

## LLAMA news section

### LLAMA Program Committee

The LLAMA Program Committee met for two half-days at ALA Annual Conference in Anaheim. During these periods, the committee heard presentations for eight pre-conferences and seventeen LLAMA programs planned for Annual Conference 2009 in Chicago. The members of the Program Committee were once again impressed with the creativity and focused effort of the sponsoring LLAMA committees and with the commitment to LLAMA goals on the part of the program chairs.

The LLAMA board of directors congratulated sponsors on their planning efforts in developing these programs for Annual 2009. One board recommendation, as we go forward, is for LLAMA section and committee chairs to develop more programming on aspects of leadership, to reflect LLAMA's heightened orientation on leadership development.

During the spring months of 2008, the committee redoubled its commitment to mount conference program content (PowerPoint presentations, PDFs of handouts, etc.) on the LLAMA website. Program sponsors are making a concerted effort to secure program content from speakers immediately after Annual Conference and forward it to the Program Committee chair to be mounted on the LLAMA website. Check the website periodically for program content from Annual Conference 2008.

Good news! The Program Committee has developed a shortened program proposal form. This eight-page document (down from twelve) reorganizes sections into a more natural flow and eliminates redundancy, thus hopefully easing the task of preparing a program proposal. The revised form will be mounted on the LLAMA site in fall 2008.

During the coming months your LLAMA Program Committee will be working on ways to more effectively feed program evaluation results back into the program development cycle, to close the loop on the continuum of generating program ideas, staging programs, harvesting feedback, and injecting it into new program development. Suggestions include establishment of a data bank to archive program topics and evaluation summaries.

2008-09 promises to be an exciting and busy year for the Program Committee. We thank LLAMA section heads, committee chairs, and the membership as a whole for continuing to develop and stage the fine program and preconference content for which LLAMA is so well known.—*Frank Allen*

### LLAMA Leadership Development Committee

#### Orientation for New Officers and Chairs

The LLAMA Leadership Development Committee (LDC) is responsible for organizing and running the annual LLAMA Orientation for New Officers and Chairs session. The session provides new LLAMA leaders with background information and guidance to support them in performing their new responsibilities. The orientation at the ALA Annual Conference in Anaheim was moderated by the chair of LDC and consisted of presentations from:

- Molly Raphael, LLAMA president-elect, who welcomed the new LLAMA leaders and shared her thoughts on her presidential focus for the next year
- Kerry Ward, LLAMA executive director, and Fred Reuland, LLAMA marketing specialist, who talked about LLAMA in general and what the LLAMA office can do to support LLAMA leaders
- Brian Gray, the LLAMA webmaster, who provided an overview of the various web and communication tools available to help LLAMA leaders do their work
- Frank Allen, chair of the Programs Committee, and Judy Adams-Volpe, chair of the Publications Committees, who spoke about program planning and about the newly formed publishing and editorial advisory committee that will replace the Publications Committee
- Gregg Sapp, outgoing editor of *Library Administration & Management*, who spoke about the importance of publishing and sharing our management and leadership expertise with a greater audience through writing

The orientation was attended by about fifty-five people. As handouts, the committee distributed the following: copies of the session's agenda, key information for new LLAMA section chairs, key information for new LLAMA committee chairs (a new document developed by the committee this year), copies of the LLAMA executive director's presentation slides, a document about program planning, and an evaluation form.

#### LLAMA Leadership Development Committee Meeting

Molly Raphael, incoming LLAMA president, shared her ideas for the upcoming LLAMA Leadership Development seminar scheduled for the Midwinter Meeting in Denver.

This annual session is organized and run by the LDC, but the seminar content is always in support of a theme identified by the incoming LLAMA president. The seminar is intended to cover an idea or concept that the then president would like LLAMA leaders to learn more about and that will contribute to those members' work within LLAMA and be applicable in some way to their work at their home institution.

With Raphael's consent, the committee agreed to focus the seminar on exploring the leadership competencies recently developed by the cohort of ALA Emerging Leaders affiliated with LLAMA. As currently conceived, the first part of the seminar will have the Emerging Leaders presenting the leadership competencies they have developed followed by someone responding in some way to those competencies. Some sort of interactive section where attendees will engage with each other is planned and the idea of using some sort of self-administered leadership assessment is being considered. The committee identified next steps for planning the seminar.

