

LAMA news section

John Cotton Dana Public Relations Award Winners

The John Cotton Dana Public Relations Award Committee is pleased to announce the 2008 award winners. The H. W. Wilson Company and the H. W. Wilson Foundation have sponsored the award for more than sixty years. The 2008 award winners are:

- **Gail Borden Public Library**, Elgin, Illinois, for **Space: Dare to Dream**, a dynamic interactive exhibit that was also an innovative approach to marketing traditional summer reading programs. Mounted in conjunction with the library's summer reading program, and making exemplary use of partnerships, the library leveraged the exhibit to rocket its way to record numbers for summer reading participation, as well as library card registration, materials circulation, and program attendance, culminating with a live chat with an astronaut aboard the International Space Station.
- **Hamilton (Ontario) Public Library** for **One Book, One City Tackling Poverty Through the Arts**. This multi-faceted "one book" campaign, featuring the book *Looking for X* by Deborah Ellis, championed art as a common language and mobilized the community to raise public awareness about the issue of poverty. Nearly 8,000 participants were reached through innovative use of partnerships to fund the campaign and engage the community,
- **Metropolitan Library Service Agency of St. Paul, Minnesota**, for its **Museum Adventure Pass** program presented by Macy's. The pass transforms the library card into up to four free tickets to any of the community's participating cultural organizations. The well-planned campaign was implemented using a broad range of public relations tactics including stunning promotional materials, generating significant media exposure, community excitement, and participation.
- **Richmond (British Columbia) Public Library** for creating a unique campaign that promoted the library to school-age children from kindergarten to grade seven. The campaign brand was enhanced by the illustrations of local artist and illustrator Trevor Lai. The highlight of the promotion was Ralphie library card for kids, possibly the world's first round library card.
- **University of California Santa Barbara** for **UCSB Reads for Earth Day 2007**. Reflecting the values of the Santa Barbara community, home of the original Earth Day, the UCSB library led a campus-wide initiative to read, discuss, and even recycle (for other read-

ers) the book *Field Notes from a Catastrophe*. Held in collaboration with the Santa Barbara Public Library, Patagonia Company, and many campus partners, the program reached a wide range of community members beyond the university, from high school students to Patagonia employees to users of recordings for the blind and dyslexic.—*Marilyn Wilt*

LAMA Leadership Development Committee Meeting

The LAMA Leadership Development Committee held its annual Leadership Development Seminar at the ALA Midwinter Meeting in Philadelphia. This year's seminar, which was attended by many leaders within LAMA, was designed to provide LAMA with possible approaches for making our 2006/2010 strategic plan work better, and for identifying ways to implement new strategic initiatives. The seminar started with an introduction by W. Bede Mitchell, LAMA's current president. Mitchell gave an overview of why strategic planning was so critical to LAMA's success and how the seminar gave us a unique opportunity to discuss it directly. The introduction was followed by Kerry Ward, LAMA's executive director, providing an overview of major ALA and LAMA office news and activities that could



In Memory: Donald E. Riggs

Donald E. Riggs, 1994–95 LAMA president who was instrumental in moving the division forward on a number of fronts, died on Tuesday, February 19. Don had retired on December 31, 2007, due to poor health. Due to Don's wishes there is no memorial service.

Upon his retirement, Nova Southeastern University established the Donald E. Riggs Scholarship Fund. The Riggs family respectfully requests that contributions be made to Don's scholarship fund in lieu of flowers. Please direct your contributions and questions to the Library Development Office at (954) 262-4593 or e-mail Jill Gallner at gallner@nova.edu.

influence our strategic planning. This was followed by a discussion about how to align activities related to LAMA's strategic plan with its budget planning process. As part of this, Teri Switzer, chair of LAMA's Budget and Finance Committee, gave an overview of the LAMA budget along with how it fits within ALA's budget. According to the evaluations, this budget overview was a key component of the seminar.

