

## LAMA news section

### 2006–2007 LAMA Election Results\*

Vice-President/President Elect: W. Bede Mitchell

Director-at-Large: Gina Milsap

Secretary: Emily Bergman

BES Vice-Chair: Larry Boyer

BES Member-at-Large: Melissa Carr

FRFDS Vice-Chair: Katharina Blackstead

FRFDS Secretary: William Anthony Garrett

HRS Vice-Chair: Deborah Sunday

HRS Member-at-Large: Vicki Burger

LOMS Vice-Chair: Amy Kautzman

LOMS Member-at-Large: Janet Stoffer

MAES Vice-Chair: Marcia Suter

MAES Member-at-Large: Connie Bush

PRMS Vice-Chair: Marilyn Wilt

PRMS Member-at-Large: Alicia Estes

PRMS Secretary: Marie-Frank Elliot

SASS Vice-Chair: Michelle Lauer Bader

SASS Member-at-Large: Ann Snowman

SASS Secretary: Stephanie Atkins

\* BES: Building and Equipment Section

FRFDS: Fund Raising and Financial Development  
Section

HRS: Human Resources Section

LOMS: Library Organization and Management Section

MAES: Measurement Assessment and Evaluation  
Section

PRMS: Public Relations and Marketing Section

SASS: Systems and Services Section

### LAMA Business and Committee Reports

#### Councilor Report

ALA Council met three times in June at Annual Conference in New Orleans, and passed the following resolutions:

- CD #30.1—*Resolution on Taxpayer Bill of Rights Laws*. This resolution was presented by the Chapter Relations Committee.
- CD #50—*Resolution on the Darfur Genocide*. This was the resolution that was passed in Membership II. There was another resolve added by amendment that said: “Resolved that the ALA call upon publishers to actively seek and publish material at lay and scholarly levels to add to public understanding of Darfur and other genocidal conflicts.”

- CD #25.3 Bylaws changes
  - Action 1: To amend ALA Bylaw Article III, Nominations and Elections, Section 2(a) to read as follows: “The ALA Nominating Committee shall report its nominations at the Midwinter Meeting of the Council. The final list of the candidates’ names shall be reported in *American Libraries*.” This eliminated current wording requiring *American Libraries* to publish not less than three weeks before the Midwinter of Council.
  - Action 2: To amend ALA Bylaw Article III, Nominations and Elections, Section 4 to: renumber current 4b to 4c and add new 4b that says: “For every election of the Association, the Committee on Election shall establish a closing date for the membership list. Only members in good standing on that date shall receive a ballot and shall be entitled to vote.”
- CD #19.1—The report from the ALA Intellectual Freedom Committee contained the following resolutions, all of which passed:
  - CD #19.3 *Resolution on the Retention of Library Usage Records*
  - CD #19.4 *Resolution on National Discussion on Privacy*
  - CD #19.5 *Resolution to Commend the John Does of the Library Connection*. The report also included CD #19.1 providing guidelines on RFID in Libraries, re: resolution passed by Council Midwinter 2005.
- CD # 20.7—The report from the ALA Committee on Legislation contained the following resolutions, all of which passed:
  - CD #20.8 *Resolution on EPA Libraries*
  - CD #20.9 *Resolution on the Federal Research Public Access Act of 2006*
  - CD #20.10 *Resolution Saving Federal Libraries*
  - CD #20.11 *Resolution on Support of Online Social Networks*
  - CD #20.12 *Resolution Affirming “Network Neutrality”*
  - CD #20.13 *Resolution Reaffirming the Need for Access to Advanced Communications Services and Support for Universal Service and the E-Rate Discounts for Libraries and Schools*
  - CD #20.14 *Resolution of Appreciation for Patrice McDermott* (who has moved from ALA Office of Government Relations to a new position as director of OpenTheGovernment.org)

- CD #20.15 *Endorsement of American Association of Law Libraries Resolution on No-Fee FDLP Access to Public Access to Court Electronic Records*
- CD #20.16 *Resolution Endorsing H.R. 676, for Single Payer Universal Health Care, and S. 2772, the Health Partnership Act*
- CD # 27.1 from the ALA Committee on Organization and action item to help COO identify committees that were not able to function due to attendance issues and or lack of work to do—resolution passed:
  - That ALA committees be required to submit to Council an update of their activities within a month after each Midwinter Meeting or Annual Conference.

