

LLAMA President's Message

Pixey Anne Mosley



As the new President of the Library Leadership and Management Association (LLAMA), I look forward to implementing the reorganization begun by my predecessors. To have made such significant and impactful organizational changes in such a short time is unprecedented within ALA and speaks volumes to LLAMA's role as leaders. I also want to acknowledge the importance of the division's membership and reiterate LLAMA's commitment to providing increased value to members. However, in order for the association to provide this return on investment to members it is critical for leadership to know what members need. Additionally, it is critical for members to understand the role of a professional association, explore their options, and articulate their expectations.

Professional associations like ALA and LLAMA are non-profit entities that try to be representative and responsive to many different needs and perspectives. As they engage across a wide range of professional roles in a variety of different library settings, it can seem overwhelming and feel difficult for members to find that intuitive niche. As associations represent composite or aggregate perspectives, they will never be a perfect reflection of a single member's personalized views, values, and professional educational interests. Additionally, an association's non-profit status restricts the level to which it can advocate on some issues that would be perceived as falling into a political framework. However, this does not mean that the association cannot offer insights and educational resources for an individual's career development and in support of our libraries.

To accomplish this an association engages with members on both the macro and micro levels. This means looking at and engaging on big issues that many libraries may be facing at a 30,000 foot level at the same time that it tries to mirror a buffet that allows one to pick and choose opportunities for immediate education, career development, and impactful engagement.

It also means providing opportunities for educational and networking activities through in-person engagement at conferences as well as other times, venues, and formats.

So in wrapping up this column, I would like to ask members to pause and consider what their expectations are of LLAMA as a professional association. The leadership team obviously has some ideas based on the prior conversations centered around the division reorganization. We also know that we are offering resources and opportunities that members that are missing out on because they have not been effectively communicated and highlighted. One example that surprised some members at conference is availability of the LLAMA Webinars. **Did you know...** as a LLAMA member, you can watch recordings of our past webinars **for free** from the Archived Webinar Recordings site <http://www.ala.org/llama/archived-webinar-recordings> ? Login is required and the recordings are initially embargoed for a year before being put on the archive site. But in viewing one relevant, archived webinar, you have recouped the cost of your LLAMA membership dues. I hope this example encourages you to stop and think about what you really want and need in a professional association, look around for ways to make it a more rewarding experience, and share your ideas with the leadership team.

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