

## LAMA news section

### LAMA News and Committee Reports

#### 2006 John Cotton Dana Library Public Relations Award

Six libraries are winners of the John Cotton Dana Library Public Relations Award, which recognizes and honors outstanding achievement in library public relations. This award, jointly sponsored by the H. W. Wilson Company and the H. W. Wilson Foundation, with the Library Administration and Management Association (LAMA), has been awarded continuously since 1946. The 2006 awards will be presented to:

- *Charleston County Public Library* (Charleston, S.C.), for its innovative project, “Remembering the Cooper River Bridges,” an aggressive public relations effort with local media partnerships, which dramatically increased the public’s awareness of the significance of Charleston’s bridges, and raised the library’s public profile with nearly \$800,000 in free news coverage.
- *James B. Duke Library—Furman University* (Greenville, S.C.), for “ICU: Life in the Library” and “Year of the Library,” a two-phase building renovation and expansion campaign. Staff members injected a humorous medical theme to ease stress during the construction phase, which was followed by a year-long celebration of the library, its new building and capabilities.
- *The Public Library of Cincinnati and Hamilton County* (Cincinnati), for a dynamic and comprehensive library card sign-up campaign. In partnership with the Cincinnati Zoo and Botanical Garden, the campaign used a fun and appealing wildlife theme with multi-layered marketing strategies to reach and motivate students countywide to sign up for library cards. The campaign resulted in record sign-ups, increased awareness of library services and invaluable community and media relationships.
- *Public Library of Charlotte and Mecklenburg County* (Charlotte, N.C.), for “Bringing the Story to Life,” a campaign to celebrate the opening of *ImaginOn*, an innovative new space that combines a library and children’s theater. Staff overcame a number of hurdles, and responded with a magnificent public relations effort that resulted in attendance and media coverage at their grand opening events exceeding all expectations.
- *Calgary Public Library* (Calgary, Alberta, Canada), for its innovative and unique program “The Great Alberta Reading Challenge.” Calgary Public Library invited

all libraries across the province to join in a friendly competition with prizes for the highest participation.

- *Loudoun County Public Library* (Leesburg, Va.), for its program “Hanging Out Rocks!”, a campaign that responded to the needs of teens in their growing county by giving them a place that they could call their own. Teen participation, and the many strategies utilized in this thoroughly analyzed and detailed public relations plan, was key to moving the campaign forward and led to additional resources granted for a popular after-hours teen center at the library where “Hanging Out Rocks!”

Winning entries will be displayed at the John Cotton Dana Library Public Relations Award booth in the exhibit area during the 2006 ALA Annual Conference. Participants will also be able to view the winners Sunday, June 25, from 11 A.M.–1 P.M. at the “Swap and Shop *Best of Show*” program sponsored by LAMA. For information about the 2007 John Cotton Dana Library Public Relations Award Contest, go to [www.hwwilson.com/jcdawards](http://www.hwwilson.com/jcdawards).

#### Committee on Organization (COO)

At the 2006 Midwinter Meeting, the LAMA Committee on Organization (COO) passed four motions that were forwarded to the LAMA board and approved at its Tuesday meeting.

The charge of the LAMA Leadership Development Committee was broadened to include the planning, design, and implementation of an ongoing mentoring program to ensure the development of tomorrow’s library leaders.

At the suggestion of the LAMA Executive Committee, COO recommended changing the name of the LAMA Special Conferences and Programs Committee to the LAMA Continuing Education Committee. Its charge was broadened to incorporate the responsibilities of three groups that are phasing out of existence: National Meeting Task Force, Web Course Delivery Task Force, and the CPLA Education Task Force. This consolidates all planning activities for LAMA programs in all formats that occur outside the regular ALA conference programs into the work of a single LAMA committee.

At the suggestion of the LAMA Strategic Planning Implementation Committee, its charge was revised to include regular reports to the LAMA board and to include liaisons from the Budget and Finance Committee, the Financial Advancement Committee, and the Web Advisory Committee.

COO also recommended that the newly created position of LAMA Secretary shall serve on COO as an ex-officio member.—*Lynn Chmelir*

## Council of LAMA Affiliates (COLA)

The rebuilding of LAMA-COLA is proceeding, with current membership excited about prospects of making the Council a real tool for communication between LAMA leadership and members at the local level. Among the specific signs of progress was COLA's approval of the petition for affiliation from the Iowa Library Association and LAMA. COLA now has active representation from California, Delaware, Iowa, Maryland, North Carolina, Ohio, and Texas.

