

LLAMA news section

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Looking to the Future: Strategic Planning

It may not seem possible, but the current American Library Association (ALA) strategic plan “expires” in 2010. Needless to say, development for an organization as large and diverse as ALA is not an overnight activity, even if the organization was not already dealing with a multitude of issues about the future of libraries. To this end, the **LLAMA Strategic Plan Action Committee (SPAC)** is gearing up now for the next strategic plan. ALA will be conducting a survey to the membership that will address the importance of various ALA program activities. The last time an ALA-wide survey was conducted, fourteen thousand members responded and provided valuable data for the future of the organization. The **LLAMA Executive Board** is on top of this activity and is planning to have a focused discussion about the division’s strategic directions at their first meeting ALA Annual Conference 2009 in Chicago. There will be many opportunities for various section committees and boards to participate in this effort over the next two years.

One theme that will no doubt feature prominently will be more collaboration, especially on programming. A prime example, announced in Denver, was that the 2010 Annual Conference LLAMA and Association of College and Research Libraries (ACRL) President’s Programs will be combined into one program event with joint sponsorship. Committees will be encouraged to cross section and division lines to seek partnerships in sponsoring programs that will engage larger audiences and interest. There may even be room for collaborations with state and regional associations.

Leadership, Followership, and Everything in Between

LLAMA is taking a look at leadership at all levels. The **Human Resource Section (HRS)** will be hosting a pre-conference titled **An Inside Look at Leadership**. The program, in partnership with the Pacific Institute of Seattle (www.pac-inst.com), is aimed at individuals who are currently playing or are moving toward a leadership role within their professional or personal lives. Participants will work to improve effective thinking skills, heighten self-confidence, increase self-motivation, attain goals that were once thought out of reach, and understand paths to career growth.

Building on this theme, the **Library Organization and Management Section (LOMS)** looks at the role that middle managers play in managing up and managing down with **I’m a Leader, I’m a Follower: Middle Management Theory and Practice**. It will address the tightrope that they walk between organizational priorities and empowerment of their staff in addition to collaborative relationships with other units.

Mentoring Program Activities

The **LLAMA Mentoring Committee** will be launching a new class of mentor-mentee pairings at Annual Conference. Current mentor-mentee pairings, set up last year in Anaheim, are invited to the first part of the program to meet and chat with the new cohort. The second half of the program will be an orientation for the new mentors and mentees. The program will be Saturday, July 11, 2009, 1:30–3:00 p.m.

Masterpieces in PR and Development

The **Public Relations and Marketing Section (PRMS)** will be active at Annual Conference with two programs. As a nod to the Art Institute of Chicago, this year’s **Shop and Swap** theme will be PR Masterpieces. This annual event showcases public relations materials, including winners of the Best of Show Awards. View and sample a showcase of PR materials. In the past, Swap and Shop was held in a cordoned section of the exhibit hall. This brought more traffic to the event but increased the background noise and carried a high price tag. This year, **Shop and Swap** will be in the convention center and convenient to the exhibit area, but in a room nearby to minimize the noise. This also results in significant financial savings for the division. **PRMS** will also hold **Partnering with Service Organizations**, focusing on collaborations with such community organizations as Altrusa, Kiwanis, Rotary, and Soroptimist to develop programs that will benefit their collective audiences, including reading programs for children, adult literacy, children’s book drives, fundraising, and cultural events.

The **Fund Raising and Financial Development Section (FRFDS)** will also be highlighting best practices for capital campaigns, donor recognition, annual giving programs,

and using emerging technologies for fund raising with the program **Development's Next Top Model: Best Practices in Fund raising**.

Keeping Up With Technology

LLAMA is staying connected to the future of the profession with two conference program offerings tied to technology-related services. Though LLAMA's members do not tend to be the "in the trenches" technology administrators or necessarily those librarians pulling lots of hours on virtual and chat reference systems, it is incredibly important to keep up with the new technology trends so one can be an institutional leader in proposing, facilitating, and making decisions about the adoption of new technology-related initiatives. The two programs accomplish this by introducing us to the growing world of open source solutions and the growing interest for libraries in participating in the social-networking and virtual-world realities, such as Second Life.

