

LAMA news section

LAMA Programs Reports

Program Committee

The quality of LAMA programming is a direct result of membership participation in selecting timely topics and identifying experts in the field who can speak to the issues. Overall, hundreds of members contribute to programming each year. The following programs to be held at this year's ALA Annual Conference reflect some of the best continuing education experiences available to library leaders and managers.

President's Program

- Using the Future to Create the Present (followed by LAMA Social).

Building and Equipment Section (BES)

- 2005 Library Building Awards Program;
- Changing Technology, Changing Services, Changing Design;
- Raise High the Roof Beams: Building a Library Security Framework;
- Walk on the Future Side: 40% of What You Will Use in Your Library in the Next Five Years Has Not Been Invented Yet;
- Y-libraries: Designing and Building for the Y Generation.

Education Committee

- Are you Preparing for Your Next Job?

Fund Raising and Financial Development Section (FRFDS)

- Fund Fare—A Gift Is More Than Just a Gift: Managing In-Kind Gifts;
- Introduction to Planned Giving.

Library Organization and Management Section (LOMS)

- The Big Library Gamble: Risk Analysis for Libraries;
- Theory and Practice II: Organizational Change.

Measurement, Assessment, and Evaluation Section (MAES)

- Got Data? Now What? Analyzing Focus Groups & Usability Study Results;
- Making Data Come Alive: Crafting Strategic Messages for Transforming the Library.

Public Relations and Marketing Section (PRMS)

- The "Purple Cow" Theory: Recruit Remarkable People;
- Swap & Shop: Best of Show—Hit the Right Note with Jazzy PR Materials.

Systems and Services Section (SASS)

- Power to the User! Self-Service Innovations in Libraries.

Preconferences:

BES

- Case study and tour of Valparaiso University Library;
- Tour of Three New Chicago Area Public Libraries.

FRFDS

- Get Out Your Vote! Running a Successful Levy Campaign.

LAMA President's Program and Awards

LAMA President Virginia Steel invites you to join her and other LAMA leaders for the LAMA President's Program at the ALA Annual Conference in Chicago. This year Betty Sue Flowers will provide a provocative and stimulating presentation, "Using the Future to Create the Present." Flowers is director of the LBJ Library and Museum. She is also a poet, editor, and business consultant with publications on subjects ranging from poetry therapy to discussions on the economy, including two books of poetry and four television tie-in books in collaboration with journalist Bill Moyers. She hosted "Conversations with Betty Sue Flowers" on the Austin PBS affiliate and has served as a moderator for executive seminars at the Aspen Institute for Humanistic Studies, a consultant for NASA, a member of the Envisioning Network for General Motors, a visiting advisor to the of the Navy, and an editor of *Global Scenarios for Shell International* in London and the *World Business Council* in Geneva. Her two most recent books are *Christina Rossetti: The Complete Poems* and *Presence: Human Purpose and the Field of the Future* (with Peter Senge, C. Otto Scharmer, and Joseph Jaworski). Flowers will illuminate the difference between the kind of leadership that runs to the frontlines and that which can be called transformative. Transformative leadership relies on the ability to observe in particular ways, on a unique relationship to the future, and on the capacity for rapid prototyping. She will explore each of these areas, concluding with a discussion on how such ideas can be applied to the management of libraries. Following Flowers's talk and awards presentation, join LAMA President Virginia Steel for a gala, fun-filled reception.—*Catherine Miesse*

LAMA Section and Committee Reports

Building and Equipment Section (BES)

Building Awards Committee

The committee is looking forward to hosting a wonderful program and reception to honor the recipients of the

2005 AIA (American Institute of Architects) /ALA Building Awards. Please mark your calendars for Monday, June 27, 2005, at 1:30 P.M., and come to see the newest and best in library architecture. The program will be at McCormick Place, so conference attendees will have easy access to the location.—*Beth Babikow*

Directory of Library Building Projects Network

Interested in library buildings and architecture? Looking for a way to become more involved and contribute to ALA, LAMA, and the Building and Equipment Section? Become a part of LAMA's Building and Equipment Section newest group—the Directory of Library Building Projects Network. LAMA BES is seeking twenty-five to thirty committee members to monitor library building construction in geographic regions. Working in collaboration with *Library Journal*, LAMA BES is launching a new Web-based directory of library building projects later this year. Members will encourage participation in the directory and monitor library building development in their regions. Attendance at Annual and Midwinter, while encouraged, is not required. Become a part of this exciting new project and volunteer today! It is easy—join LAMA and BES at www.ala.org/ala/lama/aboutlama/joinlama.htm, and volunteer for the BES Directory of Library Building Projects Network.—*Shawn Tonner*

