

2013-2014 ALA CD#28.7-6/11/14—4:00pm (inf)  
2014 ALA Annual Conference



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## **ANNUAL REPORT 2013-14**

Submitted by Catherine R. Friedman, LLAMA President, 2013-14  
June 2, 2014

### **LLAMA STRATEGIC PLAN 2012-15, Theme 1: Member Engagement & Value**

#### New Professionals Section Established

At the LLAMA Board meeting at Annual 2013, a team of ALA Emerging Leaders presented several recommendations for services and outreach activities they felt LLAMA should develop to better serve LIS students and new library professionals. These recommendations came out of a three-year EL project led by a LLAMA Past President. The main recommendation was that LLAMA should form a New Professionals Section.

With encouragement and guidance from the LLAMA leadership, a subgroup of those who worked on the EL project organized a petition seeking support for forming this new section. The group received back 559 responses to their petition, more than meeting the standards set by the LLAMA Bylaws. In October, LLAMA Executive Committee agreed that a motion to approve a New Professionals Section within LLAMA should go to the Board of Directors. In early December, the LLAMA Board unanimously approved the establishment of this new section within LLAMA.

Organizational planning meetings for the new section took place in January at Midwinter 2014. The group, which has set up project teams to accomplish their work rather than standing committees, is currently at work building an online presence, building connections with LIS schools and ALA Student Chapters, developing a conference buddy program, and developing a social media strategy for all of LLAMA.

#### Membership Activities

At the end of April 2014, LLAMA's membership was 3,929, down from the April 2013 membership of 4,088. Eight of ALA's 11 divisions, as well as ALA, also saw membership decreases during this same 1-year period. On the brighter side, in its inaugural 10 months, the New Professionals Section has seen 176 LLAMA members choose it as one of their sections.

In February 2013, the Marketing Communications Committee sent out a membership survey to all LLAMA members. The survey was to determine "the makeup of our membership and what mechanisms prompted our current membership to get involved with LLAMA, as well as what marketing mechanisms LLAMA should employ in the future." The committee received a total of 525 responses. The Committee analyzed the results and produced a summary which was submitted to the LLAMA Executive Committee in May. Findings include: the biggest factor for choosing to join LLAMA is the opportunity to learn new management or leadership skills; following closely behind that is the opportunity to network with other leaders and to support the profession of library leadership. In terms of what members value most about LLAMA, the highest marks went to programs at annual conferences and the *LL&M* journal.

To improve the member experience at conferences, the LLAMA Membership Committee initiated a LLAMA Happy Hour to be held at each Midwinter and Annual conference. The intention is to provide an opportunity for conference attendees to get acquainted with LLAMA and LLAMA members in an informal and relaxed setting. The turnout at the inaugural event at Annual 2013 was modest but enthusiastic. The Happy

Hour at Midwinter 2014 had higher attendance and was equally entertaining. Another Happy Hour is planned for Annual Conference 2014.

### Mentoring

The LLAMA Mentoring Program continues to pair librarians who are currently in leadership positions with librarians who are interested in becoming leaders. For mentors, it provides a chance to pass on their experience and knowledge; for mentees it is a great opportunity to learn from an accomplished leader. During 2013-14, there were 15 duos (i.e. pairs) and for 2014-15, there will be 34. Despite having to turn away 16 mentees for the 2014-15 year, the number of duos increased because some mentors were willing to take on 2 mentees.

### Awards

Annually LLAMA partners with the H.W. Wilson Foundation and EBSCO to sponsor the John Cotton Dana Awards, a prestigious set of awards recognizing outstanding public relations efforts in libraries. This year the judges reviewed 83 submissions and narrowed down the field to select eight winners. Each winning library receives a \$10,000 grant. The winners will be recognized at a reception at the Annual Conference 2014.

The ALA/IIDA Library Interior Design Awards are a biennial competition co-sponsored by ALA and the International Interior Design Association (IIDA) and managed by LLAMA's Buildings and Equipment Section's Interior Design Awards Committee. The awards honor international excellence in library interior design. Award winners demonstrate excellence in aesthetics, design, creativity, function, and satisfaction of the client's objectives. The 9 winners of this year's awards will be recognized at a reception at the Annual Conference 2014.

Information about the winners of both competitions can be found on the LLAMA website.

## **LLAMA STRATEGIC PLAN 2012-15, Theme 2: Leadership Development & Continuous Learning**

### Webinars

Under the leadership of Fred Reuland, the number of webinars produced by LLAMA and the number of attendees is up from last year. Since July 2013, LLAMA has produced 17 webinars attended by more than 800 individuals and 177 groups. Topics covered include websites for library fundraising, using rubrics in hiring and evaluations, communicating with and managing intergenerational teams, project management, library security, and getting started with focus groups. Two webinars, "Cover Letter & Resume Tips" and "Interviewing Tips" were offered free-of-charge, and were attended by over 420 individuals. Archived versions of many webinars are available to LLAMA members as a membership benefit.

### Midwinter Meeting 2014 Programming

At the Midwinter Meeting in Philadelphia, LLAMA sections and committees organized 17 discussion groups and the LLAMA Leadership Development Seminar. The topic of the seminar was "Who do YOU think you are? Finding your leadership style." Two speakers, Dr. Steven Bell and Rhea Blanken, both known specialists in the area of leadership styles, spoke and engaged the audience in a discussion about leadership styles.

Following on the success of the first Career Institute at Midwinter 2013, LLAMA formed a division-level committee to plan a second career institute and to explore other revenue-generating offerings focused on career development topics. At Midwinter 2014, LLAMA offered its second Career Institute: "Writing & Editing: Developing Career Skills and Building Your Professional Reputation." The institute featured professionals who had written for a wide variety of publications along with a panel of editors.

