

## LAMA news section

### LAMA Committee and Discussion Group Reports

#### John Cotton Dana Award

The John Cotton Dana Award Committee met from Wednesday, January 12, through Friday, January 14, to review the entries submitted for the award. On Saturday, January 15, a press conference was held at the Hynes Convention Center to announce seven winners of the John Cotton Dana Library Public Relations Award, which recognizes and honors outstanding achievement in library public relations. The honor has been awarded continuously since 1946 and is sponsored by the H. W. Wilson Company, the H. W. Wilson Foundation, and the Library Administration and Management Association. The 2005 awards will be presented to:

- **Riverside (Calif.) County Library System**, for its Innovative project, “Leer Es Triunfar—Reading Is Succeeding,” designed to increase the awareness and use of library services among Latino residents in Riverside County.
- **Seattle (Wash.) Public Library**, for the grand-opening celebration of its internationally acclaimed central library.
- **San Diego (Calif.) State University Library and Information Access**, for “Spirit of the Land Environmental Symposium and Gala Dinner.”
- **The Louisiana Center for the Book in the State Library of Louisiana**, for its comprehensive campaign, “Louisiana Book Festival,” a free family-oriented celebration of writers, reading, and books.
- **Maricopa County (Ariz.) Library District**, for “The Mystery Club of Luna Drive,” an online young adult novel that gives teens an opportunity to solve a mystery using puzzles, ciphers, and critical thinking.
- **Calgary (Alberta) Public Library**, for “Rediscover Your Public Library.”
- **North Suburban (Ill.) Library System**, for outstanding positioning of libraries as centers of critical community services.

Winning entries will be displayed at the John Cotton Dana Library Public Relations Award booth in the exhibit area during the 2005 ALA Annual Conference in Chicago. Conference participants also will be able to view the winners Sunday, June 25, from 11 A.M. to 1 P.M. at the “Best of Show/Swap and Shop” program sponsored by LAMA.—*Alicia Estes*

#### Council of LAMA Affiliates (COLA)

Refocused attention to those involved in library administration and management at the local level has led to an effort to revitalize COLA, the constituted means for communication and coordination with LAMA’s affiliate organizations. In recent years, confusion over identity and benign neglect have led to a decline in participation in COLA. At the January meeting, two official COLA representatives (a third missed the meeting due to sudden illness) were joined by three others from LAMA leadership to discuss ways to revive COLA as a vital presence in LAMA. The meeting attendees approved a report to the LAMA board of directors that included an action plan with four elements:

- reconstitute COLA membership through consultation with local LAMA leaders;
- work with the LAMA Membership and Special Conferences and Programs committees to create a LAMA packet for distribution to all state conferences;
- have LAMA tables present at no less than two state or regional conferences in the calendar year 2005; and
- provide each COLA representative with a list of LAMA members and leaders in their state or region to encourage discussions about how to make COLA serve its intended function.

COLA will report on progress to the LAMA board of directors at ALA Annual Conference in Chicago.—*Mary Ellen Chijioko*

#### Dialogue with Directors Discussion Group

After the success of the “Dialogue with Directors” program at the 2004 ALA Annual Conference in Orlando, a discussion group was created to continually nurture the learning environment. The group will provide a venue for funneling questions and concerns towards current and retired directors and educate members about the roles and experiences of administrators. Possible discussion topics include: leadership skills, library school education, issues facing directors, preparation for administrative roles, positives and negatives of directing a library, and the day-to-day experiences of managing a library. The group is open to everyone, and would benefit current directors, aspiring directors, library school students, or anybody with the desire to understand management and improve their professional relationships and communication skills.

At ALA Midwinter Meeting in Boston approximately fifty people attended the inaugural meeting of the Dialogue

with Directors Discussion Group. A variety of topics were discussed as the conversation was directed by the interests and concerns of those in attendance.

A substantial portion of the dialogue centered on how a person gains leadership and administrative experience. The current directors made it very clear that there is no one route to becoming an administrator, as library types, politics, geography, education, and many other factors vary greatly. However, two general paths to administration were discussed. First, a person could end up on the fast track if they are assisted by a mentor or if the right opportunity becomes available. Many times involvement in projects, especially those that are collaborative or cross-departmental in nature, is the easiest way for people to demonstrate their skills and career desires. By taking on a difficult project, one becomes highly visible in the eyes of administrators. An alternative career path involves developing a personal plan and gaining experience naturally by involvement over a longer time period.

