



**Library Leadership and Management Association,
a Division of the American Library Association**
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**2008-2009 Annual Report
Library Leadership and Management Association (LLAMA)
Molly Raphael, President**

Notable Highlights

For LLAMA, the 2008-09 year began with the approval of an important name change from Library Administration and Management Association to Library Leadership and Management Association. This change was approved so that the association's name will more closely reflect the current goals of the organization and its strategic direction. But the name change also presented an implicit challenge to LLAMA: "leadership" needs to move to the forefront of its activities, and resources need to be allocated to reflect and support this shift.

The LLAMA Executive Committee and the LLAMA Board of Directors determined that our continuing education offerings, especially those that can produce revenue for LLAMA, will become a new focus for the organization. LLAMA is already beginning to focus on developing CE opportunities for its members through methods beyond traditional face-to-face and conference-affiliated presentations.

LLAMA is actively planning to provide CE through online webinars and classes, and is pursuing opportunities to repurpose the high-quality content already developed for conference programs, preconferences and institutes. Besides providing an additional revenue source for LLAMA, this approach has the added benefit of providing program content to the many LLAMA members who are not able to attend conferences in person.

In addition to expanding its CE offerings, LLAMA is continuing its outreach efforts to bring in new members and to recruit future leaders. LLAMA's marketing and membership committees are partnering to present new and appealing recruitment events at annual conference. LLAMA's still-new mentoring program continues to build on the success it had in its first year and is attracting both new members to LLAMA and new LLAMA members to the world of leadership.

In order for LLAMA to successfully shift its focus toward leadership, it is necessary to carefully evaluate the priorities of the association and how those are reflected in the allocation of resources. Current LLAMA programs are being reviewed to determine how they should be managed in the future. These include the awards program and the diversity grant. LLAMA is committed to a diversity program and will be meeting with a group of library leaders at the Annual Conference to determine the best approach to a new diversity initiative.

LLAMA is also looking at improved ways to obtain and use information from various forms of evaluations in order to reach the association's goals of providing value to its members.

Finally, I am very pleased that the LLAMA President's Program this year will present Patricia Martin. Patricia is an author and consultant and is one of the nation's foremost authorities on the emerging marketplace created by the convergence of art, entertainment, education, and technology. She has worked for more than 20 years with artists and corporate executives alike who are anxious to understand the cultural consumer. I look forward to her program for LLAMA.

Strategic Planning

As the final year of LLAMA's five-year strategic plan approaches, the board of directors is rethinking how it does its business at the annual conference and midwinter meeting. Beginning with the 2009 conference in Chicago, LLAMA's board meetings will shift from being a primarily reporting vehicle to a more pro-active strategy-development vehicle. This change is being put in place to help LLAMA be a more agile organization, better able to respond effectively and quickly to rapidly-changing external trends.

Library Leadership and Management Journal

2010 will mark the final issue of *Library Leadership and Management* produced in print format, and the culmination of a three-year process to transition the journal to an online format, housed within a searchable database.

Division Awards

LLAMA's Mentoring Committee will receive the LLAMA Group Achievement award for its work in piloting a new and highly successful program offering opportunities for LLAMA members to both mentor and be mentored.

The Diana V. Braddom FRFDS Scholarship will be awarded to Alicia A. Antone, Director of Development for the University Libraries at the University of Florida.

Hugh C. Atkinson Memorial Award, sponsored jointly by ACRL, ALCTS, LLAMA, LITA, was awarded to Ray English of Oberlin College, Ohio.

Emerging Leaders

Two emerging leaders were sponsored by LLAMA: Jennifer Falkowski of the Southern Maryland Regional Library Association in Charlotte Hall, MD; and Emily Symonds of the University Of Louisville in Louisville, KY.

The division also sponsored two emerging leader projects: Leadership Development Opportunities and Privacy Guidelines. Our members look forward to hearing the results of both projects at the Annual Conference.

The Future

As LLAMA builds a more strategic organization, we are committed to re-directing our resources to meet the needs of current and future members, and to building the premier library leadership association. The demographics of the association are changing, and a new generation of leaders will expect nothing less.