LAMA news section

LAMA Editorial Advisory Board/Electronic *Library Administration & Management* Task Force

In a report from the editors of *LA&M,* Editor Gregg Sapp said he wants to broaden the contributions to the journal by including all types of libraries and specifically mentioned obtaining articles from librarians working in federal, special, and small academic and public libraries. He said it is important to expand perspectives on the issues facing library service in order to appeal to as wide a constituency as possible. Sapp also said he is interested in having more case studies included in *LA&M.* Case studies offer something from the "trenches" and provide information that readers can immediately apply to their work. Sapp discussed the editorial process related to article submissions. He noted that many submissions require a lot of editorial review and communication with the author. Sapp said he is sharing manuscripts with Associate Editor Eric Shoaf. In addition, Sapp would like editorial board members to let him know their areas of expertise or recommend others with specific areas of knowledge that he could go to for a second opinion. He asked that they let him know the kind of material they would feel comfortable offering an opinion on. Sapp asked everyone to assist in publicizing the Yankee Book Peddler Student Writing and Development Award, which is a great opportunity for a library school student to publish. LAMA needs applications by the summer. LAMA's Fred Reuland said he would also look at ways to promote the award.

A suggestion was made to offer a program at the 2008 Annual Conference called Conversation with the Editors. This program might be of interest to many of the same people who attend the Discussion with the Directors program. This could possibly follow that program. Another suggestion was made to consider an expanded editorial staff to assist with working with authors to bring articles to *LA&M.* One idea was to increase the number of editors, by having a senior editor, editor, and associate editor. This would be a six-year commitment for someone entering as an associate editor, which might be an obstacle. Having two associate editors was also suggested. This needs much more discussion and will be added as an agenda item for Annual.

The idea of obtaining more articles from LAMA programs was discussed. The revision of the program form a few years ago tried to emphasize publication as a part of program-planning process. There are so many details in developing programs that this is often difficult. It was also noted that publications are very dependent upon the inter-

est of speakers and the time commitment that speakers are able to make to this effort. There have been some notable examples of successful programming producing excellent publications.

Shoaf reported on his work with Swap and Shop. He said there were not a lot of photographs taken last year, but he is still evaluating whether an HTML feature can be done for the fall issue. He will suggest that the Swap and Shop committee try to get photos of participants and submissions to this year's Swap and Shop in Washington, D.C. Shoaf recommended asking Swap and Shop Committee members to encourage electronic submission of material to be presented at Swap and Shop. This would greatly simplify creating an HTML feature on this popular annual event.

The group discussed sending a letter to the incoming section chairs asking them to consider the development of contributions in HTML that would promote section activities. The idea is that some material could go into *LA&M* after editorial review. Other material might be more appropriate for the LAMA Web site. There was also discussion that the sections be asked to place the gathering of this material on their agenda for Annual and consider if the responsibility for collecting material could be assumed by the section webmaster or possibly the member-at-large. This might not be possible given the current priorities for each section, but the idea is to encourage electronic promotion of section activities and ask sections how the editorial board can assist.

Chair Paul Anderson asked the group to discuss the HTML feature planned for the John Cotton Dana (JCD) Award. Having the JCD Award submissions available electronically really demonstrates the potential of electronic publication. It will offer promotional and sponsorship opportunities and allow future applicants the ability to review past submissions for ideas. Everyone was asked to keep their eye out for material that would make effective HTML features for *LA&M.* Specifically for programming with graphic images, special events, and LAMA-related activities that would benefit from extensive coverage.

Anderson reported that the editor of *American Libraries Direct* has asked if LAMA is interested in providing online links to selected *LA&M* articles normally only available to LAMA members. Discussion indicated that there was widespread interest in doing this as it would promote LAMA. Assuming the Membership Committee and the LAMA Executive Committee approve, the next step will be to develop a mechanism for selecting articles and providing access to people who are not members of LAMA. There was discussion of providing partial access to some-

thing like the interior design awards feature. Reuland said that it might be possible to do this, possibly segmenting the awards somehow. Full coverage of some awards could be provided or partial coverage of all awards.

The group discussed offering full access to the JCD Awards feature to people who are not members of LAMA. This would be of interest to the H. W. Wilson Company who sponsors the awards and would definitely promote LAMA and the JCD Award. Open access would also be a great service to future applicants for the award as they could learn by studying previous winning applications. There is the potential to develop sponsorship for this HTML feature, especially if it is available to everyone.—*Paul Anderson*

LAMA Leadership Development Seminar

On Friday, January 19, 2007, the Leadership Development Committee sponsored the Midwinter Leadership Development Seminar. Seventy people attended the event. The session started with a welcome from LAMA President Andrea Lapsley who reported on the events surrounding this year's fiftieth anniversary of LAMA. The events will include an exhibit and displays on the Web site, the summer issue of *LA&M* devoted to the anniversary, and a celebration at Annual Conference LAMA Social. LAMA members should send any LAMA memorabilia or photos to Emily Bergman (at Occidental College Library, 1600 Campus Road, Los Angeles, CA 90041) who is compiling the exhibit (she will return the items to you after the exhibit). Lapsley encouraged participants to donate to the LAMA 50th Anniversary Endowment Fund.