Words of wisdom that were shared throughout the discussion included many examples of techniques to gain experience throughout a career. Traditional methods of education were discussed, including formal continuing education, professional literature (library, business, and management), and participation in workshops and conferences. Several key areas of learning were identified; among them were finance, human resources management, strategic planning, and communications techniques. Other tasks that provide leadership experience and demonstrate abilities are publishing, participating outside a person's organization, and developing mentorship relationships.

Those in attendance provided many reasons for wishing to assume a director's role. Some addressed career paths and decisions, such as geography limitations, progression within an organization, and involvement in the larger goals of the organization. Several library leaders felt that they had accomplished everything within their current departments before they sought new challenges. The following were offered as some tips to success:

- Keep eyes on the horizon, the next big thing.
- Be able to disagree without being close-minded.
- Be inviting in order to work towards a solution.
- Use politics to your advantage.
- Go beyond the library walls to get involved (campus, community, and so on).
- Know the players in your organization.
- Develop a leadership development program within your organization.
- Balance the presentation of knowledge to others to avoid a resistance among staff.
- Build consensus rather than controlling everything.
- Give credit to others, identifying their strengths.
- Know the factors that control your library; know the data and statistics.
- Be diverse in your thinking so you can accept change.

- Do not just complain, but offer solutions.
- Take risks.

Thoughts for further discussion included:

- Advise students and new professionals not to pick their career directions too soon.
- Do not let others define your professional role (such as subject, skills).
- Find a comfort zone.
- Good leaders are also followers.
- Use your strengths while improving your weaknesses.
- Demonstrate integrity, collegial, empowering of others.
- Be careful in everything said.
- Realize that new library employees know they want to be supervisors and directors.
- Know how organizations are growing leaders from within.
- Consider lateral moves to another organization to open future possibilities.

The next meeting of the Dialogue with Directors Discussion Group is tentatively scheduled for Monday, June 26, 1-3 P.M., at ALA Annual Conference in Chicago. Look for more details to follow, including a theme to define the discussion and the establishment of an electronic discussion list.—*Brian C. Gray*

## Governmental Affairs Committee

The Governmental Affairs Committee is reviewing its role for the LAMA board of directors and membership. During the 2005 ALA Midwinter Meeting it was determined that while a committee structure may not be the best format for business, it remains necessary to retain a venue to keep the membership informed about legislation and public policy affecting budgets, public usage, and library roles. A recommendation for next steps will be prepared for the 2005 ALA Annual Conference. Any thoughts or comments about what the next iteration of the Governmental Affairs Committee should include will be happily considered. Please e-mail ideas to Elena Rosenfeld at [elenar@jefferson.lib.co.us](mailto:elenar@jefferson.lib.co.us).—*Elena Rosenfeld*

## LA&M Editorial Advisory Committee

The new associate editor, Gregg Sapp, was introduced to the Editorial Advisory Board. It was announced that the spring issue is essentially complete, and the summer 2005 issue is also substantially complete. The ALA-American Institute of Architects (AIA) awards will be covered during the fall 2005 issue. If there is a winner of the YBP Award, sponsored by YBP, Inc., the announcement will be published in spring 2006.

As LAMA has a new Web coordinator, the Editorial Advisory Board would like the *LA&M* table of contents

already on the LAMA Web page to be expanded and updated. The board would like news to be added next, with the possibility of combining news and the information now contained in FAQs from LAMA. These suggestions will be taken forward to the Web Advisory Committee for discussion as it sets priorities for revising and updating the LAMA Web site.—*Amy K. Weiss*

## Membership Committee

The LAMA Membership Committee met at the Midwinter Meeting in Boston on Saturday, January 15, 2005, from 2–4 P.M., and again on Tuesday, January 18, 2005, from 9:30–11 A.M. Saturday's agenda covered much of the committee's responsibilities for the ALA Annual Conference in June 2005. Assignments were made, and members were reminded of the committee's goal to bring LAMA to the attention of all who attend the programs and visit the exhibit booth.

The membership status report shows that overall, the number of members in LAMA rose in the last year by forty-seven members. This shows that the efforts begun under the previous chair of this committee, Cathy Miesse, are beginning to show results. Finally, in a discussion on the success of the Leaders of the Pack grant, the committee determined to present a motion to the LAMA board of directors to review the program and to make a recommendation as to the next step in this endeavor.

