

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) <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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- Past-President [Jeff Steely](#) jsteely@gsu.edu
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