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**2012-2013 ALA CD#28.6
2013 ALA Annual Conference**

**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.

▪ **Collaboration with ALA President Maureen Sullivan**

One of the initiatives of ALA President Maureen Sullivan is the 2013 ALA Leadership Institute launched under the “Transforming Libraries” strategic theme. LLAMA President Pat Hawthorne was invited to participate in planning and developing the institute and served as a member of the selection jury. LLAMA Executive Director Kerry Ward worked closely with ALA Executive Director and other ALA staff to develop the website, online application form and applicant database, and provided administrative support to the selection jury. The institute will occur in August 2013 in Chicago.

▪ **Collaboration with Association of College & Research Libraries (ACRL)**

LLAMA President Pat Hawthorne and ACRL President Steven Bell will offer a joint presidential program at the 2013 ALA Annual Conference on Saturday, June 29. Co-Chaired by Lila Fredenburg (LLAMA) and Valeda Dent (ACRL) the presidential program committee coordinated planning for the joint program featuring Karol Wasylyshyn, a Philadelphia-based leadership consultant and author, speaking on her new book, *Standing on Marbles: Ensuring Steady Leadership in Unsteady Times*. Wasylyshyn – a clinical psychologist, global pioneer of executive coaching, author and poet – will discuss her leadership research which spans nearly three decades and her experiences working with senior leaders. More information on the speaker is available online at: <http://www.karolwasylyshyn.com/index.html>

▪ **Collaboration with United for Libraries (UTL)**

LLAMA and UTL pursued two collaborative ventures; this collaboration was facilitated by ALA President Maureen Sullivan.

▪ **Joint Preconference for 2013 ALA Annual Conference** – LLAMA and UFL will be offering a joint preconference in Chicago on Friday, June 28 entitled “Raising \$: Process and People” which will offer segments on capital campaigns and on creating and maintaining effective relationships. Speed consulting will provide an interactive component. Participants will also receive a free copy of a book entitled *Beyond the Ask Event: Fully Integrating the Bevenon Model* by Terry Axelrod - founder and CEO of Benevon, a Seattle-based organization that has trained more than 3,000 nonprofits around the world in fundraising, including The Salvation Army, Big Brother Big Sisters, Habitat for Humanity, and the American Red Cross.

▪ **Joint Discussion Group Pilot for 2013 ALA Midwinter Meeting** – We offered a joint LLAMA/United for Libraries Discussion Group focused on topics of interest to Friends, Trustees, and library administrators by hosting the initial discussion group meeting at the

ALA Midwinter Meeting in Seattle on January 27. LLAMA and UFL are evaluating whether to continue this discussion group.

- **Collaboration with Young Adult Library Services Association (YALSA)**

LLAMA and YALSA had the opportunity to work collaboratively this past year.

- **LLAMA/YALSA Webinar** – In June, LLAMA and YALSA offered a webinar entitled “Increase Your Library’s Value in the Community by Amping Up Teen Services”.
- **LLAMA Liaison to YALSA Advisory Group** – At the request of YALSA, LLAMA appointed Mary Frances Burns, a public library director in Ohio and active LLAMA member, to serve on a YALSA Advisory Group for the National Forum on Libraries & Teens project, an IMLS-funded project. Mary Frances attended the summit held in Seattle, Washington prior to the ALA Midwinter Meeting.

LLAMA Career Institute

One of the LLAMA presidential initiatives this year was the debut of the LLAMA Career Institute offered at the ALA Midwinter Meeting in Seattle. The goal behind the development of the LLAMA Career Institute is to “brand” a 4- or 8-hour workshop to be offered at the ALA Midwinter Meeting as a revenue-generating institute focused on a career development topic aimed at early- and mid-career professionals. The first LLAMA Career Institute – entitled “Planning Your Next Career Move: Developing Skills to Make It Happen” – featured Elizabeth Atcheson, a Seattle-based career coach, and attracted 51 participants and generated revenue of approximately \$1,300 for LLAMA after expenses were covered. Due to success of this initial program, LLAMA intends to form a divisional-level planning committee to plan a second career institute to be offered in Philadelphia at the next ALA Midwinter Meeting and to explore offering the institute as a preconference at the ALA Annual Conference and to develop topics for potential webinars, all of which will be offered under the “career institute” brand.

Strategic Plan

During 2011-2012, LLAMA developed a new strategic plan for 2012-2015:
<http://www.ala.org/llama/sites/ala.org/llama/files/content/about/FINAL%202012-15%20Strategic%20Plan.pdf>

With the new plan approved, the LLAMA Board of Directors focused on implementation and developed an annual operating plan reporting form for sections and a budget worksheet for new projects/tactics. We elected to tie our annual operating plan to the ALA fiscal year so that we can integrate our strategic and budget planning processes and cycles. We also determined that we will map our planning cycle to the 5-year ALA planning cycle (which means that we will initiate a new planning process in Fall 2014 and/or in conjunction with the launch of ALA’s development of a new strategic plan).

Programs

At the 2013 ALA Midwinter Meeting, the LLAMA Leadership Development Seminar focused on “Mindful Leadership Through Tough Times” and featured 3 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 will sponsor three preconferences (including the LLAMA-UTL joint preconference mentioned above) as well as 16 programs and 16 discussion groups along with showcases events for public relations and fundraising and awards ceremonies. A LLAMA fundraiser is planned for Friday evening.

Continuing Education

In the last 12 months, LLAMA has successfully produced 12 webinars 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

Elizabeth Blakesley assumed the editorial reigns for *Library Leadership & Management*, LLAMA online, open access journal, from previous co-editors, Wendi Arant Kaspar and Pixey Anne Mosley, during this year. The smooth transition resulted in 3 strong issues.

