

## **2019-2020 Annual Report of the Library Leadership and Management Association**

### **Anne Cooper Moore, President**

The LLAMA Board, Committees, and Communities of Practices continued essential, multi-faceted professional development and member engagement activities throughout the year while working with ALCTS and LITA leadership plus the Steering Committee to plan and prepare the members for the vote to adopt the Bylaws of Core: Leadership, Infrastructure, Futures to replace that of LLAMA, ALCTS, and LITA during the March 9 - April 1, 2020, membership vote.

All LLAMA Committees were fully populated. We conducted a first-ever LLAMA leadership orientation on October 18, 2019, which clarified processes and expectations for our committee and Community of Practice leaders. We created an EDI Task Force, which conducted a survey of LLAMA members and groups to establish a baseline of LLAMA diversity programming and initiatives that will be incorporated into Core activities from day one. We also established two new discussion groups: New Directors and Solo Practitioners. These groups held successful sessions at Midwinter 2020. In an effort to re-energize the Human Resources section of LLAMA, we held a discussion group type session at Midwinter 2020 that was attended by a committed group who want to focus on leadership in human resources in Core.

LLAMA members demonstrated their engagement in our future by turning out for major cross-divisional activities at Midwinter 2020, including the joint board meeting and the joint happy hour/social at which we conducted an affinity grouping exercise for all of the committees, discussion/interest groups, communities of practice, and work groups of the three divisions.

The LLAMA Board met monthly throughout the year while past president Lynn Hoffman, incoming president Tyler Dzuba, Kerry Ward, Fred Reuland, and I also met once a month. I met with Jennifer Brown (President of ALCTS) and Emily Morton-Owens (President of LITA) every two weeks throughout the year. The current, past, and future presidents and the ALA staff of the three divisions met periodically throughout the year. There was a tremendous amount of communication and planning that may have been invisible to our members, but there was significant member-facing information sharing through a LLAMA Town Hall on February 25, 2020, and carefully-planned ALA Connect/email message distribution.

I worked with the presidents of ALCTS and LITA to assemble a cross-divisional committee to plan the President's Program for Annual 2020 under the direction of Cynthia Whitacre, an ALCTS past president, which attracted Meredith Clark as keynoter and envisioned a follow-up program of librarians who could talk about the role of libraries in responding to and documenting major community events such as storms, fires, floods, mass shootings, etc. As a result of ALA Annual shifting to a virtual format, Dr. Clark will be the keynote speaker at the Forum to be held virtually in November 2020.

LLAMA leaders and members participated actively in The Exchange, which was formerly an ALCTS virtual conference. The Exchange held May 4, 6, and 8, 2020, was the first major integrated event organized collaboratively by the three divisions and its success bodes well for future Core programming.

## **Core Development**

Throughout fall 2019, a revised Steering Committee (<https://core.ala.org/steering-committee/>) and new project teams agreed on the new name and worked through all operational aspects of the new division. A Communications Working Group developed and implemented an intense member communication campaign, including in-person and virtual town halls, focus groups, surveys, and countless updates through email, social media, and a new website: <https://core.ala.org/>. In December, the final project plan was shared with members, including the proposed bylaws ([https://docs.google.com/document/d/1inbWssE5\\_evD3RkG\\_ODsb-L2BTyDhNv0FulJX8K\\_poY/edit?usp=sharing](https://docs.google.com/document/d/1inbWssE5_evD3RkG_ODsb-L2BTyDhNv0FulJX8K_poY/edit?usp=sharing))

Throughout the spring, communication continued, and each division held a final set of virtual town halls. In the spring election, 96% of LLAMA members who voted supported the creation of Core, and the other division members overwhelmingly voted to support Core as well (ALCTS 91% yes, LITA 96% yes).

In May, new Working Groups were launched to lead the transition: [https://docs.google.com/document/d/1ofjZ8zxN9cVT9LzOlcg9xSfBt1H\\_KauC7hUw9pyC-Vs/edit?usp=sharing](https://docs.google.com/document/d/1ofjZ8zxN9cVT9LzOlcg9xSfBt1H_KauC7hUw9pyC-Vs/edit?usp=sharing)

The rest of the summer will be devoted to winding down LLAMA and planning for Core. LITA is planning a joint virtual happy hour for the conclusion of ALA Virtual Annual in late June 2020, which will be followed by a virtual celebration of the three divisions in July.

## **ALA and COVID-19**

Like all of our institutions, ALA was impacted by the pandemic, and ALA staff have been working at home since March. The ALA Annual Conference was also canceled and replaced by a condensed virtual conference, June 24-26, 2020. Staff has continued to provide webinars (information below) and is working on ways to repurpose Annual Conference programming for virtual presentation this Fall. They also continue to plan for the Core launch on September 1.

