

## LAMA news section

### LAMA Strategic Plan Implementation Committee

The committee held its meeting on Sunday, January 13, at which members concluded that a liaison approach to implementation of the LAMA Strategic Plan might be most effective. Accordingly, committee members present were given an opportunity to choose LAMA committees or sections to which they will provide guidance and encouragement during the remainder of the year. Final assignments for liaisons will be made by the beginning of February, and chairs of LAMA committees and sections will be informed of their contacts and the help those contacts can provide. The committee also agreed that it needs a more prominent face on the LAMA website, and it has decided to abandon its unofficial and unfortunate abbreviation. It will seek a more appropriate label or description of its role in LAMA and communicate any proposed changes to the Committee on Organization. The committee is excited and energized and will be very active between January and June of 2008.—*Anne Edwards*

### LAMA Marketing Communications Committee

The discussion at Midwinter Meeting in Philadelphia focused primarily on outcomes of a LAMA member survey and ways the findings relate to the proposed marketing efforts. The committee identified the following marketing opportunities not identified in the marketing plan:

#### Membership Target Audiences

- ALA emerging leaders
- Library Journal movers and shakers
- LAMA Leaders of the Pack—follow up on LAMA mentorship program
- Future leaders identified in LAMA mentoring program

#### Strategies

- Discount new memberships
- Create additional online discussion groups
- Address question about whether the division is welcoming
- Promote continuing education
- Stimulate member discussion about the LAMA logo and what it means or signifies to members

- Communicate with members when they join and when they leave
- Survey new members as to why they joined

The committee challenged the following assumptions made in the plan:

#### Challenged Assumptions

- LAMA has no competition as leader for management and leadership.
  - The committee feels that leadership development is taking place in other divisions and that LAMA needs to identify other natural partners and reach out to other divisions
- Social networking is a threat
  - Committee views social networking as an opportunity to attract new membership and to get the word out, especially if targeted to younger potential members, but we must be agile and respond quickly when using new technologies
- Community college directors as a target market
  - The committee needs more information on why this is identified as a primary targeted audience

#### Analysis

- *LA&M* is a strength of the organization
  - Recommendations:
    - A better method of distribution is needed since the publication has gone digital (for example, RSS feeds or direct means of distribution to members)
    - LAMA should target new audiences with sample issues e-mailed along with membership information (Note: the majority of the LAMA Marketing Communications members present support a closed distribution of *LA&M* for members only, and free issues should be given only as an incentive for membership)

#### Recommendations

- The John Cotton Dana (JCD) Awards is a signature program of LAMA. Winners should be offered one year free membership in their letter of congratulations, with membership letter and congratulation.
  - The JCD awards need additional marketing and promotion. The H. W. Wilson Company and H. W.

Wilson Foundation have been generous in their support over a long period of time and deserve greater acknowledgement.

- Generally, LAMA members need better understanding of the significance of existing awards and how they help the division, both in external support and financial incentives.
- Establish an online conversation group to continue committee work between meetings through electronic discussion.
- Network with various ALA awards committees to help identify potential marketing opportunities.
- Update membership brochures (priority number one for 2008).
- Examine and analyze current marketing products and make recommendations for the future.
- Include sufficient funding in LAMA budget proposal for FY2008–09 to update print materials.
- Create PDF of brochures for pre-conferences and key programs for Annual Conference 2008 and distribute to all LAMA members.
- Send representatives to the ALA Membership Pavilion—an opportunity to recruit new members to ALA.—*Marcia Schneider*

## LAMA Editorial Advisory Board

Part of the Editorial Advisory Board (EAB)'s charge is to evaluate the editor and associate editors. Developing performance criteria and goals is an important first step in this process. Since this has not been done in several years, Paul Anderson (University of Delaware) suggested developing the goals and criteria this spring for the evaluations of the incoming associate editor and editor. Eric Shoaf (Brown University) said he would work on goals for the appraisal. In lieu of an appraisal this year, Anderson suggested drafting a thank-you letter recognizing the many contributions of the current editor and associate editor during this time of transition for *LA&M*. Bonnie Allen (University of Montana) suggested deriving assessment criteria from the job posting for the associate editor. Anderson will send out a draft in the next few weeks to the EAB for review and comment.

Encouraging contributions to *LA&M* from LAMA sections, task forces, and discussion groups has been a frequent topic of discussion by the EAB over the last year or so. Anderson mentioned that the Communication Task Force focused heavily on the need to develop content from the membership and distribute that content online via the website and *LA&M*. The task force, whose recommendations were presented to the LAMA executive board at Midwinter Meeting, conducted a discussion at the LAMA Leadership Seminar on Friday afternoon. Anderson mentioned that one of the task force's recommendations is to combine the EAB with the Publishing Committee. Both groups are working toward the same goal of generating

content. In addition, the Publishing Committee includes representatives from the sections. Consequently, the combination of the EAB and Publishing Committee might offer advantages in encouraging widespread development of content across groups in LAMA.