ALA-APA Council met once in New Orleans and passed the following resolution:

- APACD #8.2—*Resolution on Support for Freedom to Form Unions: The Employees Free Choice Act*. The resolve that read “that ALA-APA urge the National Labor Relations Board (NLRB) to refrain from further attacks on workers’ rights, such as new restriction on voluntary recognition agreements (VRAs)” was eliminated by amendment.
- The resolution (APACD#8.3)—support for overtime pay protections—failed.

Other actions included:

- Memorials to Henriette D. Avram; Ross Atkinson; Mary Jane Anderson; Lee Brawner; John Iliff; Daniel T. Lundy; Carole C. Callard; John P. McGowan; Israel David Fishman.
- A tributes Resolution Dedicated to the City of New Orleans and its Citizens.—*Sue MacTavish*

### LA&M Outstanding Researchers

The panel, sponsored by the LAMA Research Interest Group, selected two outstanding research articles published in *LA&M* during 2005. The articles selected were:

- 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*.

Karen Brown, Kate Marek, and Paul Zajfen served on the panel discussing their research, methodology, and outcomes. Marta Deyrup also served as a panel member

addressing research submissions and *LA&M* magazine.—*Ramona Holmes*

### Leadership Development Committee

Sixty new LAMA committee chairs and officers attended the division’s orientation hosted by the Leadership Development Committee on Saturday, June 24, 2006. Andrea Lapsley, incoming LAMA president, graciously thanked all of the newly appointed members and elected officers for donating their time, expertise, and energy to support LAMA and its endeavors for the coming year. Andrea also emphasized that LAMA would be celebrating fifty years of success in 2007. Tom Schneider, LAMA program chair, offered advice regarding the timeframe for developing programs and support from the Program Committee members in delivering successful and dynamic events. Lorraine Olley, LAMA’s executive director, gave a very informative presentation describing the LAMA office functions, how the LAMA office helps, and board member responsibilities. Lorraine also provided information regarding the budget and finances, important deadlines, and where to find useful information. Carolyn Snyder, LAMA Publishing Committee chair, gave additional tips regarding publications. Gregg Sapp, incoming editor of *LA&M*, followed up with an engaging presentation in which he requested news items and committee reports, as well as manuscripts. Finally, Debbie Tenofsky revised the Leadership Development Committee’s handout “Smooth Sailing Information for New LAMA Leaders,” which was available at the orientation. This gives an overview of what is expected of elected officers, such as making room reservations, appointing new chairs, making committee assignments, and attending required meetings.—*Cathy Miesse*

### Program Committee

The LAMA Program Committee met three times, spanning nine hours, during Annual Conference. At the business meeting on June 24, the committee discussed its role in the implementation of the LAMA Strategic Plan. As a consequence, all 2007 program planners are being urged to make handouts from their programs available on the LAMA Web site. The Program Committee also discussed its role in planning and executing a videoconference and program prior to the 2007 Annual Conference. The committee suggests that the Continuing Education Committee be charged with this planning. The Program Committee will assist with development, as is appropriate for its role in LAMA. It also resolved to introduce all possible programmatic connections to the LAMA 50th anniversary.

During the meetings on June 25 and 26, the Program Committee heard proposals for three preconferences and seventeen programs for 2007 Annual Conference in Washington, D.C.; one preconference was deferred until 2008. The proposed programs were all strong in concept,

although several had not confirmed all speakers. Nearly all program planners were asked to refine their proposals, confirm speakers, and to return at Midwinter 2007. The approved BES BCUL preconference, which will address the state of remote storage, will seek a sponsor for lunch. The second proposed preconference, a walking tour of D.C. libraries, will be carefully orchestrated using the Metro transportation system; the planners must confirm which libraries will be included. Altogether, three programs or preconferences have book tie-ins. Attendees for each paid event may receive a copy of the relevant book or have the opportunity to purchase it following a program, if gratis contribution by the publisher cannot be arranged.

