" list of recommended readings for LAMA members who want to learn more about the area but don't have time to sift through the many books and articles published each year. The goal is to have the first list available on the LAMA site before the 2008 Annual Conference.—*Gordon Aamot*

LOMS Organizational Development Discussion Group

Organizational Development Discussion Group met at the annual convention in Washington, D.C. Joanne Bressler, Chair, welcomed the twenty-two participants and introduced the main topic of implementing managerial and supervisor core competencies. Some described competen-

cies that have been developed for the entire university. Challenges for implementing competencies at this broad level include lack of training and no connection to performance review. Some participants talked about experiences in developing competencies in the library and tools used to do so. Topics for the Midwinter discussion will be Marcus Buckingham's Strength Movement and the University of Maryland's and ARL's national project using the Organizational Climate and Diversity Assessment developed at Maryland.—*Sue Baughman*

Public Relations and Marketing (PRMS) Section

John Cotton Dana Committee

At the 2007 Annual Conference, a new book was hot off the press. *Outstanding Library Public Relations: 60 Years of the John Cotton Dana Award* by Amy Shaw and Peter Deekle was published by ALA, and made its debut at Conference. A social history of library public relations during the past six decades, the book includes a listing of every award winner and the reason they won the award. It can be purchased from ALA Editions (www.alastore.ala.org).

A lovely reception, hosted by LAMA and the H. W. Wilson Company, honored the latest John Cotton Dana Award winners. The H. W. Wilson Company and the H. W. Wilson Foundation were honored for their steadfast and generous support of this prestigious award. The winners are:

- Brooklyn (N.Y.) Public Library, for “Brooklyn Reads to Babies.”
- Douglas County (Colo.) Libraries in Castle Rock, for “Page to Stage Productions.”
- Huntsville-Madison County (Ala.) Public Library, for their public relations campaign promoting “The Big Read: Huntsville Reads *The Great Gatsby*.”
- Milner Library at Illinois State University in Normal, for Honoring Illinois State University's First Librarian Angeline “Ange” Vernon Milner.
- Ocean County (N.J.) Library for “Hurricane Katrina-Partners in Caring.”
- The Office of Commonwealth Libraries in Harrisburg, Pennsylvania, for “Pennsylvania: One Book, Every One Child.”
- The Wyoming State Library in Cheyenne, for their statewide campaign, “Wyoming Libraries: Bringing the World to Wyoming,” involving every library in the state.—*Marilyn Wilt*

PRMS Swap & Shop Committee

The annual library public relations extravaganza, “Swap & Shop: Celebrate PR,” attracted 955 attendees at ALA Annual Conference in Washington, D.C. Attendees put

together their own marketing idea kits by selecting from samples of public relations materials submitted by all types and sizes of libraries—as one attendee wrote, “I'm taking back tons of ideas.” Also on display were the winning entries from the annual Best of Show contest, in which PR materials are recognized in eleven categories, including reading club materials, annual reports, newsletters, special events, Web pages, and more. Many of these winners are now available for viewing online, and are linked from the LAMA Web site (www.ala.org/lama).

The “PR Doctors,” Linda Wallace and Peggy Barber of Library Communication Strategies, showcased a makeover of one library's public relations materials and offered tips to attendees. Seven other exhibitors, including John Cotton Dana Award winners and ACRL Marketing Academic & Research Libraries winners joined the program to share their expertise. The Swap & Shop Committee would particularly like to thank the JanWay Company for contributing special Swap & Shop bags, given to all attendees, for the second consecutive year.—*Marilyn Wilt*

