



**Library Leadership and Management Association,  
a Division of the American Library Association**  
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**2014-2015 Annual Report  
Diane Bruxvoort, President**

**Strategy**

The previous strategic plan for LLAMA finishes this year, so this gives us an opportunity to look closely at how LLAMA will transition into a 21<sup>st</sup> century membership organization. We began a series of Kitchen Table Conversations at annual and midwinter that will continue for the foreseeable future. These have been extremely helpful in engaging members of LLAMA in discussion of how we move forward. The first step has been a streamlined strategic plan. Rather than create a multi-page document with a great deal of detail we have decided on a one page, high level set of strategic directions. The goal is that every member of LLAMA will be able to readily articulate our strategic directions and place his or her work within these directions while looking for creative and innovative ways to support the work of the organization. I append the document here (Appendix 1) as this is probably the most important work done this year as we consider our future.

The Kitchen table conversations and strategic sessions within our board meetings raised a set of questions to which we will need to attend.

- How do we serve all types of libraries?
- Can we work together more on a regional basis?
- How do we help members who don't attend conference be actively involved in the organization?
- Can new members readily find their place in our organization?
- Can we be more collaborative, within and without the association?
- Will our current structure of sections and committees continue to be the best way to provide services to our members?

As a result of these discussions a proposal will go to the LLAMA board at annual conference to create a task force to consider restructuring LLAMA. Other actions have included better use of the LLAMA president's suite to provide networking for members and collaboration with LITA to provide leadership and management programming at their conference.

**Financial viability**

Despite the ongoing – though slowing – downturn in memberships LLAMA is once again financially stable. This is due to great part to the work of our continuing education committee. The committee has been working with LLAMA's Program Officer to seek out, review and select new webinars that meet the needs of the LLAMA membership. LLAMA webinars are popular with librarians for their practical content across a wealth of topics. Our webinar continuing education program continues to support LLAMA's financial viability

while also providing a number of free webinars each year for the entire library community. The newest series of webinars is the Thought Leader series which provides free access for members to leaders in our field.

### ***Programming***

The committee has been discussing and evaluating all the programming to take place at Annual 2015. The process is intended to ensure that LLAMA programming is high quality and meets the needs of those attending the conference. The committee has revised their operating process and will be attending section meetings at Midwinter rather than having section representatives come to meet with the committee. This is the second year for the new working format for the program committee. An evaluation next year of the new format will inform future directions for the committee.

Conference programming will include three preconferences, and an exciting mix of programs and discussion groups spread over all days of conference. The President's program will feature Art Baxter speaking on Servant Leadership.

### ***Staffing***

Kerry Ward and Fred Reuland continue to provide excellent staff leadership for LLAMA. Kerry was able to take a sabbatical this spring, and in his absence newly retired Charles Wilt worked part-time for LLAMA to ensure work (primarily in preparation for annual conference) continued as needed.

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**2015/2016 Strategic Directions  
*Draft***

**Introduction**

LLAMA will continuously engage in strategic conversations leading to the development, implementation, assessment, and adjustment of strategic directions for the work of the organization. Strategic directions flow from our mission and values, and are shaped by conversations at each Board meeting and with sections, volunteers, and members.

**Mission**

To support future and current leaders and managers at every level of library and information services in all type of libraries.

**We value:**

- Leadership development and continuous learning
- Exemplary and innovative service
- Sustainable and socially responsible management

**Strategic Directions**

Provide targeted, high quality professional and leadership development opportunities

- Deliver wide ranging continuing education in leadership and management, both online and in person
- Articulate leadership competencies that support the profession

Create a welcoming and inclusive community for members and potential members.

- Provide opportunities for leadership
- Foster connections between members, both online and at conference
- Seek diverse perspectives and be inclusive of regional and international audiences

Be a model for innovation

- Active pursue ideas and collaborations that foster growth and fulfil member needs.
- Simplify the organization and break down silos between members.
- Encourage dynamic and nimble problem-solving