After a brief break, the seminar participants broke into groups to discuss possible new strategies for selected sections of LAMA's strategic plan. These sections were:

- how to regularly monitor environmental information to capture trends and issues of importance to members [LAMA Strategic Plan Goal I, Strategy 1];
- how to identify and create the best means for members to communicate online [Goal I, Strategy 2, Key Action 1];
- how to implement ongoing collection of member suggestions for augmenting the current professional development programs and how to evaluate suggestions received and identify or target new programs to develop [Goal II, Strategy 2, Key Action 1];
- how to gather, examine, and evaluate new opportunities and ideas for enhancing existing collaborative programs or implementing new ones [Goal II, Strategy 3, Key Action 2];
- what possible projects to propose for the next Emerging Leaders cohort [Goal II, Strategy 3, Key Action 4]; and
- to consider changing LAMA's name to include "leadership" [Goal IV, Strategy 1, Key Action 2].

Each of the six discussions was led by a facilitator, and findings were reported back to entire group and documented for LAMA's Strategic Plan Implementation Committee to bring to the LAMA board for their information and action.

The committee held its regular meeting on Saturday and was joined by Emily Bergman, the committee's LAMA board liaison. The committee reviewed its charge, approved the minutes from the 2007 Annual Conference, discussed the Friday seminar and began planning for the next one, heard a report from the LAMA board meeting, made plans for the LAMA Orientation for New Officers and Chairs at Annual Conference 2008, and considered, though decided against, planning any new or additional activities related to LAMA's strategic plan.—*Catherine Friedman*

LAMA Mentoring Committee

Mentor and mentee applications for participants in a formal mentoring program to be launched by LAMA's Mentoring Committee at the ALA Annual Conference in Anaheim are now being accepted. A reception for the participants to

meet one another face to face and a training session for both are in the final planning stages for the kickoff event on June 28 from noon until 2 P.M. The ten-month formal mentoring program is designed to encourage and nurture current and future leaders and to develop and promote outstanding leadership and management practices. The focus content of the program is twofold: mentee and mentor. Mentee content involves career planning, job assistance, shaping careers, and succession planning. Mentor content involves training and guidance. The committee has designed the process with an eye on sustainability, legacy, realism, structure, expectations, and an emphasis on professional development. As such, data collection and evaluative instruments have been developed.

Mentee participants in this pilot program will consist of LAMA members who are either currently active or members who have just joined. Candidates willing to participate are expected to either nominate themselves or be willing to be nominated. For the first pilot year, mentee candidates will be limited to the first twenty-five that apply, and their mentors will volunteer or be chosen by a mentee. It is critical that the mentor candidates are active members within LAMA. Both parties are requested to submit biographical and career information that will help assist in the matching process. Members of these duos either have the option of self matching or using the LAMA Mentoring Committee's expertise to assist with the selection process. The duos will meet at the reception set to launch the mentoring program. Eventual consideration will be given to the construction and maintenance of a mentor profile database as well as the possible exploration of creating a distance mentorship program.

Applications for mentee and mentor candidates are being accepted for the 2008-09 program. For additional information, please contact Janine Golden, chair of the Mentoring Committee, at jgolden13@verizon.net or any of the members of the LAMA Mentoring Committee.—*Janine Golden*

LAMA Name Change Task Force

The LAMA Name Change Task Force was created with a charge "to lead LAMA through a consideration of a name change; to educate the membership about the reasons for considering adding 'leadership' to LAMA's name . . . and to submit a final report . . . at ALA Midwinter [Meeting] 2008."

The consideration of adding the word "leadership" to the association's name has occurred as a result of the strong growth in importance of leadership as a management term, its development as a vital element in the managing of libraries, the increasing emphasis on its role in the profession, and its use as the theme for LAMA's 50th Anniversary Celebration.