PRMS Education and Training Committee

The Washington Convention Center rocked on Monday, June 25, as 290 participants crowded into the room for “Ignite Your Library's Public Relations and Outreach Using Hot Technologies” featuring Michael Stevens, Dominican University; Helen Blowers, Charlotte (N.C.) Public Library; and Steven Bell, Temple University. Each presenter shared a variety of public and academic library sites that are harnessing the new technologies to enhance delivery of services and access to the library's resources. Following the formal presentations, the participants shared their own experiences and ideas in table discussions. Stephens, Blowers, and Bell circulated through the room during the table conversations, and added their own suggestions and ideas. Considerations to keep in mind as explore options when using the technologies: Stephens emphasized that it's (1) about *conversations* (blogs, tagging, online catalog as blog); (2) about *collaboration* (on wiki, RSS—moving to customizable RSS search, IM reference, reference librarians embedded in library's Web page); (3) about *going where the users are* (library inside iTunes, “laptop librarians” outreach in dining halls, Facebook); (4) about *being human* (ClueTrain Manifesto, sharing photos on Flickr, MySpace to Facebook); (5) about *play* (custom trading cards, posters); and (6) about the choices of tools to use for outreach and presence.

Blowers called Web 2.0 a “state of mind,” urging the audience to change their paradigm—it's not about us, it's about our community. She sees customers as the best resource for promoting the library and encouraged attendees to start with staff, then the outreach will explode with the customers. She shared some video clips from New Jersey State Library—where customers shared what the library means to them in their everyday lives.

Bell urged “Make it about Technology: Branding the Library as Technology Leader.” As libraries start using social networking technologies, the community of learners expands to include friends, instructors, and librarians in a dynamic network. He echoed Blowers in emphasizing the importance of seeking out what *they* (users, patrons, customers) think to support the effective design of public relations and outreach strategies. Bell said that libraries should create a promise and deliver on it consistently. To ensure that happens, everyone in the library must know the library’s identity. For academic libraries, Bell suggested focusing on academic success: table of contents alerts, search alerts, search box integrated into library’s home page, durable linking, citation management, and ways to keep “found” things found.—*Marilyn Wilt*

LAMA Buildings and Equipment Section (BES)

BES Mission Statement

As a follow-up to the review of the BES Charge by the LAMA Executive Committee, section chair Gail Kennedy noticed that the BES mission statement was dated. With input from the BES Executive Committee, the mission statement was revised and the new version was voted on and accepted by LAMA. A copy of the new version, which focused more on the collaborative nature of BES between professionals and librarians, was provided.

ACRL/LAMA Initiatives

The Association of College & Research Libraries (ACRL) invited LAMA to form a joint task force to create a basic guide for architects who are just getting into academic library building design. The ACRL office gets many calls for information in this area. A seven-member task force, including Drew Harrington, Bill Sannwald, and Gail Kennedy representing LAMA BES, had a meeting in Chicago in 2006 and created a draft document that is presently in the form of a wiki (http://wikis.ala.org/acrl/index.php/ACRL/LAMA_Guide_for_Architects). At ALA Annual Conference in Washington, D.C., the task force convened a focus group with some architects who were attending the conference. There were a lot of valuable suggestions and thus there is a lot more work to do. The task force hopes to have something finalized by 2008 Midwinter Meeting.

Another ACRL/LAMA initiative came as a result of a contact from the ACRL College Library Section Standards Committee, who has expressed interest in reviving the ACRL College Library Building Standards. The contact wanted to meet with BES for input and Kennedy attended the committee’s meeting on Saturday. Kennedy suggested qualitative and benchmarking versus quantitative standards. They are considering a wiki-like tool for librarians, comparable to the

one under development for architects, and a possible discussion group about standards in Philadelphia.

Bart Clark Recognition

Bart Clark (University of Illinois at Urbana-Champaign) was recognized for thirty years of continuous involvement in a variety of ALA areas including all of his work with LAMA/BES, being the IFLA representative for BES for eight years, work with ALA membership, and work with ACRL Science and Social Sciences Section and Native American Section.

BES Committee Reports

Architecture for Public Libraries

Committee Chair Sarah Schuler reported that they had a very successful program on “Libraries and Landscapes” at the ALA Annual Conference in Washington, D.C., with approximately 110 attendees. Speakers included an architect, a local landscape architect, and the librarian from San Juan Capistrano. They scored four out of five on the evaluations. For Annual 2008 in Anaheim, California, the committee is planning two programs. One is “People Spaces in the Library—Celebrating the Off-line Experience.” The focus will be primarily on public libraries and they may consider some international examples. The other program is on sustainable libraries looking at Leadership in Energy and Environmental Design (LEED) and choices for renovations and materials. Discussion comments suggested at least a three-hundred-capacity room for the People Spaces program, which will require a two-hour time slot. APL will also sponsor one preconference for Anaheim which will be a visit to Santa Monica’s new Main Library and Cerritos Main Library.

