Welcome to the Library Leadership & Management Association (LLAMA) General Membership Meeting/Town Hall
How did we get here?

• Ongoing conversations with members began in 2014 under President Diane Bruxvoort. We discovered:
  – Members were confused by the structure and felt disconnected. They didn’t see entry points for participation and questioned the value of membership.
• Major membership decline during and after the recession, from approx. 5,000 members in 2008 to 3,700 now.
How did we get here?

• In 2015 the Board authorized President Jeff Steely to form a Task Force on Reorganization, with emphasis on “radical reorganization.”
  – In the Fall of 2015 TF members and staff shared readings and explored best practices in professional associations
  – At Midwinter 2016 the Past ALA and LLAMA President Maureen Sullivan facilitated the first TF meeting, and a set of guiding principles for reorganization was adopted
How did we get here?

Guiding Principles

• 1. We will build upon LLAMA’s strengths
• 2. We will focus on professional development in new, more relevant and meaningful ways
• 3. We will enable open, flexible, and easy member engagement
• 4. We will simplify and streamline process
• 5. We will ensure a governance and coordinating structure that enables members and staff to be effective, engaging in meaningful and productive work
• 6. We will empower member engagement
• 7. We will adopt a new mindset
• 8. We will optimize use of LLAMA staff time
• 9. We will experiment and try new approaches; we will learn from our experiences and be intentional about assessment
• 10. We hope to be a model of innovation within ALA
How did we get here?

• At Annual 2016 the Board reviewed a Draft Reorganization Plan, Draft Education Plan and Draft Bylaws (all available on the Reorganization website http://www.ala.org/llama/llama-reorganization-information) and approved the Bylaws with some edits.

• In August the Board approved the final Bylaws proposal as well as a special election for members to review and vote on the proposed changes.

• In September, the presidents and staff held a virtual town hall to present the proposed bylaws to members and answer questions.

• In December 2016 the membership overwhelmingly approved the proposed Bylaws, implementation discussions are taking place at this conference.
What are the reorganization goals?

• Create an association that will focus on professional development in new, more relevant and meaningful ways;
• enable more open, flexible, and constructive member engagement;
• optimize the use of staff time;
• and be a true leader for innovation within ALA.
What are the key changes?

• Sections will become Communities of Practice but remain the main connection point for most members, as well as the key providers of continuing education
  – Will be less structured and easier to navigate
  – Will not require an additional membership
  – Will continue to choose their own leadership but outside of the formal ALA process
  – Will have more flexibility in choosing how to accomplish their work
• Members will have ongoing access to a broader selection of volunteer opportunities, i.e., standing committees, project teams, discussion groups, micro-projects, etc.
• All member groups will have a standard description so volunteers know the purpose of the group, the work to be done, the expected time commitment, etc.
• Acronyms across the division will be eliminated, perhaps even “LLAMA” in the future.
What are the key changes?

- The Board will be smaller, more focused on strategy, and more transparent in its work on behalf of the membership:
  - From 15 members to 7
  - An additional Director at Large to be elected by the membership
  - Elimination of a separate Executive Committee

- Staff roles will also change to focus more on the value of LLAMA membership and continuing education:
  - Facilitate member connections and communication, including better use and support for ALA technology
  - Additional support for Communities of Practice and member groups
  - Better data analysis to support communication, collaboration, and development of new member services
  - A more strategic approach to continuing education, with an emphasis on fully developing a leadership and management curriculum
  - Better assessment of our continuing education and better sharing of our results
Developing LLAMA Desired Culture

• Collaboration
• Accountable
• Empowerment
• Inclusiveness (open to all)
• Unique/distinctive
• Action oriented
• Leadership Expertise/Professional
What’s Next?

• Begin the process of transitioning to the new model
• At this point nothing is being eliminated from current LLAMA structure
  – Sections will automatically become Communities of Practice
  – Your committees, discussion groups, project teams, etc. will all be continuing their work
• Need to begin the process of reviewing current “groups” for ongoing roles in the new model
  – Tools will be provided to help in assessing the different groups and establishing expectations
  – Deadline for first pass will be prior to Annual in Chicago
  – Groups may remain “as is,” evolve, or end up going away
Keeping Momentum Going

• Reorganization Task Force
  – Completed original charge
  – Decided to sunset themselves

• Content Coordinating Team will get created and populated to start developing educational content more strategically

• Executive Board will be reaching out to leaders of the Communities of Practice and standing committees to identify & work through the transition details

• Feel free to contact us as specific questions come up
Timeline

• Is going to take 12-18 months to work through MOST of the details of the transition

• LLAMA is a complex organization within another complex organization
  – Membership renewal forms will still list “Sections” until start of ALA next fiscal year (i.e. September)
  – Need forthcoming “new” ALA Connect functionality to realize many of the benefits (estimated Summer 2017)

• Focus will be on developing communication strategies, continuous progress, and setting milestones to complete different pieces
Questions?

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- President-elect Pixey Mosley pmosley@library.tamu.edu
- Past-President Jeff Steely jsteely@gsu.edu
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