The ALA/AIA awards also will be sponsored, though the sponsors are yet to be determined. This event has been a great success for many years and will continue as a biennial event. Other programs have modest budgetary needs and should be under budget for Annual 2007. The 50th anniversary program is certain to generate excitement, though details are not yet firm.—*Tom Schneider*

## Publishing Committee

**Editor's Report:** Gregg Sapp, *LA&M* incoming editor, gave the editor's report. He has been approached by representatives of the Association of Research Libraries (ARL) regarding interest in publishing a theme issue, "Beyond LibQUAL+." He has solicited input from the Measurement and Evaluation Section regarding interest in this project. If it can be made into a LAMA project, it may be feasible, either as a special issue of *LA&M* or as a monograph.

Plans are also under way to publish an anthology of the previously published "ChangeMasters" columns from *LA&M*, plus additional profiles that would be unique to the anthology. Gregg provided a list of previously published profiles and names of persons nominated for future consideration. He is looking for authors to do the interviews and write the articles, each of which would be about 2,500 words. It was suggested that career highlights be included as sidebars in each article, and that a notable library leader be invited to write an introduction. Suggestions for any aspect of this project can be e-mailed to [gsapp@umail.albany.edu](mailto:gsapp@umail.albany.edu).

**Reports from Readers and Publications in Process** were provided on various works in progress, including Checklist for First Time Supervisors, a history of the John Cotton Dana Awards, an electronic publication on Growing Leaders from Within, and the Library Building Consultant List, which LAMA hopes to assign to the new Web coordinator.

**New Proposals** were discussed: *Results Please! The Balanced Scorecard* by Tom Diamond and Susanna Pathak, *Leading from the Middle* (an anthology of essays by John Lubans), and the Staff Development Committee's *Staff Development Handbook*.

**Agenda Building for 2006–2007:** The Association of College and Research Libraries (ACRL) is distributing flyers that solicit publication ideas and encourage publica-

tion. LAMA might adopt a similar strategy. Articles on LAMA President's Programs should be routinely planned for inclusion in *LA&M*. Lorraine Olley discussed plans to fast-track conference program papers as electronic publications through the ALA Online Store. The committee also discussed the possibility of authors submitting papers prior to conference program planning committees, to be published by the time of Annual Conference.—*Ruth Kinnersley*

## Recognition of Achievement Committee

Congratulations to LAMA's well-deserving 2006 award recipients:

**The H. W. Wilson Company/H. W. Wilson Foundation** is the recipient of the President's Award, honoring an individual who is not a LAMA member or an organization that has made outstanding contributions and support to LAMA. Since 1946, the H. W. Wilson Company has sponsored the John Cotton Dana Library Public Relations Award. Through this award, the H. W. Wilson Company has encouraged and nurtured librarians representing libraries of all types, regardless of size or budget, to be creative and thoughtful in their public relations efforts. The John Cotton Dana Award, which is administered by LAMA, is the longest standing and one of the most prestigious awards within the American Library Association.

**The Ad Hoc LAMA Promotional Video Working Group** was recognized with the LAMA Group Achievement Award, honoring LAMA committees or task forces and recognizing outstanding teamwork supporting the goals of LAMA. Marilyn Wilt (training and learning coordinator, Rutgers University), Sarah Long (system director, North Suburban Library System, Wheeling, Illinois), and Alexis Sarkisian (consultant, Chicago) formed an Ad Hoc Group to create an excellent and much needed promotional video for LAMA. The idea of the video grew out of discussions among members of the LAMA Membership Committee. Although the LAMA Executive Committee was enthusiastic about the idea, there was no budget to support it. Three individual members of LAMA stepped forward, offered their time and considerable expertise, and found sponsors to support development costs. "I believe that the ad hoc group that developed and produced the LAMA recruitment video is highly deserving of recognition, not only for the excellence of the product of their endeavor, but also for the wonderful example of commitment, resourcefulness, and initiative that the group has provided. The project and the efforts of the individuals are instructive examples of accomplishment," said their nominator.