ALA/IIDA Interiors Awards

Andrea Michaels reported that the awards program is planned for Monday, June 30, 2008, from 5 to 7 p.m. at ALA Annual Conference in Anaheim, California. The call for entries should go out just after Midwinter 2008. The committee produced a program at Annual in Washington, D.C. Other than a snafu with the background presentation not advancing, it went well. The presentation is available on the LAMA Web site. The committee was recognized with a LAMA Group Achievement Award for getting the awards program going so quickly.

Buildings for College and University Libraries

Committee Chair Patti Patterson reported on the BCUL preconference “Offsite—But Not Out of Reach.” There was a visit to the Washington Regional Library Consortium High Density Storage Facility with a tour, lunch on site provided by SpaceSaver, and an afternoon program. There were no glitches, the event ran on time, and there was little traffic. For 2008 in Anaheim, a program is planned on repurposing space entitled “Programming Tomorrow’s Library in Today’s Space.” It is marketed to be like *Extreme Makeover: Home*

Edition for libraries. The program will include three case studies, each with an architect and a librarian.

Safety and Security of Library Buildings Committee

Chair Steve Jones reported that the committee produced a successful program, "Maintaining and Improving Security through Continuity of Operations," at ALA Annual Conference in Washington, D.C., in spite of some drama beforehand. One speaker dropped out a week before the event and another speaker came even though he had suffered two broken ankles in a skiing accident. There were approximately ninety attendees at the program and a good response. The committee is working on revising LAMA's Safety and Security guidelines. Members will be reaching out to the RBMS (Rare Books and Manuscripts) Safety and Security Committee for assistance. The committee is working on a program for Annual 2008 on Security and Preservation of Rare Materials and plan to showcase the State Library of Pennsylvania which has three environments for library collections. It will cover building special collections areas based on paper composition and will review an integrated system for HVAC, fire suppression, security, and particulate monitoring. The committee will be looking at cosponsorship by the RBMS section of ACRL and the Association for Library Collections & Technical Services (ALCTS) Preservation Discussion Group.

Functional Space Requirements

Committee Chair Daria Pizzetta reported on the Washington, D.C.-area tour via the Metro during ALA Annual Conference. Sites visited were Rockville Public Library, Howard University Health Sciences Library, and a choice of either the Library of Congress, the National Gallery of Art Library, or a public library branch in Arlington. Lunch for everyone was served at the National Design Museum. There were about one hundred people in attendance on the tour and it all went surprisingly smoothly. For the 2008 ALA Annual Conference in Anaheim, the committee is planning a program on "Planning a Capital Project." The committee is thinking about a day-and-a-half preconference with a half day for discussion about building blocks and a Friday tour of Merchandise Mart.

Directory of Library Building Projects

Committee Chair Kathy Page reported on the new database that is being created as a collaboration between LAMA and *Library Journal* (*LJ*). It is a database of new capital construction projects in North America, in all phases of development. It is on the *LJ* Web site now and searching can be done by entering projects in the database. There is a login required and *LJ* is working on simplifying this to make it more user-friendly. Letters were sent out to every public library in California and many have put their projects in the database. There are twenty-five to thirty projects in the database now, but hundreds more are wanted. All are encouraged to enter

projects they know about. It is not necessary to subscribe to *LJ* to access the database.

Library Interiors Furnishings and Equipment

Committee Chair Sharon Murphy reported that the committee produced a program at ALA Annual Conference in Washington, D.C., entitled "Is the Learning Commons Enough?—Asking the Better Questions." Unfortunately it was at the same time as the Library Building Awards and attendance could have been better. The committee also sponsored a program on acoustics, "No Shushing Required—Acoustics in Library (Open) Spaces" with Gili Meerovitch and James Lutz as co-chairs. It was very well received with attendance about fifty-fifty between academic and public librarians.