The committee discussed the LLAMA FY09 Strategic Initiatives and agreed to send one additional key action for consideration by the LLAMA board. The committee would like to see a Spectrum Scholar internship developed and funded by LLAMA.

The committee then reviewed that morning's orientation for new officers and chairs. The evaluations from the session were very positive. The committee talked about some ways to improve the session including producing and distributing additional documents and calendars for the session and about how to better share orientation and new member/leader information through the LLAMA wiki and website. The formal planning for this session will begin next Midwinter Meeting.

Lastly, the committee was presented with the idea of considering a name change as the current name does not accurately provide a clear definition of the committee's charge and responsibilities. This is something the committee will consider over the next year.—*Catherine Friedman*

### Strategic Plan Implementation Committee

Attendees were provided with the following documents and items:

- a LLAMA ribbon
- new LLAMA flier
- committee meeting report from the Philadelphia meeting at Midwinter in January 2008
- a request for nominations for ALA president-elect and councilors at large
- the draft 2009 LLAMA Action Plan; a proposed webpage for the committee
- a list of possible new names for the committee

### 2008 LLAMA Election Results

#### APPROVAL OF NEW LLAMA BYLAWS

Yes	91.1%	Adopted
No	8.9%	

#### LLAMA VICE PRESIDENT/PRESIDENT-ELECT

Gina Millsap

#### LLAMA DIRECTOR-AT-LARGE

Bob Daugherty

#### LLAMA SECRETARY

Emily Bergman

#### LLAMA COUNCILOR

Charles Forrest

#### LLAMA VICE-CHAIR/CHAIR-ELECT

Patti Patterson

#### LLAMA MEMBER-AT-LARGE

Marita Kunkel

### FUND RAISING AND FINANCIAL DEVELOPMENT SECTION

#### VICE-CHAIRPERSON/CHAIRPERSON-ELECT

Paula Miller

#### SECRETARY

Deborah Doyle

### HUMAN RESOURCES SECTION

#### VICE-CHAIRPERSON/CHAIRPERSON-ELECT

Brian Keith

#### MEMBER-AT-LARGE

Tiffany Allen

Melissa Laning

### LIBRARY ORGANIZATION AND MANAGEMENT SECTION

#### VICE-CHAIRPERSON/CHAIRPERSON-ELECT

Joanne Bessler

#### MEMBER-AT-LARGE

Susan Parker

### MEASUREMENT, ASSESSMENT, AND EVALUATION SECTION

#### VICE-CHAIRPERSON/CHAIRPERSON-ELECT

Meg Scharf

#### MEMBER-AT-LARGE

Kenneth Wise

#### SECRETARY

Jennifer Paustenbaugh

### PUBLIC RELATIONS AND MARKETING SECTION

#### VICE-CHAIRPERSON/CHAIRPERSON-ELECT

Luke Vilelle

#### MEMBER-AT-LARGE

Carol Walters

#### SECRETARY

Deva Walker

### SYSTEMS AND SERVICES SECTION

#### VICE-CHAIRPERSON/CHAIRPERSON-ELECT

Sharon Epps

#### MEMBER-AT-LARGE

Marlayna Christensen

Following introductions and welcome from the chair, the group heard a report from the LLAMA board meeting. The chair reviewed the work of the committee during 2007–08, and thanked committee members for their commitment to collecting information from section and committee chairs that served to update the 2008 action plan prior to the Annual Conference. The chair introduced the draft action plan for 2009 which was ratified at the LLAMA board meeting. Once the chair has assigned liaison responsibilities, committee members will be checking throughout the year with the relevant section and committee chairs to gather information on progress toward the goals in the plan.

Committee members then discussed the proposed webpage for the committee, designed by Alicia Miller. Miller will draft the answers to the FAQ and will distribute them to the committee members for comments. Anne Edwards will update the Recent Activities section. The LLAMA Committee Goal Monitors section will be taken off the page and the committee member information will be updated as soon as it is available. The chair said that the membership of the committee for the coming year has not yet been finalized, although one new member has been added to the committee. The committee reviewed the list of possible new names for the committee and added some suggestions. If there is consensus, a request will be forwarded for a name change to the board and COO immediately for action.