Two individuals received the **LAMA Leadership Award**, honoring individual LAMA members for outstanding contributions and support to LAMA sections or committees: Diane Bisom (Head of Automation, UC Irvine Libraries) and Joe Agati (president of Agati, Inc., Chicago).

For more than five years, Diane championed the development of an effective Web presence for LAMA through

her participation in the Web Site Task Force, the Virtual Membership Task Force, and successive terms on the Web Advisory Board, most recently as chair. She also served as the LAMA representative on the ALA Web Advisory Board. Diane provided technical expertise, offered creative and practical solutions to problems, and tirelessly promoted the potential of the Web to communicate LAMA's mission, goals, and activities to its members and potential members.

One of Joe's nominators said that, "Joe Agati is the colleague that we all seek to work with when we need commitment, energy, support, and partnership. He can make things happen and he always does so with a smile. He has graced many a LAMA BES committee with his presence and active participation and is often called upon by other committees to join in their efforts to create successful programs, events, and library product innovation. Joe's contribution goes beyond just being effective—he radiates warmth and a joy in partnership; his kindness and effectiveness are appreciated by his colleagues throughout the organization."—*Carol Lee Anderson*

## Special Conferences and Programs Committee

The committee reviewed institute proposals that use a new, webinar-style delivery format. The committee was prompted to revise the program proposal form to gather more specific information about the technology to be used for online programs. Presenters will have an opportunity to update and resubmit proposals for current regional institutes. The committee's motion to survey the LAMA membership in October was approved by the LAMA Executive Board, subject to some modifications to the survey instrument. The survey is intended to identify the membership's continuing education needs, while implementation of the resulting recommendations depends upon a finalized marketing plan. As of July 1, 2006, the committee's new name is the LAMA Continuing Education Committee.—*Laura Bayard*

## Strategic Planning Implementation Committee

The committee reviewed and discussed the draft of the 2007 Action Plan, which was developed by the LAMA Board of Directors as the primary mechanism for advancing the goals of the LAMA Strategic Plan 2006–2010. Although the 2007 Action Plan was still in draft form, the committee discussed its contents and considered its general structure and basic elements, especially as they relate to the committee's responsibility to oversee, assess, and report on the strategic plan implementation process. The 2007 Action Plan identifies key events (that is, actions to be taken) and indicators of progress for each of the thirteen strategies that are listed under its four main goals. In addition, the 2007 Action Plan identifies specific individu-

als who are responsible for implementing the key events for each strategy. It suggests dates by which the indicators of progress for the strategies should be completed.

Given this new, highly specified approach for implementing the Strategic Plan in 2007 (the implementation year began in September 2006), the committee decided to structure its work as follows: 1) develop a reporting form that can be sent to and used by the individuals named in the Action Plan as having particular responsibilities for key events; and 2) assign two committee members to each of the four main goals for following up with those individuals.

The reporting form will provide the opportunity to supply narrative feedback on the following topics: 1) accomplishments toward indicators of progress for the key events; 2) issues and concerns related to achieving progress toward key events; 3) what has worked well in realizing key events; 4) what is needed for successful progress toward key events; and 5) what plans are there to work toward greater key event realization.

To ensure that the committee can provide a meaningful report at Midwinter Meeting, it will request that the reporting forms be returned by December 1, 2006. At Midwinter 2007, the committee will discuss mechanisms and forms for collecting final data on the achievements toward the 2007 Action Plan and for key events and indicators of progress for inclusion in the 2008 Action Plan.—*Dana Sally*

## LAMA Section and Committee Reports

### Building and Equipment Section (BES)

Committee and discussion activities at 2006 Annual Conference included:

#### ALA/IIDA Interiors Awards

Program Chair Kelly Bauer reported on the awards event. There were a lot of enthusiastic sponsors who may be candidates for becoming members. International Interior Design Association (IIDA) sees the award as an opportunity to bring awareness to the importance of interior design. There were 115 award submittals. The committee is discussing a program for 2007 that would be a panel discussion about interior design and the relationship between interior design and architecture.