Offered by the **Systems and Services Section (SASS)**, the program titled **Improving User Services through Open Source Solutions: Potentials and Pitfalls** will give us insights into what it means to be a part of this movement. In the ongoing struggle to increase resources and improve services while reducing costs, libraries increasingly view open source solutions as viable, perhaps preferred, options. The potential of open source applications seems boundless, but determining the true costs of open source versus proprietary solutions can be daunting. With a focus on ILS examples, a panel of speakers will offer an overview of open source solutions and present comparative examples from product selection through implementation. Attendees should come away from the presentation with a clearer understanding of open source programs for libraries and whether they are a viable option for individual libraries and library systems. Additionally, they can gain an understanding of how to develop a process for evaluation and comparison and the knowledge to initiate a plan for determining the true costs and benefits, if any, of adopting or participating in an open source alternative. Speakers include a variety of experience and perspectives: Joe Lucia, Villanova University; Randy Dykuis, Michigan Library Consortium; John Garino, St. John's University; and John Brice, Crawford County Federated Library System.

The other valuable program that explores new directions in technology-based services is sponsored by **SASS**. Titled **My Avatar Will Contact Your Avatar: Virtual Worlds, Real Opportunities**, the program is applicable to all libraries and will allow attendees to leave with a better understanding of the shape and tenor of the virtual world industry and the necessary conditions for developing library collections and services in the virtual world environment. The program will have three speakers in a panel presentation format: Lori Bell, director of innovation,

Alliance Library System; Kathryn Robinson, division head, Reference and Information, Orange County Library System; and Tom Peters, CEO, TAP Information Services.

What If . . . Gunshots!

In an effort to help prepare libraries for a worst-case scenario that far too many campuses have experienced in recent years, the **Risk Management and Insurance Committee of the Library Organization and Management Section (LOMS)** is offering a program that helps understand the actions to take in response to an active shooter. The program, titled **Active Shooter in the Library!**, will ask attendees to imagine being caught in an active shooter scenario. Speakers from law enforcement will walk the audience through surviving an attack and provide resources for safety training. Working with the film *Shots Fired! When Lightning Strikes*, attendees will learn to recognize red flags in the workplace, the survival mindset, courses of action during an incident, and what to do when law enforcement responds. A panel of law enforcement officers will offer advice and preventative measures that attendees can take back to their home institutions. Speakers will include the director of the University of Notre Dame Police Department and officers from the Mount Prospect and Chicago Police Departments to provide an urban and suburban perspective.

How are WE Doing?

In this economic downturn, it becomes even more critical for libraries to identify value, find efficiencies, and be responsive to their customers. Assessment is an effective way to do all three. The **Measurement, Assessment, and Evaluation Section (MAES)** will stage two programs on assessment. **Living the Balanced Scorecard** will take attendees through a day-long case study enabling them to apply the performance management tool Balanced Scorecard's (BSC's) three broad strategies: customer intimacy, operational excellence, and innovative services. Beginning with an overview of theory and practice of BSC and following with case study work in small groups, participants will work through specific issues from academic and public libraries and will leave with the knowledge and skills needed to implement BSC in their own libraries. Speakers are Joe Matthews, JRM Consulting; Kathryn Robinson, Orange County Florida Public Library; and Susanna Pathak, Virginia Commonwealth University. Preconference cochairs are Kathlin Ray and Ken Wise.

Through Their Eyes: Collecting Visual Data for Designing the Learning Environment will coach librarians on how to ask what their users would like to see change in your library, and what they see now. A panel of experienced researchers will share methods for collecting

visual data when planning library renovation or construction. Methods to be discussed include photo surveys and wayfinding studies.