In addition, the words "leaders" and "leadership" are openly referenced in LAMA's mission, vision and image

statements, and the concept of leadership embodies the characteristics of professionals at multiple levels in all types of libraries.

During the 2008 Midwinter Meeting, three separate surveys were conducted to test membership response to a LAMA name change. Included in this exercise were the attendees at the LAMA Leadership Seminar (January 11), the SASS All Committee Meeting (January 12), and the BES All Committee Meeting (January 14). The results indicated an overwhelming preference for adding “leadership,” with eighty out of eighty-nine ballots approving such an action. In addition, when given a choice of new association names, 75 percent checked either “Library Leadership and Management Association” (LLAMA) or “Leadership and Management Association” (LAMA, eliminating the word “administration”).

Based on this tally, and information gleaned from a variety of informal discussions with LAMA members, which started as long ago as the 2007 Midwinter Meeting, the task force strongly recommends to the LAMA Board that action be taken to place a change in LAMA’s name to Library Leadership and Management Association (LLAMA) on the spring 2008 ballot. It should also be noted that the task force urges the board to change the name of the association’s publication, *Library Administration and Management*, to *Library Leadership and Management*, should the association’s name change be adopted by the membership.—*Ernie DiMattia*

LAMA Program Committee

The LAMA Program Committee met for two half days at Midwinter 2008 in Philadelphia. During these periods, the committee heard final presentations for three pre-conferences and sixteen LAMA programs for Annual Conference 2008 in Anaheim. The quality of these programs and pre-conferences is outstanding. The LAMA Program Committee wishes to thank sponsors and participants for their wonderful efforts to mount these events.

LAMA continues to present quality programmatic content each year on very limited financial resources. Will there come a time in our future when it might not be possible to maintain this quality without enhanced engagement fees for nonlibrarian speakers? Would it be wise for LAMA to consider the positive effect that additional financial resources would have on our ability to attract a wider array of speaking talent outside of the LIS profession? These are questions the Program Committee discussed in its business meeting in Philadelphia. Assuming that the answer to these questions is yes, the committee will be brainstorming in coming months on how to attract additional funds to the program budget. Please forward any ideas or comments to the chair or any committee member.

The Program Committee has mounted a preliminary program proposal on the LAMA forms site to streamline the

process of initial program submission. We encourage LAMA members to consult through your LAMA section and propose a program for Annual Conference 2009 using this easy-to-follow form. Program submissions for Annual Conference 2009 will need to be presented to the Program Committee in Anaheim in June. Check with your section for guidance in creating a proposal and mechanics for meeting with the Program Committee at Annual Conference.—*Frank Allen*

LAMA Publishing Committee

The Publishing Committee discussed and suggested some additions to the recommendations submitted by the LAMA Communications Task Force to the LAMA board at the Midwinter Meeting in Philadelphia. The recommendations address the need for an integrated communications plan for LAMA, a vibrant LAMA Web presence, and designation of the LAMA website as the primary vehicle for communication and publication, a focus on Web publication rather than print publication, the development of a vigorous LAMA marketing strategy and plan. The Publishing Committee supported the recommendation to consider the merger of the Publishing Committee and the LA&M Editorial Advisory Board into one combined group. This merger should facilitate a streamlined publications process. In addition, the Publishing Committee requested that the recommendations include the following: “Develop and implement a format and process for presenting and identifying formal, reviewed LAMA publications.” The Communications Task Force accepted this addition and incorporated it in the recommendations as presented to the LAMA board. The Publishing Committee also considered commercial publisher options for a proposed book on “Libraries & Landscapes” by architect/author Peter Gisolfi. ALA Publishing considers the book to be too graphic intensive for its publishing program.—*Judith Adams-Volpe*

LAMA Women Administrators Discussion Group

The LAMA Women Administrators Discussion Group met at Midwinter Meeting in Philadelphia to discuss the topic “Are you a leader or a manager?” There were eighteen people in attendance.

