

LAMA news section

LAMA News and Reports

LAMA/PRMS John Cotton Dana Committee

At ALA's Midwinter Meeting in Seattle in January, The John Cotton Dana Committee was pleased to announce the winners of the 2007 John Cotton Dana Library Public Relations Award. This competition is the oldest continuous library public relations award in the United States, having been jointly sponsored by the American Library Association and the H. W. Wilson Company since 1946. The announced 2007 John Cotton Dana Award winners were:

- The **Brooklyn (N.Y.) Public Library** for "Brooklyn Reads to Babies." This model early literacy program, with appealing multilingual materials, had the ambitious goal of reaching every family in Brooklyn. Combining research, outreach through more than thirty strategic partners, and creative use of appropriate communication tools, the program led to a tremendously successful PR campaign with measurable results.
- The **Douglas County Libraries** in Castle Rock, Colorado, for "Page to Stage Productions." The library used the unique power of live theater connected with children's literature as an outreach tool. A professional production based on Harry Allard and James Marshall's popular 1977 book, *Miss Nelson is Missing!*, reached more than 10,000 children in schools and libraries throughout the county, driving up Summer Reading participation by 10 percent and doing it all for a cost of less than one dollar per audience member.
- The **Huntsville-Madison County (Ala.) Public Library** for their public relations campaign promoting "The Big Read: Huntsville Reads *The Great Gatsby*." Their thoughtful, comprehensive, and well-executed campaign used multiple public relations strategies including community partnerships to target diverse audiences. Their efforts resulted in renewed interest and enthusiasm for their "one book" program by the community and the media, and achieved a dramatic increase in participation over the previous year's project.
- The **Ocean County (N.J.) Library** for "Hurricane Katrina—Partners in Caring." In immediate response to the devastation, Ocean County Library raised more than \$120,000 in cash to help restore services and established a lifelong bond with the Hancock County (Miss.) Library. Using a variety of creative methods and an aggressive public relations campaign, Ocean County's initiative and outreach brought staff of both

libraries and the two shore communities together to make a difference.

- The **Office of Commonwealth Libraries** in Harrisburg, Pennsylvania, for "Pennsylvania: One Book, Every One Child," a comprehensive statewide campaign to reach 560,000 preschool children, providing stimulating literacy experiences and encouraging lifelong learning. The program donated the charming book *Inside Mouse, Outside Mouse*, by Lindsay Barrett George, to 641 public libraries and 15,000 early care and education programs, and additional supporting resources including author visits, a museum trunk, print materials, and a resource Web site.
- The **Wyoming State Library** in Cheyenne for their statewide campaign, "Wyoming Libraries: Bringing the World to Wyoming," involving every library in the state. This highly creative and visually expressive awareness campaign combines Wyoming lore and cowboy culture with global literary and travel icons and raised the profile of the library to statewide administrators and lonesome cowboys as well.

The H. W. Wilson Company, LAMA, and the John Cotton Dana Committee congratulate all of our award winners for their excellent public relations efforts. The committee is also working on numerous improvements for the 2008 award process including an entry brochure with a new updated look, and an expanded Web presence. To encourage more small- and medium-sized libraries to apply, the 2008 awards will be given based on library operating budgets.—*Sherrill L. Smith*

Dialog with Directors Discussion Group

The topic of "Minding the Generational Gap in Staff" must have hit a nerve as we had our largest crowd ever with seventy-five attendees at the 2007 ALA Midwinter Meeting in January. A variety of topics was covered including generational differences, training, improving communication, organizational cultures, and best practices in job hunting. The most surprising items that were addressed include:

- Many libraries offer an orientation that is very informal and not even the same for all new hires.
- Applicants for new jobs often do not even customize their cover letter to the job ad and leave the organization to guess if they are qualified.
- Administrators are not always the solution but may be causing the problem with their influence.

- When new hires are trained, those most vocal with them are the people in the organization that are often unsatisfied.
- Development and training should be in the organization's strategic plan and budget.
- Communication is the key.
- Newly appointed librarians may feel like they are doing all the work, especially if new services are assigned to them.
- Resistance to change is often due to fear.—*Brian Gray*

LAMA Program Committee

The LAMA Program Committee met for nine hours during Midwinter Meeting in Seattle in January. The committee heard updates on nineteen programs and two preconferences scheduled for the 2007 Annual Conference in Washington, D.C. Additionally, three preconferences and five programs were proposed for the 2008 Annual Conference in Anaheim, California. As expected, these were in preliminary form, but they hold great promise for the LAMA presence in Anaheim. Particularly interesting is the BES APL preconference proposal to present a tour of the Getty Museum; this is likely to be a fundraiser for LAMA. Also proposed by BES LIFE is an ergonomics preconference and by BES APL a tour of innovative libraries in Orange County.

The Program Committee also discussed the possible name change for LAMA. The members were unanimous, after discussion, in recommending that LAMA focus on issues other than its name, as the brand is solid. Fundraising, as is actively occurring during Midwinter into Annual, is a priority.

