



## President's Message

Janine Golden

As we all welcome the arrival of a new calendar year, LLAMA members also welcome the adoption of a new strategic plan. Provided with input welcomed by all LLAMA members and input received by many members, the LLAMA Board of Directors has approved a directional path that will lead us through the years of 2012-2015. Focusing on the themes of member engagement and value, leadership development and continuous learning, and organizational excellence, we as members now move on to develop this plan's first annual operating direction comprised of specific objectives, projects, and activities that are in support of these themes.

Noted that in this plan, each of these three themes contain one basic goal statement with generally seven to eight given strategies. The adopted goals for each of the themes are as follows:

### **Theme 1. Member engagement and value.**

**Goal:** LLAMA provides an environment, experiences, and opportunities for current and aspiring member leaders to participate in, contribute to, and benefit from while developing leadership and management expertise at all career stages.

### **Theme 2. Leadership development and continuous learning.**

**Goal:** LLAMA creates, develops, and offers leadership development and continuous learning opportunities for its members and for all types of librarians, library staff, and library supporters.

### **Theme 3. Organizational excellence.**

**Goal:** LLAMA operates in a sustainable and socially responsible manner in its management of association assets and resources in support of our members and mission.

It is at mid-winter in Dallas where the initial seven to eight strategies adopted for each of these three goals were examined by members of LLAMA's divisions, sections, task forces, etc. Initiatives and projects such as programs, publications, events, and other work of divisional level committees, sections, section-level committees, ad hoc task forces, other groups, and individuals for the upcoming fiscal year were identified and will be listed along with the responsible individual or group. In addition, specific outcomes, targets, and/or performance measures identified by the responsible individual or group may be indicated at this time as well as being reported at the end of the year. Noted is that since this process requires continual examination, it will continue throughout the year, each year, as LLAMA works to continually examine its direction to remain relevant and vital to our membership's needs.

The beauty of this whole process however is that: first, we all as LLAMA members will be able to follow what the units of LLAMA are doing in order to support the Division's goals/initiatives; second, we can continuously track LLAMA's progress; third, we will have the ability to support and recognize LLAMA units for the work they are doing in support of LLAMA's goals/initiatives; and finally, this gives us a method to be able to report LLAMA's activities and accomplishments outside the division via ALA reports, etc.

A second piece of good news to share with you all in this journal column is that LLAMA's proposal submitted to ALA's 2012 Emerging Leader program was accepted. As a result, Kerry and I will be working with five emerging leaders in this our second year of a proposed three year project. LLAMA's multi-year initiative is imagined as three discrete emerging leader projects entitled Collaboration with Graduate LIS Schools. Each of the three projects has its own deliverables, and successive projects are being built on the work that came before. All three projects were designed to be engaged during the time of my progression from president-elect to president (current) to past-president. The projects will culminate in new strategies for LIS student recruitment and a greater collaboration with LIS schools, which is one of the main goals that I have for my time spent as LLAMA president.

The first year of the project, which is Part 1 (2010-2011), also known as Project N- Leading With LLAMA, focused on understanding the quality/quantity of LLAMA promotion existing in management and leadership courses as well as the university instructors' awareness of LLAMA as an ALA division. The five Emerging Leaders were: Melissa Brisbin, Lessa Pelayo-Lozada, Tinamarie Vella, Deanna Greenfield, and Melissa Cardenas-Dow.

These Emerging Leaders for the 2010-2011 were very successfully able to:

- Compile data on current LIS graduate courses in management and leadership, including location/frequency and instructor/contact for the course.
- Create and manage a survey of course instructors/contacts that determines instructor awareness of LLAMA and the quality/quantity of promotion (if any) of LLAMA as a home for students interested in library management.

In this upcoming Part 2 (2011-2012), tagged as Project L, the five new Emerging Leaders will be able to collaborate directly with the course faculty surveyed in Part 1 who have agreed to work

with the next part of the project. Emerging Leader Project L team members for this year are Angiah A. Davis, Kristin Henrich, Sherry Machones, Willie Miller, and Laksamee Putnam. Together this group of instructors and Emerging Leaders will create and distribute a survey to students enrolled in the university library management/leadership courses. The expected goals and outcomes are as follows:

The project team will:

1. Gain the experience of collaborating directly with practicing experienced leaders/managers in the library profession.
2. Acquire the skills of creating a viable survey for current library students.
3. Gather data on the types of products and services offered by LLAMA (i.e., CE, professional contacts, opportunities to serve, etc.) that would be most important to the students about to enter the library profession.

We look forward to working with this group of young leaders in addition to looking forward to the possibility of a third year to complete this LLAMA project. Should we be fortunate enough that our proposal be accepted yet for a third year, 2012-2013 (Part 3), we have envisioned two upcoming primary goals. The first is to form a collaborative with other ALA units, e.g., Student Chapters, and the second is to analyze all project data in order to create strategies for engagement and recruitment of this new market for LLAMA.

Without a doubt, these past six months for me as LLAMA President have been busy and productive. I look forward to the continuation of this productivity by helping to direct, engage in, and make contributions to the path set forth by LLAMA in its new strategic plan.

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