Several issues arose regarding the composition and charge for the committee. Although the charge identifies certain liaisons to the committee, and talks about evaluation and assessment processes for tasks completed in support of the plan, neither of which are being followed at present, LLAMA President Bede Mitchell suggested that the committee leave the charge as is for the moment and continue fulfilling part of the charge; that is, “to monitor the implementation strategy developed for the LLAMA Strategic Plan, to communicate and oversee the implementation process, and to report to the LLAMA Board at the Midwinter and Annual conferences.” The committee agreed to check the charges for the three groups mentioned in the strategic plan implementation committee’s charge to see if they include a similar link back to the implementation committee.—*Anne Edwards*

## **Human Resources Section (HRS)**

### **The Leadership Skills Committee**

The committee sponsored a very successful preconference, “An Inside Look at Leadership.” The Executive Committee for 2008–09 was announced: Lila Daum Fredenburg, chair; Brian Keith, vice chair, chair-elect; Andrea Stewart, secretary; Deborah Sunday, past chair; Tiffany Allen, member-at-large and Melissa Lanning, member-at-large. The group continued to plan for a preconference or program on management coaching. In addition to the successful

preconference in Anaheim, plans have been made to repeat “An Inside Look at Leadership” at Annual Conference in Chicago in 2009. Further plans were made for a 2010 preconference or program on the topic of positive organizational scholarship.

### **Union Relations Discussion Group**

This group met and had a fruitful discussion. Dianne Williams and Emily Backe were named co-chairs for 2008–09.

### **Staff Development Committee**

Continued progress on the fourth edition of the *Staff Development Handbook* has been made through the committee’s appointed task force consisting of Carol Zsulya, Andrea Stewart, and Carol Lang. Publication by ALA Editions is expected no later than 2010.

### **Emerging Trends Group**

The initial meeting of this group was held at Annual Conference with fifty-seven enthusiastic participants from a cross section of management, librarian, staff, and student positions at both academic and public libraries. Through the efforts of Pat Hawthorne and Jennifer Abramson, a document summarizing the trends and related discussion points will be posted on the LLAMA website. The group agreed to meet at the same time and same day at Midwinter Meeting and hopes to generate ideas for programs and preconferences.—*Lila Fredenburg*

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

The “Balanced Scorecard” preconference was held in Anaheim. Evaluations were outstanding with many good comments. Twenty-two responses were collected onsite plus others came later online. The program was so successful, it will be repeated at Chicago Annual Conference in summer 2009. In addition, MAES will cosponsor a program with Planning and Evaluation of Library Services (PELS) committee titled “Marketing and Statistics—Using Assessment for Making a Difference.” An Assessment Tool Box sub-committee was formed to explore ways to share assessment tools and instruments through the web or wiki. Members are: Scott Britton, University of Miami, Point Person; Jeanne Brown, University of Nevada, Las Vegas; and Jan Lewis, East Carolina University.

The following people volunteered to work on Balanced Scorecard webinars, publications, and webliography: Tom Biefavitz, Portland State University; Brian Doherty, Arizona State University; and Bob Johnson, Le Moyne College.—*Marcia Krautter Suter*

## MAES Discussion Group

Libraries are making substantial investments in new learning spaces that are often quite different from past configurations. The LLAMA MAES discussion group featured a presentation in Anaheim by Joe Williams, director of the Learning Commons at the North Carolina State University (NCSU) Libraries, and a lively discussion among those who filled the room. Introduced in 2007, the Learning Commons at NCSU features computers, expert research help, group study rooms, comfortable seating, and numerous new technologies intended to stimulate creativity and improve student success ([www.lib.ncsu.edu/learningcommons/index.php](http://www.lib.ncsu.edu/learningcommons/index.php)). Williams outlined several methods being used at NCSU to determine whether the space is meeting users' needs—including student advisory groups, online discussion boards, tracking of usage, and a survey conducted by Stephen Sherman, a student at the University of North Carolina at Chapel Hill School of Information and Library Science. Several topics generated numerous comments, including the difficulty of determining the impact of Learning Commons use on student learning, reactions to noise levels in a busy and popular space, and the implications of having gaming stations in the area.—*Kathy Brown*