### Annual Conference 2014 Programming

For the Annual Conference 2014 in Las Vegas, LLAMA will offer two preconferences, 13 programs, 16 discussion groups, the popular PR Xchange, and receptions for the ALA/IIDA Library Interior Design Awards

and the John Cotton Dana Awards. The LLAMA President's Program will feature Carrie Messina, Vice-President, Wynn | Encore Las Vegas. Ms. Messina's presentation will focus on: "Leaders as Followers: You don't have to be in Charge to be a Leader."

There will also be a "kitchen table conversation" led by Diane Bruxvoort, incoming LLAMA President, to hear what LLAMA members expect and want from our association.

### ALA Leadership Institute

One of the initiatives of past ALA President Maureen Sullivan was the 2013 ALA Leadership Institute. Then LLAMA President Pat Hawthorne participated in planning the institute and served as a member of the selection jury. The LLAMA Executive Director worked closely with ALA staff to develop the website, application form and applicant database, and provided administrative support to the selection jury. The institute occurred in August in Chicago with 39 participants. Based on the success of the inaugural institute, it is being held again in August 2014 and LLAMA will again provide administrative support for the application and selection process and will be involved in the participant selection.

### Library Leadership & Management (LL&M)

Elizabeth Blakesley continues to provide steady editorial leadership for *Library Leadership & Management*, LLAMA's journal. During the length of Beth's term, she has been responsible for volumes 27-28, ensuring that issues were produced on time and journal content met the association's standards. To inform members of the publication of each issue an announcement, which includes the issue's table of contents, is now shared via LLAMA Leads. Beth's term as editor will end this fall with the conclusion of Volume 28 and Dr. Brad Eden, who is serving as the LL&M Associate Editor, will take over with Volume 29, Issue 1.

### The Greening of America's Libraries (E-Book Publication)

LLAMA and the Association of College & Research Libraries (ACRL) co-published the e-book *The Greening of America's Libraries: LEEDing the Way*. Written by Mary M. Carr and Steven L. Carr, this digital publication provides the information and tools needed by non-building professionals to construct or renovate library spaces with an eye towards sustainability and in accordance with LEED requirements and processes.

## **LLAMA STRATEGIC PLAN 2012-15, Theme 3 - Organizational Excellence**

### LLAMA Staff

LLAMA continues to benefit from the strong leadership and support of Kerry Ward, LLAMA's Executive Director, and Fred Reuland, LLAMA's Program Officer. Over the past year, Kerry and Fred have guided, assisted, and sustained the LLAMA Executive Committee and the Board of Directors as they have worked on several projects in support of the LLAMA membership. Kerry has provided invaluable administrative and tactical leadership for LLAMA's activities and Fred has been responsible for producing our very successful webinars and for coordinating our conference programming. This year, in addition to supporting all the activities outlined in this report, the LLAMA staff also developed and published new web-based orientation materials for our member-volunteers, and developed and implemented a membership messaging strategy which will enable consistent and targeted messaging to LLAMA members.

### Financial Status

Financially, LLAMA experienced a very positive year. Revenue from dues was slightly above expectations and only about 1% below dues revenue at this time last year. Revenue from LLAMA-produced webinars continues to grow and is well ahead of last year's webinar revenue. It is anticipated that LLAMA will end the fiscal year (September, 2013-August, 2014) on a solid financial footing.

### Bylaws Changes

Two changes to the LLAMA bylaws were approved by the LLAMA membership in spring 2014:

1. The Section Representative to the LLAMA Executive Committee will now be chosen jointly by the section executive committees; it no longer has to be an incoming section chair.
2. Ballots prepared by division and section Nominating Committees no longer require two or more candidates for each vacant position. Nominating Committees may now prepare slates that include one or more candidates for each vacant position.

### LLAMA Election Results for 2014-15

- President-Elect: Jeff A. Steely
- Councilor (3-year term): Emily A. Bergman
- Director-at-Large (2-year term): Eileen Theodore-Shusta
- Buildings and Equipment Section Chair-Elect: Melissa Bennett
- Fund Raising and Financial Development Section Chair-Elect: Laverna Saunders
- Human Resources Section Chair-Elect: Wanda Kay Brown
- Library Organization and Management Section Chair-Elect: Hector Escobar
- Measurement, Assessment and Evaluation Section Chair-Elect: Karen Neurohr
- Public Relations and Marketing Section Chair-Elect: Alison Armstrong
- Systems and Services Section Chair-Elect: Robyn Huff-Eibl

### Key Internal Appointments

- Natasha Dass-Ford, New Leaders' Representative to the LLAMA Board of Directors, 2013-15
- Jeff Steely (MAES), Section Representative to the LLAMA Executive Committee, 2013-14

### Key Extramural Appointments

- Janet Benedict, LLAMA's Representative to the ALA Advocacy Coordinating Group, 2013-15
- Philip Tramdock, LLAMA's Representative to the ALA Committee on Professional Ethics, 2013-15
- Brian William Keith, LLAMA's Representative to the ALA Emerging Leaders Sub-Committee, 2013-15
- Julie Warga, LLAMA's Representative to the ALA Intellectual Freedom Committee, 2013-15
- Leo G. Agnew, LLAMA's Representative to the ALA Recruitment Assembly, 2013-15
- Natasha Dass-Ford, LLAMA's Representative to the ALSC Managing Children's Services, 2013-15
- Mark Stover, LLAMA's Representative to the Hugh C. Atkinson Memorial Award Committee, 2013-17