



**Library Leadership and Management Association,
a Division of the American Library Association**
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**2011-12 Annual Report
Library Leadership and Management Association (LLAMA)
Janine Golden, President**

Strategic Plan

Foremost of LLAMA's 2011-2012 activities was the creation of a new three year strategic plan for LLAMA to begin July 2012 and will run thru June 2015 (see: <http://www.ala.org/llama/sites/ala.org/llama/files/content/about/FINAL%202012-15%20Strategic%20Plan.pdf>). During each of these three years, the Board will partner with division and section level leaders and committees to develop an annual operating plan that will detail the specific objectives, projects, and activities that will be undertaken each year in support of the strategic plan. Evaluation of the operating plan results will be ongoing, and the plan will be updated based on accomplishments, emergence of new strategic themes, member needs, opportunities for collaboration, and the awareness of the global library environment. The plan itself focuses on three strategic themes that reflect the core purpose and mission of the division: 1) member engagement and value, 2) leadership development and continuous learning, and 3) organizational excellence.

Leadership/Management Competencies

Another successful initiative achieved this year was the formation of the LLAMA Library Leadership and Management Competencies Task Force that developed a model for reviewing, validating, and presenting statements of competencies giving coherence to both the education and the practice of library leadership and management. The Task Force's model has proposed a process for competency statement development emphasizing stakeholder participation in addition to creating a Competencies Committee whose charge is to identify, develop, evaluate, and review library leadership and management competencies on a periodic, recurring basis and to submit recommendations to the LLAMA Leadership Coordinating Group. This Committee is to begin its work at the 2012 Annual Conference.

Member Development

As LLAMA President, I have directed LLAMA's efforts in 2011-12 toward the theme of fostering career development through LLAMA. Involving current as well as future leaders, this theme encompassed the concept of fostering career leadership development through opportunities provided by LLAMA, such as networking, continuing education, coaching, and mentoring. This focus was chosen because it is here that LLAMA members can best provide value to one another through direct involvement.

Emerging Leaders (EL)

LLAMA sponsored two Emerging Leaders: Willie Miller, Informatics and Journalism Librarian, IUPUI University Library, Indianapolis, IN; and Sherry Machones, Library Director, Edgerton Public Library, Edgerton, WI. Both participated in year two of LLAMA's 3-year Emerging Leader initiative, *Collaboration with Graduate LIS Schools*. Part 1 of the project 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. Part 2 is enabling the ELs to collaborate directly with the course faculty surveyed in Part 1. After consulting with the ELs from Part 1, together this group of five new Emerging Leaders and the university instructors have created and distributed a survey to students enrolled in the university library management/leadership courses. Results will be presented at the Emerging Leaders poster session in Anaheim. In Part 3 of the initiative, we plan for the Emerging Leaders to collaborate with other ALA units, e.g., the New Member's Round Table and Student Chapters, to analyze the data and create strategies for engagement and recruitment of this potential new market.

Continuing Education

In the last 12 months, LLAMA has successfully produced nearly 10 quality online webinars, and is repurposing the high-quality content already developed for conference programs, preconferences and institutes. Section members have presented a number of webinars on topics such as learning spaces (BES), succession planning and leadership development (SASS), and the return on investment in a tough economy (LOMS and MAES). One most successful repeat, aligned with the Presidential theme, is created by HRS entitled "Job Hunting for Today's Libraries in Today's Job Market. The webinars presented not only contribute to our member development, but also have produced an additional revenue stream, which is needed as membership numbers slowly decrease in LLAMA and other areas of ALA.

Awards

The biennial ALA/IIDA Library Interior Design Award competition was held this year. The award is managed collaboratively by the Buildings and Equipment Section (BES) and the International Interior Design Association (IIDA), and honors excellence in library interior design, incorporating aesthetics, design creativity, function and satisfaction of the client's objectives. Seven winners and three honorable mentions were selected out of 117 projects submitted from throughout North America. For a list of winning designs and photos, see <http://www.llama.ala.org/llamaleads/?p=1261>.

The John Cotton Dana Library Public Relations Award, which recognizes and honors outstanding achievement in library public relations, is sponsored by EBSCO, the H.W. Wilson Foundation and LLAMA. This year, eight libraries were selected for award, and each will receive a \$10,000 grant in recognition of their achievement. This year there were 108 award submissions, a recent record. The JCD program was revamped this year, with awards given in categories based on library budget. The application process was also improved by using online submissions. For a list of the winning libraries, see <http://www.llama.ala.org/llamaleads/?p=1222>.

Midwinter Meeting Highlights

"Recruitment, Retention and Mentoring of New Librarians" a panel discussion was presented by the Leadership Development Committee presented at mid-winter in Dallas. Presenters offering their leadership/management perspectives were Members of the TALL Texan Leadership Development Institute; Ameet Doshi, user engagement and assessment coordinator, Georgia Institute of Technology; and the 2011 LLAMA Emerging Leader group discussing their project "Leading with LLAMA."

Annual Conference Highlights

The annual LLAMA President's Program "Leading at all levels: taking charge of your career growth while mentoring others" will feature Heather Krasna, Director of Career Services at the Evans School of Public Affairs at the University of Washington and author of *Jobs That Matter: Find a Stable, Fulfilling Career in Public Service*. Ms. Krasna will speak about career development to both new librarians entering the field and to seasoned leaders and/or managers.

In addition, there are more than two dozen other programs being presented by LLAMA members. Topics include: leadership, management, buildings and equipment, fund raising, human resources, measurement, assessment and evaluation, public relations and marketing, and library systems and services. A complete listing of LLAMA conference programs is available at http://www.ala.org/llama/sites/ala.org.llama/files/content/LLAMA_programs_listing_AC12.pdf