COLA reviewed progress on its action plan:

- Discussions continue with Melissa Carr regarding the possibility for forming a Missouri affiliate.
- COLA agreed that the chair will draft a letter to chairs of state and regional sections, copying the presidents and executive directors of the parent associations, inviting representation, and suggesting characteristics of a successful representative.
- The LAMA packet for state and regional conferences is almost complete, to include a four-panel standing display (done); a selection of literature on LAMA, LAMA membership, and the regional institutes (all currently available); the LAMA-COLA fact sheet (being drafted); LAMA member ribbons (available); customized stress balls (such as "Stressed out? LAMA can help!").
- The committee listed nine conferences (two national and seven state) for a LAMA presence; some are committed, and some are pending approval of the state organizations.
- The chair will also distribute the LAMA leaders list, from which members can select those from their own states.

COLA members agreed to serve as volunteers for administration of the LAMA Marketing Task Force's survey of potential members not currently part of LAMA.

COLA held election of officers; the following were elected by acclamation and have agreed to serve: Stephanie Beverage (California)—chair-elect; Roy Joynes (Maryland)—secretary; Luren Dickinson (Ohio)—Web coordinator. Because the chair will be prevented by an unavoidable conflict from attending annual sessions in New Orleans, the chair-elect will represent COLA at the June LAMA board meetings.—*Mary Ellen Chijioke*

## Councilor Report

ALA Council met three times in San Antonio and passed the following resolutions:

- *CD #35 Resolution on the Instructional Classification of School Librarians.* At issue is that, in the NCES

definitions (for collection of school statistics), library services are categorized as "Instructional Staff Support Services" and thus would not be included in any state legislation that used the guidelines of spending at least 65 percent of budget on classroom instruction and used the NCES definition to identify what is instructional and what isn't.

- *CD #4 ALA Membership Dues Increase.* Since the membership dues are spelled out in the ALA bylaws, this resolution was for a bylaws change. It raised the minimum salary from \$20,000 to \$25,000 and raises all the membership categories from \$3 to \$10 for 2007 depending on type of membership. For regular personal members, the dues will increase \$10 each year for the next 3 years.
- *CD #44 Resolution from the Committee on the Status of Women in Librarianship.* This resolution opposes the confirmation of Judge Samuel Alito whom, due to his previous opinions, the committee and other women's organizations feel would undermine women's basic legal rights.
- *CD #37 Resolution to Change the Representation of Round Table Councilors.* This resolution was to prepare a bylaws amendment so that each round table with personal membership equaling or exceeding one percent of ALA's personal membership be entitled to a councilor.
- *CD #36 Resolution in Support of Academic Freedom.* Resolved that ALA reaffirm the principles of academic freedom embodied in the American Association of University Professors' statement regarding academic freedom and tenure and that ALA oppose any legislation or codification of documents like the "Academic Bill of Rights" that undermine academic and intellectual freedom.
- *CD #25 Bylaws changes (to go on Spring ballot).*
  - *CD #25.1—Membership Dues Increase (see CD #4 comments)*
  - *CD #25.2—Voting by mail, electronic system, or conference call for an affirmative vote from two-thirds of a quorum of the body shall be required.*
  - *CD #25.3—Round table representative in Council. (see CD #37 comments)*
  - *CD #25.4—The ALA Handbook of Organization (to clarify that it is available to all members electronically but a print version will be mailed upon request or at the discretion of the ALA Executive Director.*
- *CD #18.2 Resolution on the Right of Librarians and Library Workers to Travel.* This resolution came from the International Relations Committee and had two parts. The first supporting the rights of librarians and library workers to travel to all countries in order to attend and participate in conferences and so forth, and the second to supporting the right of librarians and library workers from outside the United States to travel

to the United States and not be prohibited or impeded by U.S. government policies. (LAMA councilor abstained on this vote—resolved clauses are not enforceable)