Anderson reviewed the proposed process for selecting the new associate editor of *LA&M*. The position posting approved by the EAB has been distributed as a press release. The due date for applications was May 1, 2008. An EAB subcommittee made up of Shoaf, the incoming editor; Gregg Sapp (SUNY Albany), the outgoing editor; Anderson, the EAB chair; Kerry Ward, LAMA executive director; and volunteers from the EAB will review applications and participate in interviews at Annual Conference in Anaheim, California. Ideally, the interview committee would include one or two volunteers from the EAB. Since writing samples are requested and the time frame from May 1 to Annual Conference is short, assistance in reviewing applications would be helpful.

In the editor's report section, Sapp and Shoaf discussed the fall and winter issues of *LA&M*. Because of the problems of lost links with the implementation of the new ALA Content Management System, the fall issue of *LA&M* disappeared from the website in November. With the winter issue about to appear, Sapp suggested that, if possible, both issues be maintained on the website. Fred Reuland of the LAMA office is going to see if that is possible. If it is not, then the winter issue would go up as planned. Reuland is going to see if an explanation can be added to the LAMA website detailing the temporary problems with the links. Since there is not a new HTML feature ready, Shoaf suggested keeping the HTML feature from the fall issue up. There was a discussion of generating future HTML content. EAB members are asked to make recommendations on this.

Anderson brought up the issue of open access to *LA&M*. The EAB thought that the potential affect on membership of open access outweighed the advantages. Reuland pointed out that *LA&M* had been listed by members as the most important reason for their membership in LAMA on a recent survey. He suggested making the coverage of LAMA awards completely open to everyone or migrating coverage very quickly from *LA&M* to the website. This suggestion addressed the primary concern about promoting the awards and promoting LAMA through its awards programs to potential members, and was endorsed by the group. Shoaf mentioned going to some section meetings to promote submissions to *LA&M* and sending out an e-mail about the submissions process to LAMA Leaders right before Midwinter Meeting.

Shoaf and Anderson discussed meeting with Frank Allen, chair of the LAMA Program Committee, about how best to develop *LA&M* content from LAMA programs. Shoaf is going to contact program chairs to facilitate this process. Shoaf mentioned that ALA Production Services has contracted with an online hosting service, MetaPress (a division

of EBSCO). There will be a demo in June. The service will offer full-text HTML and searching capabilities. XML will be a byproduct of the printing and production process, which will then get plugged into the journal hosting template. Also included will be an online advertising template.

The EAB discussed advantages and disadvantages of moving to a refereed journal. The group clearly favored maintaining the magazine in its present form. Sapp and Shoaf said that the type of material covered by the magazine would change significantly if LAMA moved to a refereed process. Highly popular and useful articles on best practices would no longer be the primary content of the publication. There would also be longer lead times and more work for the editors. It was not clear that the possible advantage of increased submissions by changing the magazine into a scholarly journal would be realized. It was unanimously felt that the current magazine is deemed useful and popular with the membership and that the nature of the publication should not change.

Brian Gray (Case Western Reserve University) discussed and demonstrated Pachyderm, an open-source multimedia authoring software that could be used by LAMA's sections and program chairs to produce material for the LAMA website without need to go to ALA Production Services. The demo that Gray developed using the 2005 AIA Awards brochure was very impressive and only took him a few hours to do. Pachyderm seems to offer some real possibilities for getting more multimedia material on the website.

The question of how best to handle the transition from printed copies for subscribers to an all online *LA&M* was discussed. Reuland said he would supply a list of the subscribers to assist the EAB in devising a letter or other approach to the subscribers with the aim of maintaining subscriptions after the move to all online. (Reuland has sent this to Anderson, who will summarize the content for the EAB). Anderson has asked for an explanation of what is at stake in terms of loss of net revenue (revenue from subscribers minus expenses for printing and mailing) from losing subscribers. This may affect recommendations on when the printed issues would cease and would help develop strategies for maintaining subscribers.—*Paul Anderson*

### LAMA John Cotton Dana Committee

Most of Midwinter Meeting in Philadelphia was spent judging the John Cotton Dana Library Public Relations Contest. 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. At the press conference, Harry Regan, President of H. W. Wilson, made the exciting announcement on behalf of the H. W. Wilson Foundation that the John Cotton Dana award winners will each receive a cash prize of \$5,000. The five winners for

the 2008 awards were selected after a great deal of passionate discussion and debate. They 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 eight thousand 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 7. The campaign brand was enhanced by the illustrations of local artist and illustrator Trevor Lai. The highlight of the promotion was the Ralph 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 campuswide initiative to read, discuss, and even recycle (for other readers) *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.