Brian Gray demonstrated the new ALA online communities. These will be opportunities for members and committees to create online interactive spaces to review documents, conduct meetings, and maintain a blog. The online community can be accessed at http://communities .ala.org.

The keynote presentation, "End Result Thinking," featured John McNeil, of the Pacific Institute. McNeil electrified the participants with humorous anecdotes, real-life global situations, and by asking negative questions that resulted in very positive outcomes. His energetic talk focused on leadership, especially related to each leader having a vision and bringing the individuals he or she leads in line with the vision by changing their belief systems. He discussed psychological theories such as cognitive dissonance (the conflict that humans have between their inconsistent beliefs and attitudes), which has created barriers between followers and leaders in obtaining a new vision. It is the responsibility of leaders to produce a vision and set the tone of the organization. Leaders must believe in their vision and be passionate about convincing others that this is the right path to take. Initially, followers resist changing their beliefs, but with time and passionate leadership they can change their beliefs to the new vision.

A large portion of the presentation turned into a working seminar with the participants divided into table groups working on organizational issues. McNeil asked each group to answer and discuss the following questions:

- What are your most limiting/negative beliefs in the organization?
- Which of these is the worst?
- How would members act in accordance with this belief?
- How do you feel as members of the organization?
- What are your most positive beliefs in the organization?
- Which is the best?
- How would members act in accordance with this belief?
- How do you feel as a member of the organization?

Participants answered the questions about LAMA and ALA as a whole. Some general negative beliefs were that the organization is not inviting to new members and things move too slowly. Members can feel left out and disenfranchised, or they do not want to join the organization. On the positive side, when the answers were flipped, participants stated that the organization was robust and LAMA and ALA would have so many members that resources would not be an issue.

McNeil's comments could be used broadly by individuals and organizations to obtain the results they choose for their lives. Everyone left the session energized and exhilarated.

At the Leadership Development Committee meeting on the next day, members reviewed the seminar evaluations. Forty-six of the seventy attendees turned in evaluations and they all rated McNeil's presentation as excellent. Many commented that it was the best LAMA seminar they had attended and that it was a "great way to kick off the Midwinter Meeting."—*Cathy Miesse and Debbie Tenofsky*

LAMA Publishing Committee

Prior to Annual Conference in Washington, D.C., the Publishing Committee will develop two checklists to facilitate publishing activity by LAMA. On is a policies/procedures document outlining an effective process to determine and recommend an appropriate format for a proposed LAMA publication. With various format options, including print, Web download, online, and so forth, this checklist will streamline and formalize the decision process regarding publication format. The second is a checklist to outline an efficient process for turning LAMA program content into publications in appropriate formats.

The committee also approved proposals for new publications related to external landscapes of libraries and

integration of such areas as "library spaces"; a publication based on the 2007 Annual program on the "Balanced Scorecard" management system; a library management classics anthology; and a publication based on *LA&M* ChangeMasters columns. The group is monitoring several submissions that are now close to publication and will be invigorating its Web pages to provide some added exposure to LAMA publications, and to assist with the publication proposal process.—*Judith Adams-Volpe*

Public Relations and Marketing Section (PRMS)

The Public Relations and Marketing Section (PRMS) is exploring opportunities for outreach to library communications professionals across ALA divisions to expand opportunities for collaboration and information sharing. All PRMS committee members will soon be enrolled in the LAMA online community for communication, collaboration, and brainstorming between conferences. Anyone interested in strategic communications for libraries—including public relations, marketing, advertising, and advocacy—is welcome to join in. Committee reports follow.

John Cotton Dana Award Committee

Midwinter in Seattle saw the introduction of new promotional materials for the John Cotton Dana Awards. In conjunction with the H. W. Wilson Company and the H. W. Wilson Foundation, JCD Committee members are working to redesign and update the John Cotton Dana Library Public Relations Award for Strategic Communication, beginning with 2007–08 competition. The revisions include more user-friendly application materials, better feedback to entrants, and promotion throughout the ALA community and external professional communications associations. Look for new entry guidelines coming this spring to the H. W. Wilson Company Web site (www.hwwilson.com).