The customer-focused data is also provided by **LOMS** with **Listening to the Customer: Using Assessment Results to Make a Difference**. This valuable program reviews three different outcome-based assessment tools being successfully used by large and small universities and statewide in public libraries. The program focus is on how the tools (i.e., outcomes assessment with LibQual and self-developed customer surveys with BSC) are being used to make positive improvements in library services or programs on the basis of the results of the assessment conducted.

Books, Books, and More Books!

Even as libraries are active in the digital arena, there are still millions of physical volumes in collections of libraries. The management of these volumes form the basis of two preconferences and one program sponsored by LLAMA groups. Though often lacking the excitement factor of a major user-space renovation or a new digital resource, stacks relocation, management, and preservation are still an essential part of library operations.

The **Building and Equipment Section (BES)** addresses an issue experienced by many libraries in its preconference **Moving Your Library's Collections**. This all-day program looks at the collection relocation process from planning through implementation. With a combination of speakers, panels, and breakout sessions, the preconference looks at several collection-move scenarios. These include the pros and cons of using a moving service or taking the do-it-yourself approach. There will also be an opportunity to explore several specialized relocation situations, which include moving collections into high-density storage facilities and moving in response to a disaster. Presenters include Nancy L. Baker, University of Iowa; Carla Caforio and William B. Meyer, Library Relocation Specialists; Elizabeth C. Habich, Northeastern University; Donald G. Kelsey, Library Planning Consultant, Minnesota; Kent E. Miller, University of Kansas; William Overton, Overton Associates; Diane Pikul, National Library Relocations; Mary K. Roach, University of Kansas; and Paula Walker, University of Washington.

BES looks at collections from a different perspective that is also important to most libraries, that of preserving rare materials. Titled **Protecting Rare Materials: Optimal Environments for Paper Based Collections**, the preconference will be looking at the specifications needed for security, lighting, air quality, microbial filtration, fire suppression, temperature, and humidity to best preserve high value and rare materials. The preconference is based on the experiences of the State Library of Pennsylvania, and will present all perspectives, from that of the librarian, archivist, and conservator that use the facility to the project architect and

engineer. The program will also include some preliminary data from an IMLS grant that is comparing this environment to fourteen other library preservation locations.

SASS interjects a modern twist into a traditional topic with the conference program titled **And Now for Something Different: Innovations in Library Stacks Management**. This panel presentation will look at three separate aspects of stacks management from an innovative perspective. Program attendees will leave having learned about applying lean manufacturing concepts from industry to increase efficiency in stacks management, planning, and implementing an automated “robotic arm” storage and retrieval system, and how to apply wayfinding assessment principles to the stacks. Speakers include Nancy Kress, access and delivery services librarian, University of Nevada, Las Vegas; Donna Resetar, associate dean of Library Services, Valparaiso University Library; and Johnny Weyand, head of stacks, Widener Library, Harvard University Libraries.

Seeing Green

Sustainability is pervasive in all environments, and no less in libraries. Annual Conference will feature five LLAMA events on how libraries can go green and adopt more sustainable practices while still maintaining budget concerns. It begins with a preconference, **Green Library Interiors: Fact and Fiction**, featuring a panel of design and industry experts who will address critical learning needs of library facilities staff and library directors so they can assess what their real needs are, spend their dollars wisely, and discuss best practices and sustainable choices that meet the needs of their projects. Participants will learn about myths and realities of how finishes, furnishings, equipment, and lighting can be green while being cost-effective. A second preconference coordinated by **BES** called **Uncommonly Sustainable: The New Information Commons at Loyola University Chicago** will include a tour and workshop on the planning, design, and features of the Richard J. Klarchek Information Commons. The facility is highly energy efficient and includes smart group rooms and a digital media lab. Presenters include the architect, the university librarian, the director of Information Commons, and facilities managers.