- *CD #27 (part 2 of ALA COO Report to Council) resolution to restructure the ALA—Association of American Publishers Joint Committee.* The committee had not been functioning and so is being restructured. In the committee make-up states that “two members shall be appointed by the ALA divisions in a manner they jointly find appropriate.”
- *CD #20 Report from the ALA Committee on Legislation* had the following resolutions all of which passed.
  - CD #20.1 Resolution on the USA Patriot Act Reauthorization.
  - CD #20.2 Resolution on OMB’s Guidance to Agencies Pertaining to the Implementation of Section 207(d) of the E-Government Act of 2002
  - CD #20.3 Resolution on Protecting the Toxic Release Inventory Program
  - CD #20.4 Resolution on Changes to the IRS Tax Forms Outlet Program
  - CD #20.5 Resolution in Opposition to “Sui Generis” Data base Protection
  - CD #20.6 Resolution Affirming Equity of Access through Universal Service, E-Rate, and Advanced Broadband Services.

The resolution to allow Divisional representation to the BARC contained in CD #27 (ALA COO report to Council) was amended to change the requirements from “include 2 Division representatives chosen by the Divisions” to “include 2 additional members to be appointed by the Vice President—President Elect and the Committee on Committees.” This motion and amendment generated much discussion—the amendment narrowly passed, but did pass thus effectively eliminated the intent to add divisional representation on BARC.

The resolution asking the Membership Committee to prepare a Graduated Dues Structure Study, CD #38 was postponed to the Annual Conference in order to receive input from BARC re the financial impact of the thorough and complete study requested.

Other actions:

- Robert Stueart—Honorary membership nomination at Council II
- Council was asked to call their senators and representatives and ask them to support the Senate language reauthorizing the Patriot Act. This event of councilors pulling out their phones was captured on video by the media.—*Sue MacTavish*

## Editorial Advisory Board (EAB)

The following were topics of discussion at the Editorial Advisory Board’s meeting, January 23, 2006.

*Search for the new Associate Editor.* To date, there has been one expression of interest in response to the advertisement. Lorraine will publish the job posting again. A subgroup of the EAB will interview the candidates at Annual.

*Policy on plagiarism.* Editor Marta Deyrup reported on the concern that part of an article that appeared in *LA&M* had been plagiarized. ALA does not have a policy statement on plagiarism. The former chair of the EAB, Amy Weiss, has written to the ALA Publishing Committee asking that a policy be written, and Marta will forward Amy’s letter to the current EAB membership. Chair Paul Anderson will provide an update.

*Developing a ChangeMasters Anthology.* Associate Editor Gregg Sapp asked for ideas and endorsement for an anthology on the theme of ChangeMasters. The idea is to develop new articles for *LA&M* on librarians and library workers who have facilitated change and made notable contributions to libraries in changing times. The articles would be gathered in a monograph and published with an introduction written either by the *LA&M* editor or a guest editor. The ChangeMasters could also be a feature on the LAMA Web site. The EAB thought that people ascending in their careers and who are already making notable contributions should also be included. The EAB passed a motion to endorse the further development of the concept.

Interest has been expressed in changing the cover either once per year or possibly with each issue. Lorraine Olley was asked to find out what the cost would be of changing the color of the cover and the additional cost of changing the cover design.

During a discussion of a possible transition to an electronic version of *LA&M*, the following points were made:

- There is still widespread interest in maintaining a print version of association publications. A survey conducted by the EAB two years ago confirmed this (although the response rate to the survey was low). There were similar results to a survey RUSA conducted with its membership.
- *LA&M* has five hundred subscriptions mostly from libraries. If moving to an electronic version resulted in a substantial reduction in subscriptions, the impact on revenues would be significant.
- LAMA is currently receiving no revenue from advertising for *LA&M*. The print version of *LA&M* currently costs in excess of revenues of approximately \$28,000.
- Reducing pages as a means of lowering production cost is no longer possible without affecting the perceived value of the publication; in other words, making it seem to some more like a newsletter than a magazine.
- The print version is seen as one of the primary tangible benefits of membership. The effect of converting *LA&M* to an electronic format on membership in LAMA is unknown.

- There is concern that the recent dues increase by ACRL and the impending dues increase by ALA will affect LAMA membership renewals.