#### Architecture for Public Libraries Committee

Chair Evelyn Walker reported on the New Orleans program entitled "3 R's—Renovation, Restoration, and Remodeling." The program had 120 attendees and good reviews. For 2007, the committee is developing a program on "Libraries in the Landscape," looking at how libraries relate to their exterior environments and the importance of green space. The committee is planning to have an architect, a landscape architect, and a librarian as speakers.

### **Building Projects Database**

Chair Kathy Page reported on the new database that is being created in collaboration with LAMA and *Library Journal*. The database is an expansion of the matrix that appears in the December issue of *LJ*, which lists completed projects. The database includes all capital projects in both the United States and Canada, in all phases—planning, design, and construction. The database is in beta testing and expected to go live soon. The committee plans extensive publicity of the database between now and Midwinter Meeting.

### **Buildings for College and University Libraries Committee**

Chair Patti Patterson reported on the committee's program for New Orleans entitled "Documents of Desire: Talking with Your Architects." There were ninety attendees despite an inconvenient location. The committee cosponsored a preconference by Rich Sweeney, entitled "Millennials: If You Build It, Will They Come?" The session involved focus groups with twelve students (millennials) from area colleges, who discussed designing spaces for this generation. There were more than fifty attendees. Finally, for 2007 in Washington, D.C., the committee has approval to proceed with an offsite storage preconference, which will involve a tour and a discussion.

### **Functional Space Requirements Committee**

Chair Daria Pizzetta reported that the committee is updating the *Building Blocks for Planning Functional Library Space* book, to be completed for Annual Conference in 2007 in Washington, D.C. The book is being updated with about twenty pages of text and more than one hundred sketches. Scarecrow Press will publish it. For 2007, the committee is also planning a preconference, which will involve a tour of D.C. libraries. The plan is to visit one public library, one academic library, and one special library, possibly with lunch at the National Design Museum. The committee may hand out the new *Building Blocks* publication as part of the preconference.

### **Library Buildings Award Committee**

Chair Kay Johnson reported that the committee is preparing for its event in Washington, D.C., with the American Institute of Architects. It is looking for an offsite location and would appreciate any suggestions. The committee is continuing to discuss the possibility of a program in 2008 about building trends in library architecture, possibly in cooperation with another BES committee. There was also discussion about a DVD publication with building descriptions.

### **Library Buildings Consultant List Committee**

Chair James Lutz reported that the committee is working to revive this list. The current list requires a subscription to search. The committee would like to change this requirement and is looking for tie-ins, possibly with the new "projects database" and with awards.

### **Library Interiors Furnishings and Equipment Committee**

Chair Andrew Werner reported that the committee conducted two programs in New Orleans: "O-5 in 90 Minutes—Early Literacy Spaces" and "What Have You Done for Your Adults Lately?—Spaces for Boomers and Beyond." The programs had sixty-five and ninety attendees, respectively. The "Boomers" program was successful despite speaker cancellations. The committee is working on two programs for 2008 in Washington, D.C.: a preconference on ergonomics and a program on the future of the Information Commons.

### **Safety and Security of Library Buildings Committee**

Chair Steve Jones reported on the program, "When Bad Things Happen to Good (or Nice) Libraries," which 160 people attended. A speaker from the Library of Congress set the theoretical framework, and speakers from Tulane University and the Mississippi Library Commission discussed their actual experiences. There was emphasis on safeguarding staff and patrons, as well as collections. The committee is also proceeding with a revision to the "LAMA Safety and Security Guidelines," and hopes to have something finalized by Midwinter Meeting. For 2007, the committee is working on a program on "continuity of operations," as a followup to their two previous programs. It will address administration from remote locations and dealing with such things as payroll, benefits, and saving the collection.—*Gail Kennedy*

## **Fund Raising and Financial Development Section (FRFDS)**

### **FRFDS Executive Committee**

The committee held its business meeting, which included updates from FRFDS Section Committee Chairs, actions of the LAMA Board, and discussions on filling committee appointments.