BES Executive Committee

Several issues were raised and discussed at the 2007 ALA Annual Conference. Drew Harrington raised the topic of how people who express interest in participating in LAMA are handled. Apparently at the LAMA booth, there has been some frustration expressed by people who submitted LAMA interest forms, but got no response. Larry Boyer indicated that he received copies of interest forms from about eighteen people, and he only responded to those that expressed interest in BES committees. Dalia Hagan pointed out that the BES Web site is outdated and difficult to use. It was decided that we should create a task force to review the BES site and make improvements. James Lutz is to lead the task force and Dalia and Sharon Murphy volunteered to be part of it. Section chair Gail Kennedy has requested that two ALA Online Communities be set up, one for BES and one for the BES Executive Committee. Communities have not yet been set up for individual committees and Boyer said he intends to organize a conference call among the BES Executive Committee and Incoming Committee Chairs to walk everyone through setting up communities. There is an alerting mechanism (via e-mail) to let people know that there is new information that has been posted.

Kennedy announced that she had developed a list of all programs and preconferences offered by BES from 1983 through 2007. BES has done eighty-five programs since 1983—three per conference on average. This year, BES presented six programs and two preconferences. BES held twenty-five preconferences in twenty-five years. She complimented everyone for the amazing productivity of BES and the great contribution we all make to LAMA and ALA.—*Gail Kennedy*

Fundraising and Financial Development Section (FRFDS)

FRFDS Program Committee

Julia "Judy" Hamm announced that the program "More Money: Sustaining Funding for your Library" was held at

the ALA Annual Conference in Washington, D.C. Keynote speaker was Terry Axelrod of Benevon, and the program was well received. A program planned for Annual 2008 in Anaheim will focus on using data analysis and branding. Further away, the topic of the 2009 program will be on role playing fundraising situations. It will be designed for new development officers and other fundraising staff.

FRFDS Trends and Marketing

Chair Bella Gerlich stressed the importance of focusing on marketing issues and announced that the program for the 2008 ALA Annual Conference in Anaheim will be “Image is Everything.” Several keynote speakers were suggested. Gerlich also mentioned the idea of using the LAMA Web site as a marketing resource for LAMA members. She will look into the feasibility of this.

FRFDS Fund Fare

Fund Fare Committee Chair Loren McCrory announced that this year’s Fund Fare session in Washington, D.C., was “Leveraging Technology to Enhance Fundraising.” Keynote speaker was Eric Friedenwald-Fishman of the Met Group, and the session was well attended. The program planned for Annual 2008 in Anaheim is on sponsorships and partnerships. Several keynote speakers were suggested. McCrory introduced Candice Gwin, incoming Fund Fare Chair for 2008.—*Gena Scott*

Measurement, Assessment & Evaluation Section (MAES)

Using Measurement Data for Library Planning, Assessment & Communication

The committee is proposing an all-day preconference at Annual 2008 on “Living the Balanced Scorecard.” Elements of the preconference would include tools and methodology, and case study group work. Committee members will help with development and implementation of the program. For the conference, a program was also proposed entitled “And Now For the Good News: Appreciative Inquiry, What Are You Doing Well?” Two suggested speakers are Jane Spencer (Bucknell University) and Diane Grave (Trinity University).

Data Collection for Library Managers

The committee produced a program at Annual in Washington, D.C., titled “Survey Fatigue,” which was well received. During discussion, future program ideas did not gel. One possible idea is to lead a discussion group at Midwinter on the “Appreciative Inquiry” topic. The group discussed working on better follow-through and building on interests expressed on evaluations. Bonnie Allen suggested *LA&M* article follow-ups to presentations. It was suggested to use the discussion group meeting at Midwinter to build momentum for programs at Annual 2008 in Anaheim, including collaboration between the two section committees in designing the program on Appreciative Inquiry, and creating an ad hoc committee that would organize a discussion group program for Midwinter. This will need to be coordinated with the section-wide Discussion Group.—*Desider Viktor*

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