The discussion identified the following reasons for moving forward with an electronic version of *LA&M*:

- Other divisions are developing electronic versions of their publications. Paul distributed an Association for Library Collections and Technical Services (ALCTS) project and timeline for providing electronic access to its journal. ALCTS will continue with print but plans to offer an electronic version to members and subscribers in 2006. The public will be able to access a searchable backfile with the most recent two years available to members only. ALCTS may also offer individual article-based purchasing to the public.
- Offering backfiles could promote acceptance of an electronic version of *LA&M* by subscribers. Keeping current issues and some backfiles available only to members would reduce the risk of losing membership.
- An electronic version is now much more feasible due to the dramatic improvement in the LAMA Web site.
- An electronic version could incorporate many enhancements, such as blogs, Really Simple Syndication (RSS) feeds, increased use of color and pictures, greater timeliness in publication, increased space for news, question and answers, and formatting that is not issue dependent.
- An electronic version with enhanced features and less cost would allow the association to initiate other important projects. An electronic version may have greater potential for advertising revenue.
- The move to an electronic version could be justified to members within the context of association goals and objectives. It is easier to assess use with an electronically available publication.
- Use of the electronic version could be enhanced by sending reminders to members when it is made available and listing key articles and features.
- A possible transition step is to move to an electronic-only version as soon as possible but provide backfiles and continue with a once-per-year conference issue. It is likely the conference issue would be larger than a quarterly issue but still result in a 50–70 percent savings in production costs over printing four issues. This would, however, result in an increased workload for the editor, who would be responsible for three quarterly issues and the conference issue.
- Another option is to begin offering *LA&M* in both print and electronic versions as soon as possible. This would not result in immediate cost savings. It would, however, promote acceptance of the electronic version by allowing time to work out startup problems and develop new features. Members could be allowed to select an electronic version and not receive a print

version of *LA&M*. As an incentive to do this, members could also be given a discounted membership rate.—*Paul Anderson*

## Marketing Task Force

The charge of the Marketing Task Force is to develop a strategic marketing plan for LAMA membership, products, and services, including an action plan for implementation. The task force will present the plan for LAMA board approval at the 2006 Annual Conference. To date, the group has met regularly to gather and analyze information and to prepare a strategic marketing plan. Specifically, the committee has:

- Developed a LAMA Image Statement;
- Reviewed outcomes from the 2005 Midwinter Leadership Development Seminar on Marketing;
- Reviewed outcomes from 2005 survey in conjunction with the LAMA strategic plan;
- Created analysis for LAMA based upon outcomes from the 2005 seminar and the newly proposed LAMA strategic plan;
- Having obtained information from members of LAMA, the task force decided it was necessary to gather information from those who are not members regarding their perception and knowledge of LAMA;
- Developed a non-LAMA member survey.

The group's future tasks include:

- Administer the survey in February/March;
- Review findings in March;
- Synthesize member information and nonmember information;
- Write a marketing plan and present at ALA Annual in June.—*Alexis H. Sarkisian*

## Membership Committee

The committee urges everybody to meet more LAMAs and help recruit new members by volunteering to work at LAMA's membership booth while attending Conference in New Orleans. Exhibit hours are Saturday, June 24, with the Opening Ceremony at 8:45 A.M. and exhibit hours from 9 A.M. to 5 P.M. Exhibit hours for the remainder of the Annual Conference are:

- Sunday, June 25, 9 A.M. to 5 P.M.
- Monday, June 26, 9 A.M. to 5 P.M.
- Tuesday, June 27—Afternoon closing reception; exhibit hours, 9 A.M. to 3 P.M.

To volunteer for an hour or two, contact Donna Capelle-Cook [dcook@tulane.edu](mailto:dcook@tulane.edu) or Carol L. Anderson [canderson@uamail.albany.edu](mailto:canderson@uamail.albany.edu).—*Carol L. Anderson*

## Program Committee

The following are preconferences and programs approved for Annual 2006\*:

1. PC-1 LAMA PRMS—Get Strategic: Coordinate Branding, Public Relations & Marketing Research  
TITLE CHANGE TO: Walk In with a Problem, Walk Out with a Plan
2. PC-2 LAMA HRS—Cultivating the Future: Growing the Staff You Really Need
3. PC-3 LAMA BES—Millennials: If You Build It, Will They Come? (cosponsored by LAMA SASS)
4. P-1 LAMA SASS—Built to Last: Building Sustainable Collaborations
5. P-2 LAMA FRFDS—Money Mavens Twenty-First-Century Style: Best Practices in Library Fund-raising
6. P-3 LAMA BES—What Have You Done for Your Adults Lately?
7. P-4 LAMA BES—Developing Spaces for Early Literacy
8. P-5 LAMA BES—ALA/IIDA Interior Design Awards (new biennial award)
9. P-6 LAMA BES—Documents of Desire: Talking with Your Architect
10. P-7 LAMA RIG—LAMA Outstanding Researchers
11. P-8 LAMA BES—When Bad Things Happen to Nice Libraries
12. P-9 LAMA BES—The 3 Rs: Renovation, Restoration, Remodeling
13. P-10 LAMA MAES—The Silent Majority: Identifying Non-Users and the Underserved
14. P-12 LAMA FRFDS—Expanding Your Donor Base Horizontally & Vertically (Fund Fare)
15. P-12 LAMA PRMS—Swap & Shop
16. P-14 LAMA—Leaders for the Future: Successor Management (Presidents Program)
17. P-15 LAMA PROG—Hot Topics (to be determined)

The following are programs proposed for Annual 2007:

1. PC-1 LAMA BES—TENTATIVE: Will propose Library Storage preconference at Annual
2. P-1 LAMA FRFDS—Raising More Money: Creating Sustainable Fund-raising
3. P-2 LAMA PRMS—Using the Latest Technology Trends
4. P-3 LAMA RIG—LAMA Outstanding Researchers (annual event)
5. P-4 LAMA MAES—Results, Please! The Balanced Scorecard (rescheduled from 2006)—*Tom Schneider*

## Strategic Planning Implementation Committee (SPIC)

At Midwinter, the committee reviewed its current charge and discussed how it would guide work for the upcoming year. Lorraine Olley and Catherine Murray-Rust summarized the previous day's "Strategic Plan Open Forum" discussion, indicating that the new strategic plan would be adopted at this conference and that section and committee chairs would be asked to develop specific activities to advance the goals and strategies of the new five-year plan. Catherine further indicated that small task groups would be formed by the LAMA leadership—one for each goal in the strategic plan—to assist in the formulation of specific activities. SPIC will have at least one member assigned as a liaison to each of the task groups. It was anticipated that their work would be completed by the April 7, 2006, Executive Committee meeting.

There is also need for the committee to assist in the development of tools and mechanisms that will aid division committees, sections, section committees, discussion groups, among others, in reporting their activities in support of the strategic plan. An easy-to-access, Web-based form was suggested. The committee also discussed having individual committee members assume communication responsibility for specific sections and committees in order to make them aware of the need to provide activity feedback and reports.—*Dana Sally*

## Special Conferences and Programs Committee

As a consequence of the recent establishment of ALA-APA standards for certification, the LAMA Special Conferences and Programs Committee decided to review current regional institutes that fall within the certification areas and invite presenters to update them to meet these standards. In addition, the form for submitting a proposal for a regional institute undergoing revision will include the option to be a course in the certification track. The committee will also review existing regional institutes for currency and actively seek proposals for new programming. A plan to survey LAMA membership for desired topics of institutes will assist the committee's decisions about new programming. The committee is anxious to review a marketing report that is near completion and will provide additional data to help with decisions.—*Laura Bayard*

\* BES: Building and Equipment Section  
FRFDS: Fund Raising and Financial Development Section  
HRS: Human Resources Section  
MAES: Measurement Assessment and Evaluation  
PRMS: Public Relations and Marketing Section  
RIG: Research Interest Group  
SASS: Systems and Services Section

## LAMA Discussion and Interest Group Reports

### Dialog with Directors Discussion Group

The Dialog with Directors Discussion Group meeting in San Antonio was on the topic of "Meeting the Needs of Younger and Older Workers Successfully." About sixty people, representing a cross-section of professionals in various stages of their careers and education, looked at how organizations and management balance the distinct needs of two very different set of employees: newer, possibly younger workers, versus the established, existing ones. The attendees explored the variations between these two groups and how administrators can bridge the chasm between their distinct personal and professional needs. A recent article in the Fall 2005 *LA&M* was proposed as a starting point for the discussion. The article by Pixey Anne Mosley, titled "Mentoring Gen X Managers: Tomorrow's Library Leadership is Already Here" (*LA&M*, volume 19, number 4: 185-191), discusses some of the intergenerational issues in developing and retaining leaders from the newer generations of professionals. The group was fortunate to have Mosley attend and participate in our discussions.