Following introductions, the group began by discussing the distinction between leadership and management and agreed that while some managers focus more on operations, the vision generally associated with leadership is an important tool for managers. There was also agreement that leaders can appear at any level of an organization, and it is important for managers to identify them and encourage their development. Also, it was recognized that leaders must be able to recognize and communicate the reality of a situation as well as their vision.

The group discussed the importance of communicating the role of administrators to staff, along with the frustrations that result from staff ignorance and misunderstanding, and some suggestions on techniques were offered. The group also discussed the importance of gaining staff trust in order to function effectively, and acknowledged that it may take some time. Some specific situations were described and addressed in order to help members deal with individual issues they were facing.

Members also exchanged ideas for how to encourage leadership development in their libraries, including providing funding for staff to attend library school, encouraging younger librarians on staff to grow into management roles, funding participation in leadership institutes and other training, encouraging staff to be willing to take opportunities when they occur, and knowing your staff well enough to be able to delegate significant responsibilities to assist their growth.

Nancy Hewison agreed to serve as co-chair for 2009. The group then agreed on a topic for our next meeting at ALA Annual Conference in Anaheim. The discussion will address "The Hillary Effect." What kind of additional social expectations do women administrators face? How do you respond effectively to those expectations? Can you leverage them to your advantage?—*Zary Mostashari*

Human Resources Section (HRS)

The LAMA Human Resources Section (HRS) held all-section and committee meetings during Midwinter Meeting. Planning began for a new discussion entitled "Emerging Trends in Human Resources in Libraries." These discussions will be held on Monday afternoons from 11 A.M. to noon during ALA Annual Conference and Midwinter Meeting. A list of top ten trends will come from these discussions, and the list will be published annually in *LA&M*. HRS's Staff Development Committee continued work to update the human resources handbook and began planning a program focusing on job application tips. The committee is also cosponsoring a program at Annual Conference with the Association for Library Collections and Technical Services (ALCTS) Leadership Development Committee titled "Succession Planning: The Future of your Library Depends on It." HRS's Leadership Skills Committee worked with Andrea Lapsley from the LAMA Executive Board on a cosponsored Annual preconference titled "An Inside Look at Leadership." In addition, members of the committee will assist Executive Committee representatives in defining criteria and selecting scholarship recipients for the preconference.—*Deborah Stansbury Sunday*

Leadership Skills Committee

Over the past year, the LAMA/HRS Leadership Skills Committee (LSC) has made a concerted effort to either sponsor or collaborate on activities that support Strategy

3 of LAMA Strategic Plan Goal II (Leadership and Management): Enhance collaborative leadership and management development programs with other library and nonlibrary professional organizations. The following is a summary of LSC activities since June 2007.

The Midwinter Meeting of LSC included a review of the outcomes of "To Change Your Library, Change Your Mind!" a program LSC sponsored last June at the Annual Conference in Washington, D.C. Members were very pleased with the positive feedback, comments, and suggestions provided on the evaluation forms. The presenters, Cynthia M. Kisby, personnel librarian for the University of Central Florida Libraries in Orlando, and Suzanne E. Holler, librarian and contract trainer at the Central Florida Library Cooperative, used a number of hands-on activities and small group discussions designed to help the audience explore three approaches to managing change: power, reason, and re-education. Participants took back strategies for creating a change process, techniques for overcoming resistance to change from any position within an organization, and an understanding of the "change-as-learning" implementation model.

In Anaheim, LSC will cosponsor "An Inside Look at Leadership," a one-day preconference organized by LAMA past president Andrea Lapsley in partnership with the Pacific Institute (www.thepacificinstitute.org). Scheduled for Friday, June 27, from 8:30 A.M. until 4:30 P.M., this program will focus on "success"—not as a concept—but, rather, as the "result of knowing where you want to go and the changes you need to make in order to get there." The objective is to help participants "improve effective thinking skills, heighten self-confidence, increase self-motivation, and attain goals that were once thought to be out of reach." Additional details and registration instructions will be posted on the ALA website, LAMA electronic discussion lists, and publications, and through LSC member resources.