At the Tuesday meeting, the committee heard from John Chraska, ALA manager of membership promotion, who spoke of ways he and his office could work with us to attain mutual goals of increased membership. Many suggestions were discussed, and the committee will be looking into them before the next meeting at ALA Annual Conference in Chicago.

The agenda then moved to discussion of the current status of the video the committee is generating. Marilyn Wilt is leading this initiative. In addition to the ten-minute video that will be produced, there has also been some interest in extracting thirty-, sixty-, and ninety-second clips for a variety of purposes, such as running prior to a program or at the exhibits booth. Marilyn also reported on potential funding of the video and the cooperation with library schools to produce it. It is hoped that the filming can take place in Chicago at ALA Annual Conference in June 2005.—*Susan Mueller*

## Publications Committee

The committee met and considered various publishing logistics and proposals. As the discussion ensued, there was a motion to consider multiple authorship publications. It was seconded and passed unanimously.

The first proposal for a publication was for a monograph titled "Supervisors in Technical Services: A Checklist." The audience would be new supervisors in technical services

departments. The proposal is from LAMA Systems and Services Section.

The Human Resources Section is proposing a monograph or a series of articles for *LA&M*, based on three program presentations at the Orlando ALA Annual Conference regarding the training and development of support staff. It would be a product of multiple authors.

It was suggested that the building consultants list be redone. The Building and Equipment Section is proposing that there no longer be a charge to use the database, but only to get information on the consultants. There was also a proposal for a third edition of the building guide. However, before moving forward, there needs to be a clear statement about why it is needed and what new information it contains. There should be a clear list of specific numbers of illustrations and chapters. The audience might include small library librarians, architects and architectural students, and library school students to broaden the appeal. Other recommendations included discussion of wireless in libraries, flexibility of furnishings, the library as a place, security, and soundproofing.

A Public Relations and Marketing Section proposal for a publication has been discussed. The object is to do a history of the John Cotton Dana Awards, a project in which the H. W. Wilson Company has expressed interest.

A recommendation was discussed to have a series of historical highlights regarding ALA awards, leaders, and so forth. The editors of *LA&M* discussed compiling articles from the "Change Masters" series in a possible monograph on leadership. There was also a suggestion to select articles in a "Classics in Management" volume.

The committee discussed its editorial role to guide drafts to publication as they are completed. The committee felt that copyediting should be done by ALA Production Services, but that committee members can help with content editing. A motion was made and carried regarding the proposal.—*Pat Weaver-Meyers*

## Research Committee

There has been discussion of converting some LAMA committees to interest groups. Becoming an interest group would permit a looser organizational structure while retaining the ability to sponsor presentations or discussion sessions at future ALA Conferences. If the committee becomes an interest group, it was suggested that there be a review of the charter to decide whether to concentrate on research in general or research for publication. Presumably, the former would be of more interest to public librarians; the latter to academic librarians. Some combination may also be possible.

Plans to endorse an Association of Library Collections and Technical Services program in Chicago fell through because of a schedule conflict. Possible presentation topics for ALA Annual Conference in 2006 were discussed. They include research tools available for libraries,

data sources and types, and award-winning researchers. Collaboration with other LAMA committees was suggested. Topics should be broad enough to include all types of libraries.—Howard Carter

## LAMA Section Reports

### Building and Equipment Section (BES)

LAMA Buildings and Equipment Section committees met on Saturday, January 15, and Monday, January 17, 2005. It has been the custom for all BES committees to meet in the same room at the same time. One important change will take place in Chicago at the 2005 Annual Conference; there will be no Saturday committee meetings at all, only Monday meetings. This will allow committee members to attend meetings and other LAMA programs, many of which take place Saturday morning.

The four discussion groups—Moving Libraries, Interiors, Safety and Security, and Facilities Planning—held their meetings and reported good attendance in each case. The good turnout at committee meetings and discussions is attributed to the exceptional site and arrangements for the Boston Meeting, which everybody agreed were extremely convenient.

The Library Interiors and Furnishings Committee chaired by Kelly Bauer put forward a proposal to create an ALA-International Interior Design Association award for interior design excellence to the ALA Awards Committee and the LAMA board. This would be given biennially in even-numbered years, opposite the ALA-American Institute of Architects award for building excellence. This proposed award is on track to begin in 2006.

LAMA is working to publish a *Directory of Library Building Projects*. The LAMA board voted to approve the LAMA Committee on Organization's recommendation to establish a permanent Directory of Library Building Projects Committee.