Education and Training Committee

The Education and Training Committee announced a program for Annual in Washington, D.C., on Monday, June 25, at 10:30 a.m. Looking for some fresh ideas to promote your services and collections? Hoping to draw a new audience to your library? Come to "Ignite Your Library's Public Relations and Outreach Using Hot Technologies." Steven Bell (Temple University Library), Helen Blowers (Public Library of Charlotte and Mecklenburg County), and Michael Stephens (Dominican University) will talk about ways to incorporate current technology into library promotion. Breakout sessions will give participants the opportunity to brainstorm, share ideas, and get some feedback from the speakers.—*Marsha Iverson, Julie Elliott, Sarah Hamrick and Sherrill Smith*

LAMA members (left to right) Elena Rosenfeld, Jefferson County (Colo.) Public Library, Marilyn Genther, Mount Prospect (Ill.) Public Library, and Carol L. Anderson, State University of New York at Albany, were photographed in the technical services department of the New Orleans Public Library helping to rebuild. "It was wonderful to help out and yet humbling to see the many challenges our colleagues in New Orleans are facing," said Anderson. "Support to rebuild the libraries of New Orleans has come from many persons and sectors and yet much more remains to be done."

Assistant to Directors Discussion Group

At Midwinter in Seattle, the group held a general discussion of issues and challenges facing their libraries. Although different types of libraries were represented, many issues resonated across the institutions. The first topic was security issues, and some group members reported their libraries have new or changing user populations that have caused problems in retrieving materials, prompting them to develop new policies and initiate staff training on how to handle security situations. A few reported their libraries have installed security cameras. While they can be worth the significant cost, they raise questions, such as camera placement, coordination with campus or other security staff, and how to monitor the resulting videotapes.

On another topic, a group member reported his library was undergoing an organizational review with external consultants. A few mentioned their libraries had also gone through this process and noted it was generally useful for getting buy-in for library reorganization. Several members discussed difficulties in recruiting librarians and other professional staff at their libraries. Some noted local or regional economic pressures—for example, cost of housing and homeowners' insurance in some areas, and general cost of living. Some suggestions to deal with recruiting issues were timing a job search when housing is more likely to be available (in a university community for example) and including a housing allowance in the hiring package. Other steps institutions could take are investing in local subsidized housing to assist employees or implementing policies to hire a "trailing spouse."

In discussing the accommodation of older staff and disability issues, several group members talked about older staff who wish to continue working at less than full-time, or who are dealing with illness or long-term disability and the impact on remaining staff. Some institutions work with human resources departments to assist in moving staff to part-time or to other positions. Clearly this will be a growing issue as baby boomers move toward retirement.—*Reba Leiding*

instructions to authors

Submit original, unpublished articles only. Do not submit manuscripts being considered for publication elsewhere, and please indicate if content has been presented at a professional conference or workshop. Manuscripts should be of timely and practical interest to managers in public, academic, and special libraries.

The following types of articles are actively sought:

- Research or scholarly articles of 4,000 to 6,000 words dealing in-depth with a management issue and having practical benefit to library administrators;
- Case studies beginning at 1,000 words highlighting a method or technique that has been used successfully in one or several libraries;
- Articles that solve a managerial problem (the editor will use discretion concerning the article's appropriateness for publication);
- Interviews with prominent library administrators or others in related fields, such as vendors or publishers;
- "ChangeMasters" features, which will be assigned at the editor's discretion;
- General news or updates of no more than 750 words featuring LAMA committee section activities;
- Columns of 500 to 750 words originating from LAMA sections; and
- Brief announcements of future Annual Conference and Midwinter Meeting programs being sponsored by LAMA or its sections.

The following items are not published in *LA&M:*

- Press releases describing products or services offered by vendors or service providers, unless such releases are part of a paid advertisement; and
- Unsolicited book reviews (book reviews are assigned to writers by the editor or associate editor).

Manuscript Preparation

Write in a grammatically correct, simple, readable style. The author is responsible for the accuracy of *all* statements in the article. Authors shall provide complete and accurate bibliographic citations. All citations and any quotations should be checked by the author. Consult any recent issue of *LA&M* for citation formatting. *LA&M* follows the style guidelines of *The Chicago Manual of Style* 15th ed. (Chicago: Univ. Chicago Pr., 2003).

Give the article or report a brief title. If necessary, add a brief subtitle. Also give the name, e-mail address, and title and affiliation of each author. If the paper has been presented at a conference (the proceedings of which will not be published), identify the conference by name, location, and date.

Manuscripts should contain only original material. Upon submission, the author should indicate previously published or revised material that was published or presented elsewhere for a different audience. This will be noted by the editor upon publication. The author must supply the necessary rights and permissions to use previously published material.

Material previously prepared for use at a LAMA-sponsored meeting or program should be recast into an appropriate narrative format before submitting it to the editor. Writers are urged to consult with the editor as questions or concerns arise.

Use standard word-processing software (Microsoft Word is preferred) on an IBM-compatible or Macintosh computer. Files should be double-spaced. Bold, italic, and superscript formatting are acceptable and useful. Do not use auto numbering or bullets. Use the tag <bul> before each bulleted item in such a list.

All manuscripts should include the names, mailing addresses, e-mail addresses, and phone numbers of authors. Mailing addresses and phone numbers are not published, but e-mail addresses are included in a brief author bio.