Functional Space Requirements Committee Report

The charge of the LAMA BES Functional Space Requirements Committee is to update and revise *Building Blocks for Planning Functional Library Space*, last published in 2001. Based upon recent meetings, the committee believes that so much change in library space planning has occurred that revisions to this publication are necessary. The revised publication will be approximately one hundred pages in length. Numerous illustrations and about five written chapters will supplement this edition. The target audiences will be small libraries considering reconfiguration and renovation projects that will not be consulting with an architect or building consultant, and also librarians contemplating new building projects who need to be familiar with functional space requirements. At the Saturday meeting during Midwinter, an outline was established for the revision of the booklet. This outline was presented to the LAMA Publishing Committee for consideration as a LAMA publication. The proposed publication date is June 2006 to correspond with ALA Annual Conference in New Orleans, Louisiana.—*Daria Pizzetta*

Interiors Discussion Group

At the Midwinter Meeting, the Interiors Discussion Group began with introductions by all the participants. Twenty-two people attended this session. The participants posed eight questions:

1. What are others doing to project space needs for collections for the next twenty years?

2. Has anyone seen new seating or display shelving that promotes browsing? Are there new ideas from retailers that can be used in libraries?
3. Does anyone have any advice to give about building collaborative computer stations?
4. Are there any new elements to student information commons that need to be considered?
5. Is there any advice for organizing a library that is greatly expanding its square footage so as to consider the space needs of all user groups?
6. What are others doing to define the percent of user seating that is assigned to tables, carrels, or lounge seats throughout their libraries?
7. Has anyone had a user study conducted prior to beginning a building project, and if so, what were the results?
8. Has anyone conducted a study on how building interiors affect worker productivity?

The responses that came out of discussion can be summarized as follows:

1. The academic librarians in attendance noted that 3 percent annual growth in the print collection is a stable statistic. Finding out what is most important to the institution is crucial to the growth question. A university must weigh its options between providing a larger on-campus facility to the cost-efficient solution of off-site storage. Most of the public librarians noted how judiciously they have been weeding or cutting their print collections to maintain a balance between books and computers. Their book collections are being reduced as more research is being conducted on computers.
2. The public librarians all agreed there is a great push to have displays within their collections that resemble retail outlets. Circulation increases if these display areas are enhanced with dramatic signage, are located in high traffic areas, and have face forward displays. It is not unusual for a new building program to state that the look of the facility should resemble a retail outlet. Many academic libraries have also embraced these ideas, providing new book or thematic displays. John Stanley of JSA Associates publishes an online newsletter dealing with the subject of library retailing.
3. When building collaborative computer workstations, it is helpful to be in a wireless computer environment with large-format monitors. It was noted that the eight-hour battery would soon be on the market, eliminating the need to provide power outlets to students' laptops.
4. The discussion on new items for student information commons was addressed in the answers received to question 3.
5. One public library is developing a branch that will devote about one-third of its thirty-five thousand to

forty thousand square feet to young adult users. A discussion ensued about how best to organize the space to accommodate the needs of young adults in comparison to the other user groups. Another large area will be devoted to a "Family Place Center" where the focus is early childhood development and parenting. The goal is to develop lifelong readership.

6. The consensus is that 60 percent of user seating needs to be lounge-type furniture, while the other 40 percent are seats at tables. Many institutions have eliminated the use of carrels, but they remain popular at universities.
7. It is essential to have a user study conducted prior to the onset of a building project. The survey should be designed and tested with others so that the answers are reliable
8. The session ended before the group could discuss the effects of interiors on worker productivity. We hope to start the Interiors Discussion Group session in Chicago with this question.—*Daria Pizzetta*

Library Building Consultants List Committee

The committee has reviewed the status of the online list, discussed the various problems associated with it, and agreed on recommendations for action in the following areas:

1. **Data structure—search and display functionality:** At present, the list does not function as it should. As examples, search categories are not adequately defined, the list is not alphabetized, and test data have not been removed from the database. The aesthetics of the list also need to be addressed. The look is outdated and unappealing, and instructions to users are too dense and in a plain text format that resembles a print, rather than Web format. The recommendation is that the committee would like to work directly with LAMA's database consultant to affect changes in the search categories, redefine eligibility criteria for consultants, and rework the list to improve its Web appearance. Alternately, the committee could work with *Library Journal* in the same way if it is decided that they will publish the list.
2. **Pricing and fee structures:** At present, there is a fee for both end users and consultants. There is another list (www.libraryconsultant.org) that was created by consultants out of frustration with the LAMA list. This list does not charge users but does charge consultants one hundred fifty dollars per year. The site is easily accessible through a simple Google search. The committee's feedback about this list suggests that it is more effective in generating business than is LAMA's list. It was recommended that the end-user fee be eliminated, and that consultants be charged a promotional fee of one hundred dollars per year. Once the list has been established, the fee could be increased. Fees should be calculated on a sliding scale. For example, a single

site consultant would pay one fee, while consultants with multiple offices would pay additional fees to have these listed. The rationale is that users will not be willing to pay for online information that they can access free of charge elsewhere, as reflected by revenue data. However, consultants would rather be associated with LAMA's list because of its association with ALA.