LLAMA also published the fourth edition of *Staff Development: A Practical Guide*, through ALA Editions. Edited by the Staff Development Committee of the Human Resources Section (HRS), this publication is an invaluable resource to libraries of all types and sizes.

Awards

LLAMA is home for the John Cotton Dana Awards, a prestigious set of awards related to public relations efforts in libraries. Supported by the H.W. Wilson Foundation for many years, the transition of the program to sponsorship by EBSCO was successfully completed this year mainly due to the efforts of LLAMA Executive Director Kerry Ward, who spent much time and attention on working out details with EBSCO. This year's award ceremony will recognize the eight recipients selected from nearly 75 submissions. Each winning library receives a \$10,000 grant.

The ALA/AIA Library Building Awards Ceremony will be held at ALA Annual Conference on July 1 (Monday) at the American Institute of Architects (AIA) Offices in Chicago and will celebrate 50 years! ALA and AIA have selected 6 recipients to receive the biennial awards. For more information on the award winners, visit the LLAMA website: <http://www.llama.ala.org/llamaleads/?p=1672>

Emerging Leaders

For the sixth year, LLAMA sponsored two Emerging Leaders for the 2013 cohort – Eugenia Schatoff and Bonnie Smith. In addition to sponsorship, we submitted the third phase of an initiative spearheaded by Past President Janine Golden that focused on collaboration between LLAMA and graduate LIS programs as a project for an EL team. LLAMA ED Kerry Ward has provided significant administrative coordination and support for this multi-year initiative which will conclude this year. The LLAMA Board will receive this final report which we anticipate will include strategies LLAMA might adopt to enhance engagement and facilitate recruitment of new professionals.

Leadership/Management Competencies

In June 2012 LLAMA's Board of Directors created a standing Divisional Competencies Committee based on a recommendation made by the LLAMA Library Leadership and Management Competencies Task Force, appointed under the LLAMA President Janine Golden. With Dr. Keith Swigger as Chair, this Competencies Committee has been charged to identify, develop, evaluate, and review library leadership and management competencies on a periodic, recurring basis, submitting recommendations to the LLAMA Leadership Coordinating Group. During this past year, the Committee has been assessing whether the competency model adopted in 2009 and the competencies definition adopted in 2012 are consistent with one another. Included in this exploration was a related task created to determine the

views of various stakeholders of the LLAMA model and the definition of competencies. The committee believes a byproduct of their work is the emergence of information about the completeness and adequacy of the 2009 LLAMA list and perhaps some proposals from each team for addition/deletion of items, addressing the need for revision of the 2009 document, based on the requirement to develop a narrative defining the competency, identify the stakeholders, and focus on the competencies through the lens of reliability and validity relative to the stakeholder group.

Membership

At the end of April 2013, LLAMA's membership was 4,046, down slightly from April 2012 membership of 4,123. Ten of ALA's 11 divisions also saw membership decreases during this 1-year period. While our overall membership is down 945 members since August 2008, LLAMA membership seems to be stable.

One of the presidential initiatives this year was to focus on our members in support of our "member engagement and value" theme in our new strategic plan. Our Membership Committee, led by Chair Eileen Theodore-Shusta, was asked to develop a proposal to introduce a Member Spotlight for the LLAMA Webpage. The committee did an excellent job and this new feature debuted on the LLAMA Website in March 2013 and will feature a LLAMA member each month. The Member Spotlight is available online at: <http://www.ala.org/llama/member-spotlight>

Another initiative undertaken by the LLAMA Marketing Committee, under the leadership of Chair Eric Shoaf, developed a membership survey that went to LLAMA members in February 2013. We plan to discuss the survey results and develop potential action items related to membership development. In terms of member surveys, we are aiming to conduct a comprehensive membership survey prior to initiating a new strategic planning cycle and will conduct focused or targeted surveys during other years.

Appointments

During the course of the year, several key appointments were made:

- **Treasurer** – LLAMA appointed Jim Rettig to serve as LLAMA Treasurer for 2012-2014. Jim succeeds Christopher Stewart who served as LLAMA's first treasurer from 2010 – 2012 after the LLAMA Board eliminated the Budget and Finance Committee in July 2009 and developed the treasurer position as a member of the Board of Directors. Kerry Ward and Jim are working closely together on budget planning.
- **Section Representative** – Gary Fitsimmons of the Library Organization and Management Section (LOMS) was appointed to serve for the 2012-2013 term; this appointment to the Board of Directors and Executive Committee was introduced in 2010-2011.
- **New Leaders Representative** – This position was introduced as a member of the LLAMA Board of Directors in 2010-2011, and Leo Lo was appointed to a 2-year term for 2010-2012. He was asked to serve for one more year so that we could have staggered terms for this position and the Treasurer position on the Board; he agreed to serve one additional year completing his term at Annual.
- **LLAMA Liaison to ALA Committee on Legislation and Legislative Assembly** – Charles Forrest was appointed to serve in this capacity for 2012-2014.
- **LLAMA Liaison to Office of Intellectual Freedom** – Jim Teliha is continuing in this role.
- **LLAMA Liaison to Conference Program Coordinating Team for Annual Conference 2013** – Diane Bruxvoort was appointed to serve as LLAMA's representative to this group; she is also on the LLAMA Program Committee.

During this year, Lee Anne Hooley, Chair of the LLAMA Program Committee, unexpectedly resigned her committee chair appointment just prior to the ALA Midwinter Meeting. Diane Bruxvoort agreed to step into this role to complete Lee Anne's term until we can appoint a new committee chair.