ALA's move to a new office was also delayed by COVID from April to June. In May, LLAMA staff packed the old office area and most of the move was completed by early June. Starting the week of June 15, one quarter of the staff at a time will go to the new office at 205-225 N. Michigan Avenue to unpack and organize. Through August, staff will continue to work in teams at 50% occupancy, adhering to social distancing guidelines set by the City of Chicago. The official return to work date is anticipated to be September 8.

The ALA budget situation worsened in FY20. At the Midwinter Meeting in Philadelphia, ALA announced that much of its cash and short term reserves, including those reserves built up by the divisions, had been used to cover operating deficits, and that cash flow to pay bills remains a concern. ALA has applied for and received some relief under the Payroll Protection Program, but with even less revenue as a result of COVID-19, the deficit has widened, and staff will be required to take one week of furlough in August, and five weeks of furlough in FY21. The furloughs will impact staff individually, threaten retention, and hinder member services and planning at a time when Core needs all the effort it can get to launch and engage existing and new members effectively.

## **Continuing Education**

LLAMA Continuing Education Coordinator Fred Reuland worked closely with the Continuing Education Committee and a wide variety of experts to present 11 separate paid webinars which were well-attended and brought in a total revenue of \$21,845. While we hosted fewer webinars than in recent years because of COVID-19 and other factors, Fred began working with LITA in spring 2020 to learn the intricacies of their program in preparation to steward the Core webinar program and had a robust lineup of programming planned for summer and fall 2020.

## **Highlights of Community of Practice Activities**

The Buildings and Equipment Section (BES) planned and executed their first Library Building Projects 101 workshop for 50 people in Columbus, Ohio, on October 17-20 and cleared net revenue of \$5,195. They had been working on this initiative for several years and reviews indicated it was well-received and should continue in the future. BES had high turnout for their tours at Annual 2019 and Midwinter 2020. BES committees were planning programs and tours for future events.

The Assessment Community of Practice was extremely busy this year, developing a strong leadership team and model for both communities of practice and the future sections of Core. The Assessment Community of Practice presented a strong case for the need for a section devoted to assessment in Core, which was approved. They conducted a branding and strategic prioritization process, including a road map for the future; sponsored a well-attended hot topics session at ALA Midwinter; continued to support development of the Library Assessment Repository Project (using a Springshare platform); and reached out to leadership in the other divisions to work collaboratively to create an organizational framework as they evolve as a section within Core.

The 2019-2020 cycle of the LLAMA Mentoring Program matched 63 mentor/mentee duos from public, academic, school, and special libraries. The Mentoring Committee worked with ALCTS and LITA to integrate the separate mentorship programs into one that serves the broader interests of Core members. In one example of this partnership and alignment, LLAMA paired 6 unmatched ALCTS mentees with LLAMA mentors. These mentees had applied to the ALCTS program, but suitable mentor matches were not available in the ALCTS program. The Mentoring Committee demonstrated both leadership and collaboration in the trend we are observing come together in Core.

The New Professionals Community (NPC) conducted important work to support new professionals as they integrate into librarianship and LLAMA.

- For ALA Midwinter, Emily Mann and Amy Hanaway led the NPC Buddy Team to match 20 learning buddies with 12 experienced buddies to enhance and assist with their conference experience. Since the NPC Buddy Team had so many requests, they matched several experienced buddies with up to three learning buddies. This was the largest cohort of learning buddies ever and the Buddy Team continued to receive requests even after the deadline (for whom they did find experienced buddy matches).
- The NPC LIS Outreach Team, who focuses on outreach to LIS students and was led by Dr. Alyse Jordan, hosted two webinars and developed a YouTube channel to archive the webinars. These webinars prepare LIS graduates and new professionals for careers in librarianship. The first webinar on March 6, 2020, was “Spin it to Win It: Crafting a Cover

Letter and Resume that Connect Your Unique Past to Your Future Library Job” by Shannon Kealey. Attendance was 50 and the session received high regards in Zoom chat. Over 400 registered (80 attended) for the second webinar on June 5, 2020, “Elevate Your Telephone Game: Phone Interview Tips for Library and Information Science Professionals” by Allison Kennings. The webinars will be archived in YouTube: <https://bit.ly/2APFZsf> The committee has formally requested to continue to move forward as a committee in Core.

- The NPC Podcast Team produced 6 episodes of Break Room Chats this year under the leadership of Aisha Conner-Gaten and Jessica Kiebler. Aisha also led the group to work out a stronger workflow and delegation of responsibilities along with a lot of new documentation to support it. They greatly expanded their episode descriptions and also begun to include transcripts for episodes to increase accessibility.

The Circulation/Access Services Committee in the Technology Community of Practice wrote a letter of support for the ACRL Framework for Access Services Librarianship to support its official review and adoption to the ACRL Standard, Guidelines, and Frameworks committee.