The Library Building Consultants List Committee continues to work on improving the online publication *Library Building Consultants List*. The Committee on Organization is reviewing proposed changes in its charge. The committee will continue to work on issues relating to fees and access. The Functional Space Requirements Committee is working on an update to the LAMA publication *Building Blocks for Planning Functional Library Space*.

BES is fielding a very strong selection of pre-conferences and programs at 2005 Annual Conference in Chicago, including the ALA-AIA Award program for library building excellence. See the LAMA Web site for the complete list of programs.

The LAMA Web Advisory Committee will be working on new Web site development above the section level. Changes and new material for the BES Section Web site should be forwarded to Shelly McCoy at smccoy@UDel.Edu.

The slate of officers for 2005 LAMA BES elections is as follows: vice-chair/chair elect: Gail Kennedy, University of Kentucky, and Jonathan LeBreton, Temple University; secretary: Karen Kinney, The New School of Architecture, and Sharon Lasoff, Hardy Holzman Pfeiffer (Los Angeles); member at large: Beth Babikow, Baltimore County Library, and Evelyn Walker, Evansville Public Library.

The LAMA BES chair-elect Drew Harrington will be making committee appointments to begin after the 2005 Annual Conference. Contact Drew at drew.harrington@comcast.net.

All BES members are encouraged to use the BES-L@ALA.org electronic discussion list to communicate information of general interest to the membership.—P. J. Tramdack

### Human Resources Section (HRS)

The section still needs to review its mission statement. Committee chairs will send it out and ask for comments. Jeanne Voyles, incoming chair, asked for up-to-date committee rosters of members who want to continue and guests expressing interest in serving on the committee. She will be making new appointments between now and ALA Annual at Chicago.

Individual committee reports are as follows:

**Nominating Committee:** Deborah Stansbury-Sunday reported that their work is complete and that online ballots should be ready in March. Candidates are: chair/chair-elect: Patsy Hawthorne (unopposed since Andrea Stewart needed to decline for personal reasons); secretary: Dianne Smith and Suzette Radford; member-at-large: Annie Marie Ford, Eileen Theodore-Shusta, and Linda Morissette.

**Publications Committee:** This committee is now a task force charged to report upon the three-committee program sponsored in Orlando 2004. It should have the final draft ready to go by Annual in Chicago. It is also working on a third edition of the book *Building Blocks for Library Planning*. There is a publication in the works about supervisors of technical services. Once these projects are complete, this group will dissolve.

**Staff Development Committee:** Plans are being made for a full-day preconference for New Orleans 2006 titled "Cultivating the Future: Growing the Staff You Need." Maureen Sullivan has agreed to be one of their panelists and act as facilitator.

**Supervisory Skills Committee:** The group is currently brainstorming a program topic and title for New Orleans 2006. The committee considered changing its title to "Leadership Skills Committee" to reflect a broader, more inclusive audience. Doing so would most likely involve changing the charge as well. The committee will discuss this further with input.

**Union Relations Discussion Group:** Lila Fredenburg reported that eleven people were in attendance on Saturday, and twelve on Sunday. They had a very productive exchange of stories and ideas.

**Member-at-Large Report:** Mary Catherine Little reported that she attended the LAMA Membership Committee meeting. LAMA is not necessarily perceived as welcoming, and much follow-up with interested potential members needs to take place. LAMA is seeking a method for getting the right information out to potential members at the right time.—*Laine Stambaugh*

## Measurement, Assessment and Evaluation Section (MAES)

Prior to the section meeting, the MAES Executive Committee and committee chairs met for breakfast to review the section meeting agenda and discuss new initiatives. It was suggested that LAMA MAES serve as a clearinghouse of resources on evaluation and assessment, possibly producing a dynamic list to be posted on the LAMA Web site and electronic discussion list. MAES members support this idea, and volunteers will be sought to work on this project. MAES will request approval to form a discussion group to be launched at ALA Midwinter 2006 as another strategy to broaden communication and expand learning opportunities. It was agreed tentatively that the Executive Committee would be responsible for organizing discussion groups, suggesting topics, and identifying facilitators. The Executive Committee also discussed the need for more comprehensive training for section officers on the operations of LAMA and its sections, the logistics of conference planning, and the roles of LAMA and section officers. The chair will clarify training options and responsibilities of the MAES webmaster.

