

Editor's Introduction

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We are excited about the rich content we have appearing in this issue as well as updating you on some enhancements we are hoping to make over the course of the next year. For those who have been wondering what is happening with LLAMA, check out the message from the LLAMA President Dr. Janine Golden. She talks about the strategic and operational planning activities that the LLAMA Board has been working on as well as the Emerging Leaders projects. In our Editor's Column this month, Wendi looks at the nature of publishing in the literature of librarianship and the value of the applied or experiential based article.

We have several thought provoking peer and editorial reviewed articles that challenge us to look at things in a different way. The first, "Speaking Up: Empowering Individuals to Promote Tolerance in the Academic Library," relates how an academic library in Pennsylvania adapted and incorporated a program developed by a non-profit in the southern United States to improve their responsiveness to diversity issues. Two other feature articles take a look at leadership effectiveness. Staninger addresses an issue that is often talked around but not addressed directly, that of recognizing and responding to ineffective leadership. Fagan takes a different approach of exploring how the effectiveness of library directors/deans can be assessed based on the literature from librarianship and educational administration. Finally Rachel Sarjeant-Jenkins takes a look at the marketing of libraries, with reflections and ideas brought to the academic model from the public library perspective.

With voting coming soon, we are pleased to again bring you the LLAMA Voters guide, where you can more about the candidates for ALA President and LLAMA President.

We continue with our well-received New Perspectives in Leadership column, exploring different levels of leadership. And the New and Noteworthy column looks at change management, something we all deal with every day.

On the news side, we have the time sensitive call for applications for a new Associate Editor (who would start after Annual Conference in Anaheim). If you have questions, take a look at the notice and feel free to contact any of the current editorial team. Finally, LL&M is exploring the inclusion of appropriately targeted advertising to bring valuable contact information to our members and create a new revenue stream to support LLAMA activities. If you are one of our vendor members and would like to get something out to the membership through LL&M, check out the Instructions to Advertisers or contact Kerry Ward.

We also have an announcement relating to the journal itself. We have recently brought on board a Technical Editor, Doug Hahn, to help make some enhancements that readers have requested. Doug is an experienced programmer who has recently completed his MLS. As always, feel free to contact us if you have any questions or comments and we hope you find the issue professionally useful.