The Program Committee will take on a revision of the current LAMA Program Proposal form, which combined several forms when last revised. This resulted in a form that is a minimum of eleven pages, which is considered too long. The revision will be completed by March 2007 and mounted on the LAMA forms Web page (www.ala.org/ala/lama/lamacommunity/lamamemresource/lamaforms/lamaforms.htm) for use for program proposals at Annual Conference.

Finally, the Committee discussed changes to the Hot Topics session, established in 2004 as a response to the frequent complaints from LAMA program planners about the difficulty of presenting topical programs when the lead time is twelve to eighteen months. Since Hot Topics was established and scheduled, only one program was suggested; no follow-through occurred, however, and the program was not presented. The committee will consider following the example of RUSA STARS, which established a Hot Topics session and appointed a chair; the chair is responsible for finding topics and presenters each Annual. The session is run as a discussion group.—*Tom Schneider*

LAMA Section and Committee Reports

Building and Equipment Section (BES)

Buildings for College and University Libraries Committee

The committee is sponsoring a preconference at 2007 Annual Conference in Washington, D.C. "Off-Site but Not Out of Reach: the Shared High Density Storage Solution" is a day-long program that offers a tour of the Washington Research Library Consortium (WRLC) high-density shelving facility (shared by eight research institutions), a catered lunch, and an afternoon program on-site. Participants will learn about the various issues in planning and participating in a shared facility, such as needs of constituencies, funding models, storage and plants options, staffing, auxiliary services, and collection decisions. Resource packets will be provided. *Speakers:* Lizanne Payne (executive director, Washington Research Library Consortium), Bruce Hulse (director of library services, Washington Research Library Consortium), Deborah Slingluff (associate director for library services, Johns Hopkins University), John F. Helmer (executive director, Orbis Cascade Alliance), and Christopher Loring (director of libraries, Smith College).—*Patti Patterson*

Functional Space Requirements Committee

At the 2007 Midwinter Meeting in Seattle in January, the committee continued their work in reviewing and editing the upcoming 3rd edition of *Building Blocks for Planning Functional Library Space*. This edition will be published in the summer of 2007 and is enhanced with added text and sketches to reflect updated spatial needs for new or expanded library services. To complement this publication, the committee will sponsor a full day tour of one academic, one public, and one specialty library. This preconference will utilize the D.C. Metro to provide transportation to these libraries. Members of the committee will accompany each tour while the hosting librarians and their architects will highlight each building's aesthetic, functional, and spatial planning. The final details of this preconference were presented to the Program Committee in Seattle and approved.—*Daria Pizzetta*

Fund Raising and Financial Development Section (FRFDS)

LAMA President Andrea Lapsley was present to share information from the LAMA Executive Board meeting. Reports were made by the following FRFDS committees, which met prior to the Executive Committee Meeting:

- The Fund Fare Committee's Fund Fare will be held from 10 a.m. until noon on Monday, June 25, during Annual Conference in Washington, D.C. The title of Fund Fare is "Leveraging Technology to

Enhance Fund Raising.” Eric Friedenwalk-Fishman of Metropolitan Group will give the main presentation, to be followed by table talks, focusing on various aspects of technology and fund raising.

- The FRFDS Program Committee will sponsor “Raising More Money (RMM): Sustainable Funding for Your Library” at Annual in Washington, D.C. Guest speaker is award-winning author Terry Axelrod, founder of Benevon. The session will briefly acquaint library staff (development directors, deans, and many more) involved with fund raising with the model for RMM including training and coaching nonprofit organizations—including libraries—to implement a mission-based raising system with contributions from individuals. When library donors are truly connected to the impact of an organization’s work, and cultivated systematically, they will give larger gifts. The RMM presentation will provide a brief version of the step-by-step process and the tools—training, templates, scripts, and rigorous coaching—to put your library on the pathway to financial sustainability.
- The Trends and Marketing Committee is working on a program for Annual 2008 and will present more information at the FRFDS Executive Committee meeting in Washington, D.C.

The section’s Executive Committee discussed the proposed named change for LAMA and made recommendations for Scott to share at the LAMA Board meeting on January 23. They discussed the need to recruit more members to FRFDS. This will be discussed prior to the 2007 Annual Conference. The Executive Committee also discussed the two applications for the Diana V. Braddom Scholarship and decided to award it to JaEun Ku, Korean studies librarian, University of California at Los Angeles.—*Gena Scott*

Human Resources Section (HRS)

Leadership Skills Committee

A program is planned for Annual Conference in Washington, D.C., entitled “To Change Your Library, Change Your Mind!” Using interdisciplinary management strategies that enable library leaders to assess their own, as well as their staff’s, response to changing library environments, solutions to reorganization are explored. The program presenters are Cynthia M. Kisby (personnel librarian, University of Central Florida Libraries, Orlando), and Suzanne E. Holler (librarian and contract trainer at Central Florida Library Cooperative). There was also discussion for a 2008 program entitled “The Difficult Conversation.”—*Joyce Wright*

Library Organization and Management Section (LOMS)

