



**Library Leadership and Management Association,  
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**2012-2013 Annual Report  
Library Leadership and Management Association (LLAMA)  
Pat Hawthorne, President**

### **Collaborations**

One of the recurring themes for LLAMA during the past year was collaboration. LLAMA encountered many opportunities to collaborate with other divisions and with ALA leadership:

- LLAMA President Pat Hawthorne and ACRL President Steven Bell had a joint presidential program at the 2013 ALA Annual Conference, featuring Karol Wasylshyn, a Philadelphia-based leadership consultant and author of *Standing on Marbles: Ensuring Steady Leadership in Unsteady Times*.
- LLAMA and UFL had a joint preconference at the Annual Conference. It covered fundraising and included advice on capital campaigns and creating and maintaining effective relationships.
- LLAMA and YALSA collaborated on a new webinar, "Increase Your Library's Value in the Community by Amping Up Teen Services."
- LLAMA worked with ALA President Maureen Sullivan's 2013 ALA Leadership Institute through development of the applicant database and support of the selection jury.

### **LLAMA Career Institute**

One of the LLAMA presidential initiatives this year was the debut of the LLAMA Midwinter Meeting Career Institute, "Planning Your Next Career Move: Developing Skills to Make It Happen," featured Elizabeth Atcheson, a Seattle-based career coach. The new Institutes will be either half or full day workshops on a career development topic, and will be geared toward early and mid-career librarians.

### **Strategic Plan**

With the adoption of a new strategic plan last year, the Board this year focused on implementation. A new annual operating plan was developed that integrates the strategic and budget planning processes, and serves as a reporting tool for sections and division committees.

### **Programs**

At the 2013 ALA Midwinter Meeting, the LLAMA Leadership Development Seminar focused on "Mindful Leadership Through Tough Times" and featured three speakers from university, college, and public libraries speaking on mindful leadership in leadership theory and mentoring, impact on organizational life and culture, and how to apply mindfulness in leadership in practical ways. The event attracted a standing-room only crowd and also featured presentations by the LLAMA-sponsored Emerging Leaders.

For the 2013 ALA Annual Conference, LLAMA produced three preconferences, 16 programs and 16 discussion groups, along with showcase events for public relations and fundraising and awards ceremonies.

### **Continuing Education**

LLAMA produced 12 webinars this year on a variety of topics. This continues the trend of developing and offering high-quality continuing education offerings for members and non-members. The webinar coordinated by the Organizational Theory & Practice Committee of the LOMS Section was offered in May and featured the newly appointed Association of Research Libraries Executive Director Elliott Shore speaking on change in libraries; this webinar attracted a record number of 424 paid participants. We also repeated the free and popular webinar created by HRS entitled "Job Hunting for Today's Libraries in Today's Job Market."

## **Publications**

The LLAMA Human Resources Section (HRS) Staff Development Committee worked with ALA Editions to publish the fourth edition of *Staff Development: A Practical Guide*, an invaluable resource to libraries of all types and sizes.

## **Awards**

LLAMA is home for the John Cotton Dana Library Public Relations Awards, sponsored by EBSCO Information Services and the H.W. Wilson Foundation. Winners receive a \$10,000 cash award, and this year there were eight recipients selected from nearly 75 submissions: **Craighead County Jonesboro (Arkansas) Public Library; Hood River County Library (Oregon) District; Lawrence (Kansas) Public Library; Mid-Continent (Missouri) Public Library; Richland Library (South Carolina); Robert E. Kennedy Library at Cal Poly (California); Santa Clara City (California) Library; and the Texas Tech University Library.**

The 50<sup>th</sup> anniversary celebration of the ALA/AIA Library Building Awards Ceremony was held at the Chicago AIA office during Annual Conference. Winning library designs were: **Anacostia Neighborhood Library, Washington, D.C.**, The Freelon Group; **Central Library Renovation, St. Louis**, Cannon Design; **New York Public Library, Hamilton Grange Teen Center**, Rice+Lipka Architects; **James B. Hunt Jr. Library (NC)**, Snøhetta and Pearce Brinkley Cease + Lee; **Oak Forest Neighborhood Library (TX)**, NAAA+AWI+JRA; and the **South Mountain Community Library (AZ)**, richärd+bauer.

## **Membership**

To support the “member engagement and value” theme in the strategic plan, the Membership Committee launched a new Member Spotlight <http://www.ala.org/llama/member-spotlight> project that will help introduce and connect LLAMA members to each other.