



Editor's Desk

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Wither Print Journals

This is the final issue of *Library Leadership & Management* that will appear in print. For most readers, the print version disappeared two years ago when an online edition of the journal

was created exclusively for LLAMA members. But since that time, a limited number of print copies have continued to be produced for institutional subscribers, which may explain why some members have continued to see the latest issue on the shelves in their own institutions. But that will end with volume 24 and the Winter 2010 issue. Transition to a fully digital journal will be complete. We have been working with MetaPress (www.metapress.com), an organization which prides itself on quality content reproduction via Web portals. To quote from the website, "We serve innovative publishers who want to make their content available online to a wide-ranging audience and who appreciate high-quality client service and competitive pricing options."¹

The new online edition will be more dynamic, easier to navigate, and more timely, but it will still contain much that is familiar in this journal that focuses on assisting library administrators and managers at all levels as they deal with day-to-day challenges. Continuing in each issue will be in-depth articles that address a wide variety of management issues and highlight examples of successful management methods used in libraries; features, including interviews with prominent practitioners in libraries and related fields; and columns with practical advice on managing libraries. In addition, the online format will allow presentation of useful information in new ways, and we are excited about the prospects.

One thing that has been learned over the years is that online information is much more timely. Sometimes the news is old news by the time it is published in print. So with this issue, *LL&M* is abandoning the LLAMA News section that has traditionally appeared at the end of the journal. Instead, this information is already being migrated online and will appear in a variety of locations and formats. Most of the section news from the ALA Annual Conference in Chicago is already online. Certainly the new LLAMA Leaders

community at ALA Connect (<http://connect.ala.org/node/75954>) is one example of how news ideas and information can be communicated rapidly. The growing amount of content on the site is rather amazing and worth a look. In addition, the LLAMA website (www.ala.org/llama), editor's blog (www.lama.ala.org/LLandM), and AL Direct e-newsletter are all places where news and information will be announced and spread quickly.

Other Online Content

The revolutions in publishing extend well beyond this journal, a fact of which librarians are more aware than most. Self-publishing a book is easier than ever. For some in the business world, it has become a sort of hi-tech business card, and many professionals are finding that such a publication can open doors in as a means of recognition and an articulation of expertise.² Whether these vanity publications belong in libraries is another story, but the point is that transformative technology is taking place all around us, and it affects areas of life and commerce that are still emerging. Another example of such technology is behavioral data collected as users blithely surf the Internet. Some of this has raised concerns about privacy and personal information. However, with a little creative thinking librarians may be able to harness some of what has been termed "preference prediction" and apply it in much the same way as online retailers such as Amazon and CDUniverse—so that the Amazon model, "if you liked this book maybe you will like this one as well," could be a useful way of driving patron interest in topics or areas of interest. Designing such systems requires theoretical algorithms that would have to be developed by a vendor at some cost. However, the benefits have been felt in the online commerce community³ and may have applications that libraries could exploit in ways unexpected by patrons, ways that would constitute added value.

Going Out With a Bang

We made our last print issue one of the largest ever. There are subjects covering a wide array of areas, from participatory management to employee orientation, and from ho-

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key elements for success. We just have to figure out how to own it and work on it cohesively and with a shared vision.

Some of those other questions that we need to answer are:

- How do we define and stay focused on what matters most to LLAMA members?
 - How do we increase the value of a membership in LLAMA?
 - How does LLAMA generate revenues to allow us to provide the kinds of services and continuing education that our members want?
 - At the end of the day, how do we know LLAMA is a successful organization?
 - What are our performance measures?
 - What are the products or deliverables?
 - What will we do to grow and strengthen LLAMA through diversity?
- Do we have a good understanding of why members join, why they stay, and how they select a section?
 - How do we create that shared vision and resulting action that sections and committees will buy into and help implement?
 - What are the issues we should be discussing now and in the future?
 - How will we obtain the type of environmental scanning necessary to identify and understand those issues?
 - How can we tie our continuing education initiatives to the Certified Public Library Administrator (CPLA) program and other certification programs?
 - How do we integrate ALA's initiatives and priorities into LLAMA's strategic thinking and initiatives?

I'll be sharing the results of the strategy session via LLAMA's website and ALA Connect.

listic collection development to assessing library services. We are especially proud of our continuing Perspectives on Leadership series. In this issue, experience is drawn from a variety of library professionals—an educator, a public library director, and an academic library dean—as well as the views of a well-known leadership and communications specialist. Our regular team of columnists is included here, and with a special “thank-you” as these busy people spend a lot of time each quarter putting together interesting, educational, and informative columns and they do so on a voluntary basis.

Look for *LL&M* at its new online home in January 2010 (a link will be provided through www.ala.org/llama).

References and Notes

1. Quote taken from www.metapress.com/home/main.mpx (accessed July 31, 2009).
2. Dyan Machan, “Author, Author!” *Smart Money* 18, no. 7 (July 2009).
3. Stephen Baker, “The Web Knows What You Want,” *Business Week*, no. 4140 (July 27, 2009).