In New Orleans at ALA Annual Conference, the Dialog with Directors Discussion Group will look at how directors, supervisors, and managers can increase the morale of an organization or of a specific individual. Participants can share in the dialogue as the group looks at successful or failed attempts at improving the work environment and keeping employees happy.

Thanks to Deborah Sunday and Barbara Oakley, both from the University of Connecticut Libraries, for moderating the discussion. Contact Brian Gray (bcg8@case.edu) for more information or to join the electronic discussion list.—*Brian C. Gray*

### Diversity Officers Discussion Group

Susan Marks and Jerome Offord, co-chairs, facilitated discussion. Topics centered on the dual focus of most libraries' diversity efforts: internal (for example, recruitment and retention or staff development programs) and external (services for and outreach to diverse clientele or diversity in collections). Some libraries have two or more positions focusing on these initiatives (such as a diversity librarian for the internal focus and a multicultural services librarian or outreach librarian for the external), while others have merely a portion of one position for both. Many libraries have a diversity committee or committees to develop and assist with both internal and external programs. A subgroup of committee members agreed to work on a survey to determine which libraries have diversity officers and multicultural librarians and what their roles are. This effort will be lead by Jerome Offord, Teresa Miguel, and Jolie Ogg Graybill.

Several general themes were broached. Concern was expressed that there is no shared understanding of what is meant by *diversity*, and it was noted that, for a variety of reasons, some institutions are reluctant to be very specific in their definitions—and thus in the focus of their programs. Shelley Phipps recommended the works of Roosevelt Thomas on valuing and managing diversity, and also to carefully consider the desired results before developing a program. Members shared information about their residency programs and liaisons to campus cultural centers. Participant and ALA Office for Diversity Director Tracie Hall reminded the group that the number of minority librarians is declining in relation to their proportion of the population; our efforts to recruit to the profession are critical.

Announcements were made about the Joint Conference of Librarians of Color to be held in Dallas in October 2006, and about the Century Scholarship, designed to recruit people with disabilities into the library profession. Also, ARL's Initiative to Recruit a Diverse Workforce will launch its 2006-2008 program application on February 1, 2006. For more information, visit [www.arl.org/diversity](http://www.arl.org/diversity).

In cooperation with LAMA's Union Relations Discussion Group, it was determined that in New Orleans, the Discussion Group meeting would be held on Saturday, June 24, 9-10:30 A.M.—*Susan Marks*

### Education Interest Group

Turnout for the group's Midwinter meeting was small, with three former members of the committee and three new participants attending. Attendees participated in a self-assessment exercise and discussed ways it could be used to design instruction and group work. A bibliography of other self-assessment tools was distributed. Much of the meeting centered on identifying target groups to whom to publicize the interest group and plans for promoting the meeting for ALA Annual. Although the group is locked into the Monday morning time for Annual in 2006, one agenda item for the next meeting will be to consider a new day and time for future meetings. To learn more about the LAMA Education Interest Group, please contact Tracy Bicknell-Holmes (e-mail: [tbicknel@unlnotes.unl.edu](mailto:tbicknel@unlnotes.unl.edu); phone: [402] 472-2512) or Karen Diller (e-mail: [diller@vancouver.wsu.edu](mailto:diller@vancouver.wsu.edu); phone: [360] 546-9681)—*Tracy Bicknell-Holmes*

### Governmental Affairs Interest Group

The Governmental Affairs Interest Group provides a forum to consider legislative issues—from any level of governance—that impact our services and decisions. Everyone is welcome to join the fun.

The group is off to a solid start with a new project in the works. The group members have proposed creating a series of articles evaluating the impacts of ALA's stances on social issues. Potential areas of coverage include an

historical overview, a survey of opinions and thoughts by the ALA membership, an evaluation of how some of the stances have impacted ALA, and how this process mirrors issues that need to be considered by library managers and leaders. We hope this subject will generate high interest and dialogue.—*Elena Rosenfeld*

## LOMS Organizational Development Discussion Group

The Midwinter discussion continued to focus on the group's participants as a "community of practice." The discussion covered three related topics:

- *The Use of the Yahoo! Group.* Mandy Havert reported that approximately fifty members have signed up for the Yahoo! Group. Nine discussion threads were started. Some members described technical barriers with registering or posting. It was suggested that members try using the LAMA/LOMS list. One can register for this list through the ALA list page (<http://lp-web.ala.org:800>). Janice Kragness agreed to determine if it is possible to simply transfer the Yahoo! list onto the LAMA/LOMS electronic discussion list. She will inform the group as to her progress.
- *The Organizational Development (OD) Network Conference.* Janet Parish and Keith Russell offered rave reviews of the Organizational Development Network Conference. This conference attracted eight hundred people including academics, consultants, psychologists, and corporate OD officers. Notable speakers, such as Peter Koestenbaum, Walt Ross, and Margaret Wheatley, discussed the relationship of emotional intelligence, chaos theory, experiential learning, strategic planning, and organizational development.
- *Organizational Theory and Practice Committee.* Gordon Aamot described the goals and focus of the LAMA/LOMS Organizational Theory and Practice Committee. Through ALA programs and articles, this committee explores the process of turning the OD theories into practice. The committee can sponsor programs and the discussion group can offer both ideas and publicity. Gordon agreed to serve as the committee's liaison to the discussion group.
- *Coming Programs.* Shelley Phipps alerted all to the "Living the Future 2006 Conference." This year's program will focus on the future of libraries and on trying to figure out what's next. She is also considering organizing an institute on organizational effectiveness in the fall.

As the program ended, the chairs invited discussion on topics for Annual. Send ideas to Jo Bessler ([bessler.1@nd.edu](mailto:bessler.1@nd.edu)) or Janice Kragness ([JLKRAAGNESS@stthomas.edu](mailto:JLKRAAGNESS@stthomas.edu)).—*Jo Bessler*

## Research Interest Group

The Research Interest Group (formerly Research Committee) will honor the LAMA Outstanding Researchers for 2005 at the ALA Annual Conference in June 2006. A panel of members reviewed all research articles published in *LA&M* in 2005 and selected two as most outstanding. The following authors of the two selected articles will be recognized:

- Jeffery A. Lackney and Paul Zajfen for their article, "Post-Occupancy Evaluation of Public Libraries: Lessons Learned from Three Case Studies," published in the Winter 2005 issue of *LA&M*.
- Karen Brown and Kate Marek for their article, "Librarianship and Change: A Consideration of Weick's 'Drop Your Tools' Metaphor," published in the Spring 2005 issue of *LA&M*.

The article by Lackney, an engineering professor, and Zajfen, an architect, examined the value of post-occupancy evaluations in determining the extent to which a new or renovated facility meets the intended organizational goals and satisfies user needs. They brought together a team of researchers to gather qualitative and quantitative feedback from staff and patrons of three public libraries: Palm Desert (California) Joint Library; Queens Borough (New York) Public Library, Flushing Branch; and Salt Lake City Public Library. The researchers conducted interviews with administrators and used Web-based surveys for staff and patron responses. Their findings represent lessons learned that can be applied by the larger professional librarian community.

In their article Brown and Marek, library school faculty members, examined perceptions, attitudes, and feelings related to change and studied them through the use of a metaphor describing when professional tools become ineffective and must be abandoned. Brown and Marek conducted focus groups of directors and department heads representing all types of libraries. The data collected were scrutinized to determine if the metaphor from the field of administrative science was relevant to the profession of library and information science during periods of transition and change.

The authors of these outstanding articles will participate in the program of the LAMA Research Interest Group during ALA Annual Conference in New Orleans, scheduled for Saturday, June 24, 2006, from 1:30 to 3:30 P.M., location to be announced. They will discuss how they get their research ideas, the methodologies they use, the findings of their research, and their experiences with the publishing process. They will be joined by Marta Mestrovic Deyrup, editor of *LA&M*, and the program will be moderated by Howard Carter, chair of the group. Everyone who is interested in research related to library management or in the research and publishing process is encouraged to attend.—*Howard Carter*

## Library Storage Discussion Group

Approximately fifty people were in attendance at the group's Midwinter meeting. John Kiplinger, Tom Schneider, Lee Anne Hooley, and Jeff Sundquist presented information about projects currently underway at their respective institutions to archive hard copies of the journals in the JSTOR collection. In general discussion, Bobbie Pilette detailed a plan of several libraries to undertake a National Endowment for the Humanities (NEH) grant to study fire codes for high-density (HD) storage units. She announced that a survey is forthcoming to those institutions that have or are planning HD units. The survey asks detailed questions about the contents and layout of storage units to be added as data in the grant submission process.