Organizational Theory and Practice Committee

The LOMS Organizational Theory and Practice Committee continued planning for its upcoming program this summer in Washington, D.C. The program, “Leading Technology-Driven Change: Theory and Practice,” is cosponsored by the LOMS Organization Development Discussion Group and is scheduled for Saturday, June 23, at 8:30 a.m. Changes in information technology have had a profound impact on how libraries organize themselves to better serve their users. The panel discussion will explore ways in which leaders from academic and public libraries have effected technology-driven organizational change. Program attendees will have an opportunity to learn from the panelists’ experiences and be introduced to specific works of management literature that link theory to practice. Short bibliographies of the readings discussed will be available to attendees and posted on the LAMA Web site after the conference. Distinguished panelists will include Joyce Ogburn (University of Utah Libraries), Kathryn Deiss (Association of College and Research Libraries), and Felton Thomas Jr. (Las Vegas-Clark County Library District). Dr. Beverly P. Lynch from the UCLA Department of Information Studies will serve as moderator. The speakers will be encouraged to rework their presentations into articles and submit them to *LA&M*.

The committee also discussed ideas for future programs—especially the idea of “followership”—and explored the possibility of developing a brief list of recommended readings for LAMA members interested in organizational theory and practice.—*Gordon Aamot*

Risk Management and Insurance Committee

The committee finished finalizing the speakers for the program “Insurance and Tragedy: Lessons Learned” which will be held from 10:30 a.m. to noon on Saturday, June 23. 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’s 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 included. Featured speakers are Camila A. Alire (former dean of libraries, University of New Mexico), Mary Breighner (FM Global, a leading insurance company), and Virginia Gex (Saint Stanislaus College).

The committee (in particular John Sisson and Susan Parker) developed content and design and built a Risk Analysis Web site. Some topics that are covered include: Why does my library need risk management?; information about the LAMA/LOMS Risk Management and Insurance Committee; basic terms and definitions used in discussing risk analysis; essential information for libraries; Where do

I go to learn more; and resources. The site will go public in spring 2007.—*Amy Kautzman*

Measurement Assessment and Evaluation Section (MAES)

The following are programs which will be sponsored by MAES:

- “Survey Fatigue? An Rx for Avoiding the Problem”—Survey fatigue is a commonly acknowledged problem of immediate interest to surveyors and surveyed alike. This program will provide practical strategies and techniques to reduce the phenomenon by suggesting ways to improve surveys when their use is mandated and by describing alternative approaches for evaluating existing programs and services, providing meaningful assessment, and developing assessment-based planning efforts. Panelists will also discuss how to convince library staff, upper-level administrators, and supervisory agencies to accept these approaches. *Speakers:* Keith Lance (Library Research Service, Colorado State Library), Steven Hiller (director of assessment and planning, University of Washington Libraries), Meg Scharf (associate director of public services, University of Central Florida Library), and moderator Wendy Starkweather (Public Services Division, University Libraries, University of Nevada, Las Vegas).
- “The Balanced Scorecard: The Results Please!”—The Balanced Scorecard (BSC) is an organizational tool enabling library management to develop a method for focusing on customers, understanding their needs and demands for library services, and demonstrating accountability for using public funds. The BSC provides library management with supporting data needed to implement decisions. Presenters will provide an overview of the BSC, illustrate how libraries can implement BSC, and provide concrete examples on how BSC data impacted their decision-making process. *Speakers:* James Self (director of management

information service, University of Virginia Library), Joe Matthews (director, Matthews & Associates), and moderator Deborah A. Nolan (university librarian, Albert S. Cook Library, Towson University).

- ALA Midwinter program report—The LAMA-MAES discussion group sponsored a lively and engaging session on “Is Your Library Suffering From Survey Fatigue?” with Steve Hiller, director of assessment and planning at the University of Washington Libraries. Hiller worked with the more than fifty attendees, assessing the many reasons why patrons don’t participate in surveys, ranging from time constraints and privacy issues to a lack of clarity on why the survey is being conducted. As stated by Hiller in Monday’s Midwinter Cognotes, “Good assessment starts before you begin. You need to ask yourself, ‘what do I need to know and why, what will it cost, who will do the work and how will you use the information, how will you analyze the information and, finally, how will you act upon the findings.’” The group shared ideas and techniques for careful consideration in launching surveys and how to follow through successfully as soon as possible.—*Patricia Cutright*

Systems and Services Section (SASS)

Technical Services and Systems Committee

New Technical Services Supervisors: A Guide Using Checklists, edited by Emily Bergman and Andrea Kappler, will be published by ALA Editions in May 2007. A program is planned for Annual Conference in Washington, D.C., on the same topic as a way to promote the book. The program title is “*New Technical Services Supervisor? Check Here for Help.*” *Speakers:* Angie Ohler (University of Oklahoma), Nancy Myers (Beresford [S.Dak.] School District, and author of several chapters in the book), and Joan Giesecke (University of Nebraska-Lincoln, and author of *Practical Help for New Supervisors and Fundamentals of Library Supervision*).—*June L. DeWeese*

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