The committee also is working on numerous improvements for the 2008 award process, including the revised and expanded entry instructions and expanded Web presence for the award.—*Sherrill Smith*

## **SASS Technical Services and Systems Committee**

The committee reviewed and discussed program evaluations from Annual Conference 2007. The program was based on the book *New Supervisors in Technical Services: A Management Guide Using Checklists*, published by LAMA in 2007. Additional ways to publicize the book were explored including posting additional information on the SASS website, seeking book reviews, and providing additional information to the leads from LAMA blog. The committee also explored future conference program topics, including further expansion of specific topics in the book and chapters originally omitted from the book. The committee anticipates a program for 2010 in Washington, D.C.—*Michelle R. Turvey-Welch*

## **Measurement, Assessment and Evaluation Section (MAES) All Committee Meeting**

Program planning for Annual Conference 2008 in Anaheim, California—two programs:

1. Preconference: “Living the Balance Scorecard”  
Facilitator Joe Matthews came to work with the group to get ideas on how this preconference will roll out: format of the day; what kind of assistance does he need that day; one co-chair from each committee with a PR person from each committee; this group will lead forward for Anaheim
2. Appreciative Inquiry—Presenters: Gene Spencer (Bucknell); Diane Graves (Trinity)  
—An evaluation process focused on positive attributes of the organization

Lilith Kunkel from the LAMA Publishing Committee announced changes being proposed:

- The revised Web forms for making proposals has been lost on the Web page;
- Communications Task Force—LAMA has a robust presence in Web publication rather than hard copy; the discussion on merging the Publicity Committee and editorial board is still up in the air.

The LAMA Strategic Plan was reviewed for possible ways of adding to the plan. Marcia Krauter Suter opened the brainstorming session with the question, how can MAES contribute to the LAMA Plan? Ideas follow:

- Publishing works akin to Clip Notes as a revenue generator as something LAMA could do
- Education—market continuing education opportunities; programs and work we’ve done to create webinars

- Focus on outcomes
- Use Web as instrument of assessment; develop an inventory of what divisions are doing
- Professional development
- Crosswalk interests on Event Planner for all of ALA to find topics specific to membership interests
- Develop data collection and tool kits
- Blog for MAES
- Library School Connections
- Mentors for new comers—*Marcia Krauter Suter*

## **LAMA MAES Discussion Group**

The group had a spirited exchange at Midwinter Meeting in Philadelphia, touching on several topics, including measuring student learning outcomes (an emerging emphasis among accrediting agencies), developing an inventory of assessment questions and techniques, utilizing business techniques to gauge customer satisfaction, and balancing privacy concerns in the context of data gathering. Moving beyond user surveys to determine how libraries are performing poses both challenges and numerous possibilities for future agendas. To suggest a topic for the discussion group or for a more formal program, contact either Connie Bush, Daniel Boone Regional Library, Columbia, Missouri (cbush@dbrl.org) or Kathy Brown, NCSU Libraries (kathy\_brown@ncsu.edu).—*Kathy Brown*

## **Dialog with Directors Discussion Group**

More than thirty participants discussed various issues focused around motivating staff and getting buy-in for changes or new initiatives. The key issues that were discussed included working around the policies of unions, running effective staff meetings, redirecting uncooperative staff within meetings, and “managing up” during daily duties. Some great ideas circulated throughout the session including having a five-minute standing meeting to kick off the day’s activities, having walking meetings to develop ideas for improvement, or creating methods to challenge staff to increase acceptance and success for new ideas. Contact Brian Gray (bcg8@case.edu) to join the discussion list to get a more detailed summary and future meeting announcements. We also discussed some concerns about the discussion group name and are discussing a name change or a subtitle that will help Annual Conference attendees understand that the meeting is not for just directors. It is an opportunity to discuss issues with and get advice from library leaders.—*Brian C. Gray*

## LAMA Diversity Officers' Discussion Group

Twenty-four people gathered for the meeting of the LAMA Diversity Officers' Discussion Group in Philadelphia. As always, we welcomed all those interested in diversity issues, whether or not they are in positions that include diversity-related responsibilities. In addition to sharing information about the roles and responsibilities of library diversity officers and diversity committees, we talked about our experiences with diversity residency programs and other diversity-related initiatives, including displays celebrating the cultural heritage of a variety of groups, liaison relationships with cultural centers, and mentoring programs for new library employees. Several people from university libraries provided insights into relationships with campus diversity committees. In some libraries, performance appraisals and job announcements now include a demonstrated commitment to diversity, and the diversity officer or a member of the diversity committee sits on every search committee.

Recruiting and retaining a diverse employee group remains a challenge for many libraries. Some have responded by creating programs that focus on high school or undergraduate students, giving them experience working in libraries with the goal of helping them visualize themselves in careers in library and information science. Our meeting concluded with an update on the recently formed Residency Working Group.—*Nancy Hewison*

## PRMS Training and Education Committee Announcement

The Training and Education Committee of PRMS is planning a Hot Topics program for Annual Conference in Anaheim. The speakers are Marisa Duarte from the Fresno County Public Library and Tammy Allgood from Arizona State University. They will be talking about marketing strategies through gaming and Second Life.—*Felice E. Maciejewski*

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