Over the next few months, LSC is exploring the possibility of sponsoring a 2010 program at the Annual Conference (in Washington, D.C.) on Positive Organizational Scholarship, an emerging branch of the organizational sciences that may impact the future of the library workplace.—*Alicia Miller*

Library Organization and Management Section (LOMS)

Financial Management Committee

During the past six months the Financial Management Committee has been finalizing our proposal for the program, "Shift Happens: Aligning Financial Decisions with Strategic Directions," that we are presenting at ALA Annual Conference in Anaheim in June. We will complete our preparations for the program during the next few months. As for documents, the committee members had

previously submitted an article to the editors of *LA&M*. Though the topic was the basis for “Shift Happens,” we could potentially do another article based on the program.—*Linda Fenster*

Organizational Theory and Practice Committee

At the ALA Annual Conference last summer, the Organizational Theory and Practice Committee presented its June 23 program, “Leading Technology-Driven Change: Theory and Practice.” Despite the 8 A.M. start time, the room was overflowing and a quick analysis of the evaluation forms indicated it was well received by attendees. The committee plans to present our next program at Annual Conference 2009. The topic isn’t finalized yet, but one idea everyone liked is “managing your boss.” Another project the committee decided to start working on at Annual Conference is developing criteria and a process for selecting and posting an “organizational theory and practice” list of recommended readings for LAMA members who want to learn more about the area but don’t have time to sift through the many books and articles published each year. Our working goal is to have the first list available on the LAMA website before the 2008 Annual Conference in Anaheim. The committee would like to get into a rotation where it presents programs and publishes recommended reading lists on alternate years. Since Annual Conference, the committee has worked on developing selection criteria for recommended articles and began a first pass at selecting some to discuss at Midwinter Meeting. The committee will continue to work on it for the next six months. At Midwinter Meeting we also will finalize our program topic for 2009 and make plans for filling out the LAMA program form and meeting with the LAMA Program Committee.—*Gordon J. Aamot*

Planning and Evaluation of Library Services (PELS) Committee

The LOMS-PELS Committee has been working on a possible program for 2009 Annual Conference in Chicago. After discussing possibilities in our meeting in Washington, D.C., and after several e-mail discussions following that meeting, the group believes we have a good program in the making. The program will be on various outcome-based assessment tools used by two university libraries and a public library system. The focus will be on how they improved certain services and programs based on that assessment, not on the tools themselves. Three speakers have committed to the panel discussion: Catherine Haras (California State University Los Angeles), Sherri Jones (University of Notre Dame), and Annie Norman (state librarian for Delaware). The committee had more discussions in Philadelphia and will soon decide on a good title for this program. As we all know, planning a program is a lot of work, and I hope that more committee members would be willing to assume responsibilities to make this program a great success.—*Vanaja Menon*

Risk Management and Insurance Committee

Post-conference activities: Review of and improvements to the draft version of the committee’s risk management website continued. Plans for rollout were created at Midwinter Meeting. Review of the committee’s program at ALA’s 2007 Annual Conference in Washington, D.C., continued. This included sharing the evaluations collected after the program. Discussion of program topics for 2009 were discussed at the Midwinter Meeting. Also planned for discussion at Midwinter is the concept of creating an article based on the 2007 program. The committee also conducted a review of committee activities for coherence with LAMA FY 2008 Action Plans and LAMA Strategic Plan 2010.—*Susan E. Parker*

Measurement, Assessment and Evaluation Section (MAES)