The time for this meeting will be changed to Sunday morning, 10:30–12:30, starting at Annual 2006 so that this group can continue to follow the LAMA/SASS Circulation/Access Services Discussion Group, which is moving to Sunday, 8–10 A.M.—*Barbara Oakley*

## Women Administrators Discussion Group

Twenty-five persons attended the Sunday January 22, 2006, LAMA Women Administrators Discussion Group meeting. The chair asked for topics of interest for discussion. A library director queried for advice on dealing with issues related to gender differences in leadership. This group member reports to a relatively new and young male school director, whose style has been to build rapport with other male administrators in the building, frequently leaving the female administrators out of the discussions. Several attendees provided recommendations on how to deal with this situation and establish more open communication and information sharing. It was noted that females can also be guilty of ineffectively interacting with the males in their organization. This discussion provided attendees an opportunity to reflect on possible gender differences in management and leadership styles and how to address them to create a healthier organization.

Attendees were invited to propose topics for the 2006 Annual discussion group meeting. Also, a call was made for anyone interested in becoming the next chair of the discussion group to contact the current chair Susan H. Anthes.—*Marilyn Mercado*

***Note: Due to space and time constraints, several LAMA reports are not included in this section. They will be published in the Summer 2006 issue.***

## Key Actions of the LAMA Board of Directors ALA Midwinter Meeting 2006

***These are the key actions of the LAMA Board of Directors taken during two sessions at its 2005 Annual Conference Meeting. (Housekeeping votes are not included.)***

Endorsed the ALA dues increase proposed for the Spring 2006 ballot

Accepted the following recommendations of the Recognition of Achievement Award Committee for 2006 awards: President's Award—H. W. Wilson Co.; Group Achievement Award—ad hoc LAMA promotional video working group: Marilyn Wilt, Sarah Long, Alexis Sarkisian; Leadership Award—Diane Bisom, Joe Agati

Accepted the slate of division and section candidates for 2006

Approved the LAMA Strategic Plan 2006–2010 (see cover 2 of this issue)

Amended the charge of the Strategic Planning Implementation Committee: To develop and maintain an implementation strategy for the LAMA strategic plan, to oversee the implementation and evaluation/assessment process, and to report to the LAMA Board at the Midwinter Meeting and the Annual Conference. The committee will include liaisons from the LAMA Budget and Finance Committee, the Financial Advancement Committees and the Web Advisory Board.

Changed the charge of the Leadership Development Committee: To develop and implement a formal orientation and leadership development program for all division and section officers and committee members. The committee will also plan, design, and implement an ongoing LAMA mentoring program to insure the development of tomorrow's library leaders.

Changed the name of the Special Conference and Programs Committee to the Continuing Education Committee, with the charge: To design, implement, and/or coordinate continuing education activities in any format that provide professional development that occurs outside of regular ALA conference programming, based on the needs of LAMA members and the profession. To provide leadership for continuing education activities including, but not limited to, the following: plan continuing education for the public librarian administrator certification requirements; plan and implement stand-alone institutes; initiate and develop special programs in cooperation with various ALA units as opportunities present themselves; establish links with other professional entities involved in similar educational activities; review non-conference program proposals submitted to LAMA by outside entities in order to recommend implementation; and keep LAMA informed of potential programming opportunities arising from library management developments.

Added the LAMA Secretary as ex-officio member of the Committee on Organization

Approved the 2007 preliminary budget presented by the Budget and Finance Committee

Accepted the "LAMA Financial Strategies 2005–2007" document as updated by the Budget and Finance Committee

Accepted the report of the National Meeting Task Force and approved moving forward with planning for a Fall 2006 "LAMA University."

Moved the LAMA web policy from the Publication policy to stand alone and accepted the changes recommended by the Web Advisory Board

Approved the Marketing Task Force survey to ascertain information from those who are working in or with libraries and how are not currently members of LAMA, but would be suitable for ALA/LAMA membership.

Approved the use of a patron confidentiality survey by the SASS Circulation and Access Committee to gather information regarding the use of patron information in libraries, pending ALA Office for Statistics and Research review.