3. **Revising the committee's charge:** The following is a draft for a new committee charge—"To assist in developing and maintaining an online publication of LAMA BES *The Library Building Consultants List*; to establish minimum eligibility criteria and make recommendations about pricing; determine aesthetic and functional criteria for end users; working with the LAMA Executive Director, promote the list to both library building consultants and end users; provide for ongoing compilation and editing of qualified respondents, and the evaluation of customer satisfaction."—*Corinne Camarata*

Fund Raising and Financial Development Section (FRFDS) Program Committee

Details have been finalized for the preconference session at the ALA Annual Conference in Chicago. The committee will present a program "Get Out Your Vote." The speaker for this session will be Bill Burges, president of Burges and Burges Strategists of Euclid, Ohio, and Deidre F. Soileau from the same firm. This all-day session will focus on how to develop a campaign. A second session on planned giving is still in development with the program committee.

Plans were developed for the future New Orleans conference. It was decided to present a proposal for another preconference on fund-raising and grant writing in conjunction with the Center on Philanthropy at Indiana University. Furthermore, the committee decided to try to develop a session on conducting book sales titled "Book Sales to the Third Degree." The three types of book sales we hope to find presenters for are:

1. Mega book sales (organizing the traditional book sale);
2. Continuous book sale (retail store)
3. Virtual bookstore (eBay)—*Martha L. Custer*

Library Organization and Management Section (LOMS)

Comparative Library Organization Committee is presenting the second program in the theory and practice series at Annual 2005 titled "Theory and Practice II: Organizational Development."

Financial Management Committee is planning to complete a publication of three or four case studies on reallocating resources during periods of budget cutting for *LA&M*. Possible title: "Shift Happens."

Nominating Committee has completed the slate of officers for 2005–06. There is only one candidate for secretary but two candidates for all other positions.

Risk Management and Insurance Committee has completed *The Risk and Insurance Management Manual for Libraries*, and it will be on sale by Annual 2005. The committee is also presenting a program in conjunction with the book's publication at Annual titled "The Big Library Gamble: Risk Analysis for Libraries."—*Jamie Redwine*

Planning and Evaluation of Library Services (PELS) Committee continues to update its two Web resources available on the LOMS Web site: *Recently Published Books and Articles* and the *Library Service Assessment Clearinghouse (LSAC)*. The committee is cosponsoring a MAES program at Annual 2005 titled "Got Data? Now What?—Analyzing Focus Groups & Usability Studies Results." The committee is also working on a program idea about evaluating information commons.

The Library Services Assessment Clearinghouse is an online repository of service assessment tools. The goal is to build the repository to be a first-stop when a library is planning a survey to see if there is an instrument in the clearinghouse that can be adapted for local use. PELS invites LAMA colleagues to contribute to the LSAC or let Susanna Pathak, PELS chair, know whom to contact to ask for a contribution (sbpathak@vcu.edu). The LSAC address is www.hollins.edu/academics/library/lsac.htm

PELS also plans to update its "Resources of Interest—List of Books and Articles on Planning and Evaluation of Library Services" this spring. The topically arranged online list includes the best of recent resources on service planning and assessment chosen by committee members. Assignments were made to update and expand sections of the list and to include links to online resources. Compilers will add annotations too. Contact Adam Szczepaniak (aszczepa@lbph.lib.md.us) if you would like to help with this project. The "Resource of Interest" list can be found at www.hollins.edu/academics/library/pels_resources.htm

PELS will cosponsor a program for ALA Annual in Chicago called "Got Data? Now What?—Analyzing Focus Groups and Usability Studies Results." The program, scheduled for 8:30–10:30 A.M., June 26, in Chicago, is organized by the LAMA MAES Using Measurement Data for Library Planning and Assessment Committee. New interests that PELS plans to develop into programs include evaluation of information commons and the balanced scorecard approach to planning and decision making.—*Susanna Pathak*

Measurement, Assessment and Evaluation Section (MAES)

Coming soon to Chicago . . . LAMA MAES offers two new twists on a popular preconference.