BES continues this theme of sustainability with a couple of additional programs: **Forever Green: Updating Fund Raising Basics for Growth and Sustainability** will look at fund raising basics with regard to donor cultivation, fads versus trends (e.g., fundraising for green libraries), e-philanthropy, grants, and building a fund raising team; **Small Scale Green** will include a discussion of techniques used in environmentally conscious renovation and restoration projects as well as new maintenance programs being put in place in existing buildings to reduce energy consumption and improve air quality.

If You Build It, Will They Come?

As was mentioned in the Winter issue of the *LL&M*, user-space and information-commons issues were hot topics at numerous discussion group sessions. This theme continues to be carried out in planned LLAMA preconference and program offerings at Annual Conference. **BES** continues to offer multiple preconferences and programs on different aspects of library building activities.

The **Functional Space Planning Committee of BES** is sponsoring an all day preconference titled **Building Blocks 101: A Space Planning Guide with Hands On Experience**. This preconference will teach attendees to use the newest Building Blocks publication toolkit to plan a renovation, expansion, or new building. The program will include an exploration of case studies from public and academic libraries. It also includes lunch and a tour of the Merchandise Mart furniture showrooms. Speakers represent several perspectives and include Dr. Florence Mason, Library Consultant; Denelle Wrightson, architect at PSA-Dewberry; and Barbara Norland, Rockville Public Library.

A program titled **Library 2.0 Buildings: Creating Zones with Heart** is sponsored by **BES**. This program features Dr. Michael Stephens, social networking guru and library school professor, as he shares his vision of Library 2.0 buildings that connect to users. The program will explore the experiences in two libraries, one public and one academic, that have created zones and spaces for gaming and other user-centered functions.

BES explores user space in the context of learning needs in the program titled **Learner-Centered Design in Higher Education Environments: A Steelcase Research Project**. Looking at human-centered research methods can help libraries face the challenges of adapting to an evolving learning center model. When designing library space, have you ever wondered how to engage library users and staff to evaluate space needs? The program uses an observation study to help recognize needs, identify trends, and design better libraries to support learning. A researcher and librarian that participated in the Steelcase in-depth research observation study in libraries will discuss the experience, explain the methods, and share mid-research findings. Speakers are Joyce Bromberg, director of research at Steelcase, and Lucinda Covert-Vail, director of Public Services at NYU Libraries.

BES has created a program that may be of interest to any library experiencing the financial pinch: **Champagne Dreams on a Beer Budget: Budget Conscious Library Space Designs**. Three separate library systems will show how they made budget-conscious design options work to still meet the expectations of their users. The projects run a broad spectrum from updating and transforming existing worn-out spaces into sizzling, hot, happening places to taking advantage of strip mall vacancies to develop new, convenient branch libraries.

Awards Updates

The **2009 Library Building Awards program** is scheduled for Monday, July 13, 2009, from 3:30 to 5:30 p.m. This program, presented by **BES**, showcases the joint biennial awards made by ALA and the American Institute of Architects for outstanding, recently completed library building projects. Awards are given in several categories, with variations based on the size of the project and type of library. The program consists of brief presentations by the library owners and architects for each winning project. The recognition of the awarded libraries will be followed by a cash-bar reception for awardees and program attendees. The purpose is to afford a convenient and casual opportunity to ask about and further discuss the award-winning projects.

Always highly regarded, the **John Cotton Dana Library Public Relations Award program** received fifty-six entries, with six winners selected. The committee plans to restructure the award in the future so that entries will be awarded according to budget categories and increase the percentage that creativity receives in the judging criteria. This will allow libraries with the same budgetary resources to compete against each other as peers; more information will be incorporated into the redesign of the brochure. In addition to the basic brochure, the committee will develop a program for 2010 to help applicants put together a better submission. The brochure will also promote a new Spotlight award to honor campaigns that only meet some of the John Cotton Dana criteria but are nonetheless noteworthy and deserving of recognition.

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