## Systems and Services Section (SASS)

### Technical Services and Systems Committee

At the Annual Conference in Anaheim, the Technical Services and Systems Committee continued brainstorming possible programs for Annual 2010 in Washington, D.C. After much discussion, the topic was narrowed down to “managing from the middle.” The tentative program title is “Navigating the Political Environment from the Bottom, Middle and Top: Technical Services Perspectives.” The committee is hoping to bring perspectives from both public and academic library settings to the program. The premise is that everyone in the organization manages and that being able to manage up is important. The committee also briefly reviewed the technical services portion of the Library Support Staff Certification document and provided feedback to the LLAMA SASS Executive Committee.—*Michelle R. Turvey-Welch*

## Public Relations and Marketing Section (PRMS)

### Education and Training Committee

The committee conducted a program named “Are You in the Game? Millennial Learning Strategies to Market Your Libraries” at the Annual Conference in Anaheim.

About eighty people attended the early Saturday morning program. The committee met during the All-Committee Section Meeting to discuss and plan activities for Annual Conference 2009 in Chicago. Elena Tscherny met with the LLAMA Program Committee to propose a program titled “Service Above Self: Partnering with Service Organizations to Expand Library Reach.” The program will focus on how libraries can work with national service organizations such as Rotary, Lions, Kiwanis, and so forth to leverage programming efforts in adult literacy, book donations, cultural events, and more. The Program Committee approved the proposed program for presentation in Chicago.

## Swap and Shop Committee

The group met during the All-Committee Section Meeting to finalize last-minute details for the highly anticipated Swap and Shop event held Sunday June 29 in Anaheim. More than six hundred people attended this annual event where samples of marketing promotional materials are made available for colleagues. More than 370 entries were submitted for the Best of Show competition, and awards were made in thirteen categories, including new categories in videos and websites. Twenty-five entries were received to be considered for makeovers from the PR Doctors. The John Cotton Dana award winners were on display, with representatives from the winning libraries available to answer questions. Swap and Shop was approved by the Program Committee for presentation at Annual Conference in Chicago in 2009.—*Patricia Marvel*

## John Cotton Dana Committee

In Anaheim, a lovely reception honoring the 2008 John Cotton Dana (JCD) Library Public Relations Award winners was hosted by LLAMA and the H. W. Wilson Company. The H. W. Wilson Company and the H. W. Wilson Foundation were honored for their steadfast and generous support of this prestigious award. The 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.
- Hamilton (Ontario) Public Library for “One Book, One City: Tackling Poverty through the Arts.” This multifaceted “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.
- 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 four free tickets to any of the community’s participating cultural organizations.
- Richmond (British Columbia) Public Library for creat-

ing a unique campaign that promoted the library to school-age children from kindergarten to grade seven. The highlight of the promotion was the Ralph card for kids, possibly the world's first round library card.

- University of California Santa Barbara (UCSB) 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 readers) the book *Field Notes from a Catastrophe*.

Applications for the 2009 JCD awards are due December 4, 2008. The application is available on the web at [www.hwwilson.com/jcdawards/nw\\_jcd.htm](http://www.hwwilson.com/jcdawards/nw_jcd.htm).—*Sherrill Smith*

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### References and Notes

1. John Lubans Jr., "I Can't Find You Anywhere but Gone: Avoiding Marginalization," *Library Administration & Management* 14, no. 2 (Spring 2000): 67-69. Also, this column incorporates many of the ideas presented in a talk I gave to the National Library of Latvia's International "Digital Libraries for Learning" Conference, Nov. 19, 2007, in Riga, Latvia. My Internet Use studies are available at [www.lubans.org](http://www.lubans.org). The student quotations in this article come from these studies.
2. Michael Jensen, "The New Metrics of Scholarly Authority," *The Chronicle of Higher Education* 53, no. 41 (June 15, 2007), B6, <http://chronicle.com/weekly/v53/i41/41b00601.htm> (accessed Aug. 13, 2008).
3. John Hubbard, "Going Virtual: Technology & the Future of Academic Libraries," Library Council of Southeastern Wisconsin Annual Conference, University of Wisconsin-Milwaukee, May 16, 2007, [www.mcflls.org/librarycouncil/lcademic.pdf](http://www.mcflls.org/librarycouncil/lcademic.pdf) (accessed Aug. 13, 2008).
4. OCLC, *Perceptions of Libraries and Information Resources* (Dublin, Ohio: OCLC, 2006).

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