### **Fund Fare Committee**

More than seventy-five people attended the 2006 Fund Fare program, entitled "Expanding Your Donor Base Horizontally and Vertically." There was enthusiastic and energetic participation in table talk discussions following a presentation by guest speaker Eric Friedenwald-Fishman. The 2007 Fund Fare program in Washington, D.C., will be on "Tech Fundamentals for Fundraising: Pros and Cons."

### **Program Committee**

The 2006 "Money Mavens" program sponsored by the FRFDS Program Committee in New Orleans had more than eighty participants and an excellent question and answer session following the program. For the 2007 Annual Conference in Washington, D.C., there will be a program on "Raising More Money: Sustainable Funding for Your Library." Program planning for 2008 has begun

for a program entitled “Which Comes First, The Chicken or the Egg?—Creating and Evaluating Your Data Nest Egg to Support Funding Projects.”—*Elizabeth A. Titus*

## Human Resources Section (HRS)

The HRS meeting began when Chair Jeanne Voyles welcomed the LAMA HRS Executive Board and all committee members. She provided a report from the LAMA Executive Board. Highlights from the meetings included a report given by Jeanne and by Lila Fredenburg, chair of the Leadership Skills Committee (formerly the Supervisory Skills Committee), describing proposals underway for programs planned for the next two ALA Annual Conferences, one on “change strategies” for 2007 and the other, on “how to have the difficult conversation,” in 2008. Ruth Kinnersley reported on several HRS publications that are in various stages: a publication that grew out of a staff development program at the 2004 conference will be a pilot for the first LAMA electronic publication and is due out this fall; work is being done on the initial edition of the *Checklist for First Time Supervisors*; and work is beginning for the third edition of *Practical Guide to Staff Development Handbook*.

### Leadership Skills Committee

The Program Committee considered a proposal for 2007 Annual Conference entitled “To Change Your Library, Change Your Mind! Using Interdisciplinary Change Strategies,” to be presented by Cynthia M. Kisby (University of Central Florida Libraries). The committee also plans to propose a program for 2008 on “Having the Difficult Conversation,” with possible presenters including Pat Wagner or Ruth Metz. Janice Simmons-Welburn asked if HRS would cosponsor the ACRL program on Leadership Skills in 2007; the group agreed to this proposal.

### Member-at-Large Report

Jeanne Voyles reported that LAMA HRS membership is up from 1,460 to 1,491 over the last year. Regarding membership outreach, several board members noted confusion over the fact that there were two LAMA booths, one inside the exhibits and one outside, and the problems caused when one was not staffed.

### New Business

The new business items included materials to be reviewed for feedback during the All Committee Meeting: 1) the review of the strategic goals, action plans, and indicators of progress; and 2) the review of the revised draft of the HRS charge.

### Nominating Committee

Pat Hawthorne, vice-chair/chair-elect, reported that the 2006–2007 HRS Nominating Committee includes Susan Marks (chair), Peg Bradshaw, and Detrice Bankhead. The

committee members serve a one-year term and the majority of their work will be done between Annual Conference and Midwinter Meeting, as all the work needs to be completed by December 1, 2006. Pat reported that all committee appointments for 2007 have been made.

### Staff Development Committee

Andrea Stewart, co-chair of the LAMA preconference entitled “Cultivating the Future: Growing the Staff You Really Need,” reported on the success of the event held on Friday, June 23. Forty-four individuals participated in the all day preconference and provided positive feedback on the workshop. Results of the application of the workshop tools will be discussed at the 2007 Conference, when a dozen of the workshop participants will gather with HRS committee members to discuss how they have used the tools.

Additionally, the committee is gearing up for the third edition of the *Practical Guide to Staff Development* handbook. New information will include a chapter on succession planning, possibly one on mentoring, and a toolkit with information from a portion of the preconference.

