

LLAMA 101:

Learn about LLAMA and discover where you fit in!

Presented by:

Jeff Steely, Past President

John Spears, President

Pixey Mosley President-Elect

**NOT this
LLAMA!**



This LLAMA ---

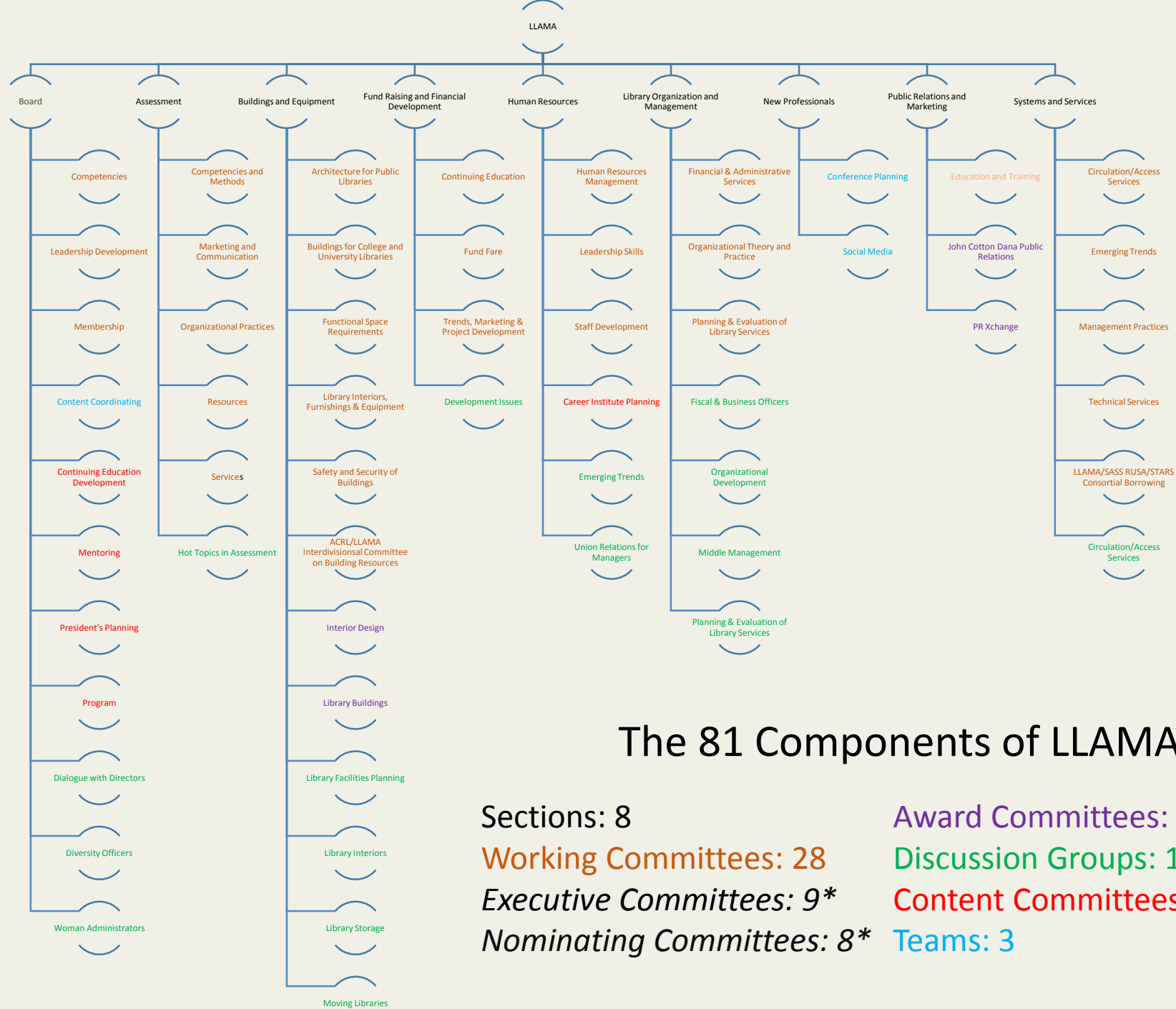
Library Leadership & Management Association

- **MISSION:** Advances outstanding leadership and management practices in library and information services by encouraging and nurturing individual excellence in **current and aspiring** library leaders.
- **CORE VALUES:**
 - Exemplary and innovative service to and for our members
 - Leadership development and continuous learning opportunities for our members
 - Sustainable and socially responsible management

This is an exciting time to be a part of LLAMA because it is changing in a BIG way!

Old LLAMA...

- Confusing acronyms & jargon --- MAES, BES, FRFDS, HRS, LOMS, NPS, PRMS, SASS
- Structurally complex & bureaucratic --- Confusion over “division/Board” level committees, “section” level committees, and joint committees and how to get involved
- Lack of effective coordination --- Difficult to collaborate on common interests between Sections leading to duplication of effort and competition for audiences
- Conference centric --- Focus on in-person programs/institutes, meetings, and events at conference
- Membership was declining



The 81 Components of LLAMA...