Do you want to get a better idea of what your users need and how your library is serving them? Do you want to expand your assessment options? If your answer is YES,

this program is for you. Attend "Got Data? Now What?—Analyzing Focus Groups & Usability Studies Results" on Sunday, June 26, 2005, 8:30–10:30 A.M. Learn how to analyze the results of focus groups and usability studies using a qualitative research approach. Public and academic librarians will demonstrate how to translate these results into critical issues for strategic planning and accountability reports. See how transformative assessment will fit into your organization.

LAMA MAES will also sponsor "Making Data Come Alive: Crafting Strategic Messages to Transform Your Library" on Saturday, June 25, 2005, 1:30–3:30 P.M. Do you wonder how data can be anything other than deadly? Do you need to present a lively case for your audiences? Then this is the program for you. Find out how three experts use quantitative and qualitative data to persuade public library staff, university administrators, faculty, and students to adopt long-range strategies that will transform their libraries. Presenters will analyze their target audiences and discuss their strategies for selecting and using data to create compelling cases for change. Authentic data sets and case scenarios will be provided at the program.—*Deborah A. Nolan*

Public Relations and Marketing Section Program (PRMS)

The Purple Cow Theory: Recruiting Remarkable People
Tired of blending with the library herd? In times of library closings and cutbacks, we need to get creative in advocating our worth and recruiting the best to the profession. Join the Public Relations and Marketing Section (PRMS) of LAMA for "The Purple Cow Theory: Recruiting Remarkable People" Saturday, June 25, 10:30 A.M.–noon, location to be announced.

Based on Seth Grodin's "purple cow" theory, which argues that in order to stand out, one needs to be unbelievable and out of the ordinary. Our panel of Institute of Museum and Library Services (IMLS) grant recipients share unique marketing techniques for developing extraordinary products and promotions. Danielle Milam, Urban Library Council; Wendy Prellwitz, ALA Office of Diversity; and Lorlene Roy, University of Texas at Austin, will reveal their creative methods for recruiting new librarians to the profession. These same techniques can be incorporated into your marketing needs. A question and answer session will follow.—*Julie Elliott*

Swap & Shop

Would you like to participate in one of the best library public relations shows in the world? Or would you like to learn more about marketing and public relations from the pros? If so, you are invited to attend LAMA's biggest event at the ALA Annual Conference: Swap & Shop!

This year's Swap & Shop program, "Best of Show—Hit the Right Note with Jazzy PR Materials," will take place

Sunday, June 26, from 11 A.M.-2 P.M. in Chicago during Annual Conference. The event will showcase the best reading promotions for children, teens, adults, and families, plus annual reports, calendars of events, newsletters, bookmarks, bibliographies, fund-raising materials, and more. Attendees can pick up a host of free marketing and publicity materials submitted by hundreds of libraries of all types and sizes.


Swap & Shop will also display winners of "The Best of Show," a selection of the best individual PR materials produced in the past year, chosen by a panel of experienced library and PR professionals. New to this year's competition is the category, "PR on a Shoestring," which includes public relations pieces produced by libraries with an annual budget under five hundred thousand dollars.

Swap & Shop will highlight several special features, including Peggy Barber and Linda Wallace, who will be on hand to respond to your marketing and public relations questions. At the PR makeover station, these PR experts

will show you how to improve promotional materials from fair to excellent. At the table of the John Cotton Dana Library Public Relations Award, committee members will provide consultations on how to participate in this prestigious contest. The Campaign for America's Libraries, ALA's public awareness and advocacy campaign, will share materials that have incorporated the "@ your library®" brand.

With the support of the ALA International Relations Office (IRO), we will present for the first time the International Swap & Shop, displaying marketing and publicity items from libraries around the world. There will also be a display with promotional materials highlighting diversity issues. Other table displays will showcase products from marketing companies that work with libraries.

Swap & Shop is an annual program sponsored by the Public Relations and Marketing Section. For more information, please contact Elena Tscherny, chair, Swap & Shop, at the District of Columbia Public Library, (202) 727-1183.—*Elena Tscherny*

ALA  Fundamentals Series

Fundamentals of Library Supervision

Joan Giesecke and Beth McNeil



Guiding supervisors through the intricate process of managing others, this comprehensive handbook addresses the fundamental issues facing new managers. It also serves as a welcome refresher and reference for experienced managers facing new challenges in the complex and changing environments in their libraries.

- *Specific strategies for brand-new supervisory staff*
- *Tips for encouraging a positive work ethic, maintaining productivity, and building teamwork*
- *Proven advice on practical supervisory issues like hiring, firing, interviewing, and training*
- *Policies and procedures that maintain fairness while addressing potential legal landmines*

Price: \$42 .00
 ALA Member Price: \$37.80
 176 pages, 6 x 9", Softcover
 ISBN: 0-8389-0895-0
 © 2005

phone: 866-746-7252 fax: 770-280-4155 online: www.alastore.ala.org