### Union Relations for Managers Discussion Group

Lila Fredenberg and Denise Weintraub are the outgoing co-chairs. The incoming co-chairs are Jane Chache and Jenifer Abramson. Ten people attended the discussion meeting.—*Dianne M. Smith*

## Library Organization and Management Section (LOMS)

### Financial Management Committee

The committee continued to revise a draft of an article on linking strategic planning with financial decision-making. Revision needs to be completed, and then it will be sent to the editor of *LA&M* for review. The committee is also discussing a program or panel discussion based upon this idea for the 2008 Annual Conference.—*Nancy Slight-Gibney*

### Organizational Theory and Practice Committee

The committee is planning the third in a series of “theory and practice” programs for the 2007 Annual Conference. The working title is “Leading Technology-Driven Change: Theory and Practice.” The session will be cosponsored by the LAMA LOMS Organization Development Discussion Group. Program attendees will have an opportunity to learn from the experiences of successful change leaders and be introduced to specific works of management literature selected by the panelists. The panel will consist of representatives from academic and public libraries. Beverly Lynch has agreed to serve again as program moderator.

Two of the presentations from the Committee’s 2005 program have been submitted as articles to *LA&M*. The committee will encourage panelists from the 2007 program to submit their work to *LA&M* as well. The committee also considered ideas for future programs. Two of these

included "Organization Development" and "Succession Planning."—*Gordon J. Aamot*

### **Planning and Evaluation of Library Services Committee**

PELS plans an update to its online list of resources dealing with the planning and assessment of services. The new list, with citations and annotations prepared by committee members and other experts, will be ready by Midwinter. PELS is cosponsoring a program with LAMA MAES at 2007 Annual Conference entitled "Balanced Scorecard: The Results Please!" Outgoing PELS Chair Susanna Pathak is co-chairing the "Balanced Scorecard" program with Thomas Diamond (MAES). New committee member Larry White is drafting a program proposal on planning and assessment of the learning commons for Annual Conference in 2008. Jim Blansett reported that the LOMS Web site would be ready for new content in early September.—*Susanna Pathak*

### **Risk Management and Insurance Committee**

The committee fine-tuned a program for 2007 Annual Conference, discussed member-building activities, and heard updates from the LAMA/LOMS Executive Board Meeting. As a way of building awareness and resources for librarians, the RM&I Committee is authoring an entry on "Library Insurance" for Wikipedia, as well as developing a Web page with library-centric risk management resources. Additionally, the RM&I Committee presented a program proposal on "Insurance and Tragedy: Lessons Learned" to the Program Committee, where it was accepted. The summary reads: "Disaster hits and your library hopes to recover and rebuild as soon as possible. *Are you ready?* What are the insurance basics (coverage, caveats, and documentation) every library should consider before it is too late? Hear real life experiences and lessons learned from public, university, and school libraries as well as expert advice from the insurance industry. Practical advice and handouts will be featured."—*Amy Kautzman*

### **Measurement Assessment and Evaluation Section (MAES)**

MAES sponsored a program and launched its discussion group during the 2006 Annual Conference. The group was officially created in 2005 for the purpose of expanding the opportunities for membership participation in LAMA, to provide a venue for timely programs in a discussion format, and to generate topics for future programs. At the initial meeting, there was a lively discussion of issues in common between public as well as academic libraries regarding assessments. The program, "The Silent Majority: Getting Data on Non-Users, Hidden Users, and the Underserved" was well attended. It served to support the MAES focus on the acquisition of data for decision-making, and was of particular interest to public libraries.

MAES held a joint committee meeting on Sunday, June 25, 2006. The committees met and selected the fol-

lowing as chairs for the upcoming year: Lilith Kunkel, chair of Data Collection for Library Managers, and Meg Scharf, chair of Using Management Data for Library Planning. Membership interest has grown in each of the two groups, so that the section discussed the interest in continuing joint meetings as well as the management of growing committees. A recommendation is to continue to hold the joint meeting in the 8-10 A.M. time slot, with the discussion group following at 10:30.—*Bonnie Allen*

### **Public Relations and Marketing Section (PRMS)**

The annual library public relations extravaganza "Swap & Shop: Great PR Exposed!" attracted more than 850 attendees at the ALA Annual Conference. Attendees were given the opportunity to view the winning entries from the "Best of Show" contest, and to select samples of public relations materials submitted by libraries from throughout the United States. The "Best of Show" contest winners were recognized for the excellent public relations materials they created in the areas of: Adult Reading Club/One Book Materials; Annual Reports; Bibliographies and Booklists; Calendars and Newsletters; Children's Reading Club; Fundraising Materials; Printed Materials Promoting Web sites; Services/Orientation and Policy Materials; Special Programs and Events; Young Adult Reading Club; and Web Page, a new category this year.