Sections: 8

Working Committees: 28

Executive Committees: 9*

Nominating Committees: 8*

Award Committees: 4

Discussion Groups: 16

Content Committees: 5

Teams: 3

*Not shown due to lack of space

**THIS CALLED FOR A
MAJOR
REORGANIZATION !!!**

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.

If an organization that is supposed to be composed of current and future leaders of our profession cannot effectively lead agile organizational change, then what does that say about the future of the profession and our professional association?!

How we have done it...

- Began with conversations with members under 2014 President Diane Bruxvoort to better understand member perspectives
- 2015 Board authorized President Jeff Steely to form a Task Force on Reorganization with emphasis on “radical reorganization”
 - Explored best practices in successful professional associations (Fall 2015)
 - Past ALA & LLAMA President Maureen Sullivan facilitated meeting to establish a set of guiding principles (Midwinter 2016)
 - Development, review, distribution, and discussion of a Draft Reorganization Plan, Draft Education Plan, and heavily rewritten Draft Bylaws (Summer and Fall 2016)

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 we have done it...continued...

- 2016 Board approved incoming President John Spears to engage membership in a vote on the new bylaws
 - Approved overwhelmingly (December 2016)
- Meetings focused on restructuring during Midwinter 2017
- Adoption of Foundational Competencies to guide future educational content
- Creation of the Content Coordinating Team by President-Elect Pixey Mosley (February 2017)
- Volunteer opportunities centered around new structure (April 2017)

Foundational Competencies

Communication Skills

Change Management

Team Building

Collaboration and Partnerships

Emotional Intelligence

Problem Solving

Evidence-Based Decision Making

Conflict Resolution

Budget Creation and Presentation

Forward Thinking

Critical Thinking

Ethics

Project Management

Marketing and Advocacy

Many details still “in-progress”

- Waiting for new ALA Connect to enhance communications with and among membership
- Individual committee/project team charges still getting reviewed & updated
- Content Coordinating Team getting started in working to develop new and enhanced content streams/educational programming for members
- Mobile friendly website redesign with updated content and opportunities for engagement
- Leadership selection processes for Communities of Practice and Project Teams

Communities of Practice...list is still evolving

- Assessment
- Buildings and Equipment
- Human Resources
- Library Organization and Management
- Marketing and Communication
- New Professionals
- Systems and Services
- Ongoing creation of new project teams...may develop into other Communities of Practice over time

Educational Content

- LLAMA is already offering great content for career development
- Webinars: members get reduced rates at point of offering and archival access for free as part of membership
 - Thought Leader Series
 - Are we there yet? How to keep organizational momentum going after the excitement of change is over
 - Signs of the future: Using Digital Signage in Your Library
- Robust conference programs, events, & discussion group sessions on a variety of topics

But in the meantime...

- Volunteer forms open for committee opportunities within the different Communities of Practice
 - Some opportunities still available
 - Must become a LLAMA member but do not have to be official member of a “section” to be on a committee
 - <http://www.ala.org/llama/volunteer-llama>

Active Formal Mentoring Program

- Pairs librarians who are currently in leadership positions with librarians who are interested in developing leadership skills and considering future leadership roles
- Runs from the ALA Annual Convention in June through April 30 of the following year
- Call for participation in next round of mentors and mentees will be posted in January 2018

What the future holds...

- Enriched educational content centered around Foundational Competencies
- Organic and timely growth of opportunities to engage
- Ability to provide responsive programming on emerging leadership issues
- Communications through forthcoming, new ALA Connect about year round opportunities to engage on project teams, groups, committees, task forces, etc.
- Ongoing commitment to listen to membership about what they want and maintain organizational responsiveness

Explore LLAMA Conference Activities - Sunday

- Program: Mind the Gap: Are We Finding the Skills We Need?
- Program: To Fine or Not to Fine: That is the Question
- PR Xchange
- Multiple Discussion Groups
 - Circulation/Access Services; Library Facilities Planning; Fiscal & Business Officers; Library Storage
- Program: SNAP, CRACKLE, POP: Pop up Libraries on a Shoestring
- Program: ILS Migration Stories: Naked Data and Change Management
- Program: Want to Know? Just Ask the Staff: Using Employee Surveys in Your Library
- John Cotton Dana Awards Presentation & Reception
- LLAMA Happy Hour Kerryman Bar & Restaurant (661 North Clark St) 6-7:30pm

Explore LLAMA Conference Activities - Monday

- Dialogue with Directors Discussion Group
- Joint ALCTS/LLAMA President's Program "The Business of Social Impact: Creating a World Where Everyone Has Value"
- Program: You've Earned It – Now Get the Respect You Deserve
- ALA/AIA Library Building Awards
- LLAMA Board Meeting

Questions?