**Annual Conference 2005 Programs:** LAMA MAES will present two programs at 2005 ALA Annual Conference in Chicago. Both have been designed in response to enthusiastic feedback from the “Got Data, Now What?” pre-conference sponsored by MAES at the 2004 ALA Annual Conference in Orlando.

- Saturday, June 25, 1:30–3:30 P.M.—“Making Data Come Alive: Crafting a Strategic Message to Transform Your Library.” In this program, each speaker would represent a different type of library and will describe a scenario, audience analysis, and data set used to support a persuasive presentation for a defined target audience.
- Sunday, June 26, 8:30–10:30 A.M.—“Got Data, Now What? Analyzing the Results of Focus Groups and Usability Studies.” Concentrating on focus groups and usability studies, the presenters will demonstrate how these transformative assessment methodologies can impact strategic planning.

**Data Collection for Library Managers Committee:** In addition to working on the 2005 “Making Data Come Alive” program, the committee generated several ideas for a later Conference program. The following ideas will be discussed and a proposal will be developed at the June 2005 meeting:

- develop data-gathering instruments to answer specific research questions—possibly collaborate with another section;
- hold an assessment tool fair—both commercial and open-source tools could be presented and reviewed; possibly combine with relevant poster sessions;
- go “Beyond LibQual” —how to utilize on-campus tools, data-collection services, and experts to answer the questions that LibQual doesn’t answer;
- initiate dialog with data-collecting agencies—why do they want specific data and what does the quantitative data really say?; and
- explore online data collection—who uses it, and how it works, and so on.

**Using Measurement Data for Library Planning, Evaluation, and Communication Committee:** In addition to working on the 2005 “Got Data, Now What?” program, the committee generated several ideas for a Conference program in June 2006. These ideas will be discussed and a proposal will be developed at the June 2005 meeting.

- evaluating information commons initiatives—quantitative and qualitative assessments of their effectiveness; relates to student outcomes assessment;
- strategic budgeting—focusing on the metrics used by state governments and consultants to evaluate how libraries spend their money; and
- assessing virtual reference—quantitative assessments to inform strategic budgeting and planning; collaboration possibilities with the Reference and User Services Association.

**Nominating Committee:** Kathlin Lee Ray and Amy Kautzman are candidates for MAES member at large. Desider Viktor is running unopposed for vice chair/chair-elect. Elections will be online again this year. Ballots open March 1. Remember to vote. A chair for the 2005–2006 Nominating Committee will be named at our Chicago meeting.

**Standardized Assessment of Information Literacy Skills (SAILS) Presentation:** Joe Salem, chair of the MAES Using Measurement Data for Library Planning Committee, and Carolyn Radcliff gave a report on an assessment tool being developed with funding from multiple sources. Developed as a multiple-choice test and based on the Association of College and Research Libraries information competency standards for higher education, SAILS has undergone rigorous development and testing. See [www.projectsails.org](http://www.projectsails.org) for more information.—*Deborah A. Nolan*

## Systems and Services Section (SASS)

The SASS Executive Committee approved a position description for a webmaster. A call will go out to SASS members for volunteers. An organizational task force was created to produce documentation for the section’s

chairs and officers, making procedures easier and creating a corporate history as individuals enter the positions. A document was approved detailing the responsibilities of the executive officers, which now includes roles for the members at large as SASS liaisons to the LAMA Membership and Publishing Committees.

**Technical Services and Systems Committee** continues work on a monographic publication, which will be a checklist for first-time supervisors in technical services. The writing is nearly finished and ready for the LAMA editing and publishing process.

**Circulation/Access Services Committee** will present a program at Annual 2005 in Chicago titled "Power to the User! Self-Service Innovations in Libraries." The committee is also developing a survey on the confidentiality of library records. This resulted from a request from ALA Council to look at how libraries use information for their own internal reasons and when policies allow it to be released

to outsiders when court orders are presented. The RUSA Sharing and Transforming Access to Resources Section (STARS) interlibrary loan committee approached the SASS Circulation/Access Services Committee for a discussion on OCLC's Open WorldCat initiative, and a committee member attended the RUSA STARS meeting. It is hoped that a liaison relationship between SASS and STARS will be made permanent.

**Management Practices Committee** has taken to the LAMA Program Committee a program for Annual 2006 about partnerships among libraries, museums, and public broadcasting.

**Program Committee** is discussing a possible program for 2006 Annual Conference that would address preparing and planning for organizational change as positions change to encompass new departments or library areas that are not traditionally combined.—*Emily Bergman*

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