More than seventy libraries submitted brochures for the "PR Makeover" event and two sets of "Library PR Doctors" did a great job redesigning them. Our thanks to Linda Wallace and Peggy Barber from Library Communication Strategies, and Mary Evangeliste and Jonathan Silberman from Fearless Future for donating their services. The redesigned brochures will be posted on the LAMA Web site. The Swap & Shop Committee would also like to thank the Janway Company for designing special Swap & Shop bags that were given to the attendees this year.

PRMS cosponsored an ALA preconference, "Strategic Communication: Walk In With a Problem, Walk Out With a Plan." Speakers included Amy E. Spaulding, (associate professor, Palmer School of Library and Information Science, Long Island University, Brookville, New York), Pat Wand (dean of library and learning resources, Zayed University, Dubai, United Arab Emirates), Jennifer Hearn (strategic communication consultant, Metropolitan Group, LLC, Portland, Oregon), and Julie B. Wallace (community relations manager, King County Library System, Issaquah, Washington).

The Education and Training Committee cosponsored "Money Mavens, 21st Century Style: Best Practices in Library Fundraising" with FRFDS at the 2006 conference. They are planning a program for the 2007 conference, "Using the Latest Technology to Promote Library Use." They have developed a traveling exhibit to go with the LAMA membership video for use at state and regional library conferences.

The John Cotton Dana Library Public Relations Award is celebrating its sixtieth anniversary this year. The H. W. Wilson Company and H. W. Wilson Foundation received the 2006 LAMA President's Award in well-deserved recognition for their support of this prestigious award throughout its sixty-year history. PRMS members Amy Shaw and Peter Deekle have written a book to commemorate the sixtieth anniversary of the award. It will be published in the spring of 2007.

The 2005 PRMS Executive Committee members were Michele Russo, chair; Marsha Iverson, vice-chair; Karen Richgruber, secretary; Amy Shaw, past chair; and members-at-large Sherrill Smith and Tom Diamond. Jean Pec will chair the Nominating Committee, and Elena Tscherny serves as webmaster.

The 2006 PRMS Executive Committee includes Marsha Iverson, chair; Marilyn Wilt, vice-chair/chair-elect; Julie Elliot, secretary; and Tom Diamond and Alicia Estes, members-at-large. Karen Richgruber will be chair of the Nominating Committee.—*Sherrill Smith*

### Systems and Services Section (SASS)

SASS sponsored a successful program on the theme of "collaboration" at Annual Conference in New Orleans. It

also cosponsored two programs with other divisions. Two programs were tentatively approved by the LAMA Program Committee for future conferences and several other ideas for programs are in development. The SASS Executive Board approved the charge and description of a joint committee, with Reference and User Services Association/Sharing and Transforming Access to Resources Section (STARS) Committee, on remote access and circulation, which will now go to the ALA Committee on Organization. A book from the Technical Services Committee will most likely be published in March 2007, and a program is in the works for that year's conference on the same topic. SASS has recently proposed and approved two surveys, which have been forwarded to the appropriate groups for the next step. The LAMA Strategic Plan includes several potential surveys in its action steps, and SASS is very concerned about the number of surveys and how they are distributed. SASS hopes that there can be some useful coordination of these efforts. SASS members also expressed concern about ALA's "check-off" e-mail option which allows members to say they do not wish to receive e-mails from the organization. This is causing difficulties in communication with some committee members and in publicity efforts.—*Susan Anthes*

*Editor's note:* Due to space considerations, additional section committee and discussion/interest group reports will be published in the next issue of *LA&M*.

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