Data Collection for Managers

The Data Collection for Managers Committee (DCLM) focused on four tasks in Philadelphia. Its first task was to participate in the strategic planning exercise led by LAMA Executive Board Chair Marcia Suter during the All-Committee Meeting. Second, as a cosponsor of the Anaheim preconference “Living the Balanced Scorecard,” being spearheaded by the Using Measurement Data for Library Planning, Assessment and Communication Committee (UMDLPAC), the DCLM group selected two of its members, Robert Johnson and Ken Wise, to serve as preconference program co-chair and PR co-chair, respectively. They worked with their counterparts from the UMDLPAC committee and with Wendy Starkweather and Meg Scharf, the chairs of both committees, in a planning strategy session with Joe Matthews, the lead speaker for the Balanced Scorecard preconference. Third, Wise and Dawn Lowe-Wincentsen were selected as DCLM program co-chair and PR co-chair, respectively, for UMDLPAC and DCLM jointly sponsored conference program in Anaheim on “Appreciative Inquiry,” and Lynne King will work with Lilith Kunkel from UMDLPAC on program evaluation. And finally, the DCLM committee brainstormed program ideas for Chicago 2009. The topic of using assessment data to support effective space planning and use was selected. Three areas for speaker concentration were identified—using data to assist with renovation planning (being done at Cornell), using photo surveys (a relatively new concept), and using wayfinding data (commonly used by architects and designers). Jeff Steely volunteered to serve as program chair with support from Wise and Janifer Thompson Holt.—*Wendy Starkweather*

Public Relations and Marketing Section (PRMS)

All three committees of LAMA's Public Relations and Marketing Section (PRMS) are busily preparing for programs at Annual Conference in Anaheim.

The Education and Training Committee will present a "Hot Topics" program—"Are You in the Game? Harnessing Millennial Learning Strategies to Market Your Library"—following up on the highly successful program on the hot technologies presented at Annual Conference 2007 in Washington, D.C.

The Swap & Shop public relations and marketing extravaganza, hosted at the ALA Annual Conference each year by PRMS, will be held from 11 A.M. to 1:30 P.M. on Sunday, June 29, in Anaheim. Attendees can pick up samples of materials from dozens of libraries of all types and sizes, and be inspired by the best library marketing materials produced in 2007, as recognized in the Best of Show awards. Also on display will be the PR Makeovers, as two lucky libraries (one academic and one public) will witness a transformation of their public relations pieces.

Even better, Swap & Shop offers multiple avenues for your library to participate. If you're particularly proud of a marketing piece produced at your library, consider entry into the Best of Show competition (entries are due by April 1), which for the first time will include a category for multimedia entries. If you feel like your library's PR could use some professional help, enter the PR Makeover contest (entries are due by April 15). Finally, and most important, please share your PR materials from the past year by sending your extra copies to the Swap & Shop collection point (mailing address and due date to be announced in May).

Systems and Services Section (SASS)

Management Practices Committee

The Management Practices Committee will be moving ahead with our plans for the mystery shopper program for Annual Conference in Anaheim. "You've Been Shopped!—Mystery Shopping for Better Service" is the name of the program. The speakers are secured and the program will be held on Monday, June 30, from 10:30 A.M. to noon. We will be seeking endorsements from other committees and seeking to publicize the program on various electronic discussion lists as well as with flyers handed out in Anaheim. The committee thinks libraries of all types will find something of value in learning how two libraries are using mystery shoppers to improve performance. The committee also voted on putting forth a program proposal for Annual Conference 2009 in Chicago that focuses on libraries and Second Life and potential ways libraries can benefit from participation with the new virtual world. We have a slate of speakers, and the program, as presented to the LAMA Program Committee, was approved for Annual Conference 2009. The Program Committee strongly favored our alternate title, "Leading Your Library in Second Life!" The content of the presentation will remain fluid so as to take advantage of new developments with libraries use of Second Life. The committee also discussed ideas for a preconference on productivity, drawing on Merlin Mann's concepts in *Inbox Zero* before Annual Conference 2010. He is also the editor and founder of 43folders.com.—*Mary Anne Hodel*

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