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ALA President-Elect 2015-2016
Proposed Budget for Presidential Initiative, 2016-2017

1. Initiative Overview
Libraries Transform: the Expert in the Library

What fascinates me the most in my profession are our own employees, the Human Resources (HR) infrastructures in our organizations, HR content in our literature and the application of general HR content to our profession and – most importantly - *how we "see" ourselves and represent ourselves to our constituents, our stakeholders and our internal and external colleagues and communities*. And while it's obvious that a 21st century HR infrastructure can't - in and of itself – magically change how others see us – it's a given that current or cutting edge HR content can assist us in *representing who we are and how we do business and, assist us in demonstrating our worth and value.*

The struggle for me and for many managers in the last two decades; however, has been the critical need to identify and maintain much-needed current, 21st century HR content designed to assist us in articulating – with the use of *library* value content - *the value of library employees.* As an example, for many years the most frequently asked questions of managers and leaders have included questions on why we need librarians, why we need the numbers and type of staff we have, why our employees need specific levels of education, why we need the amount of and funding for professional development opportunities and – as we articulate what value our *libraries* bring to our constituents – what is the value of the work that WE do? What value do we bring to the myriad of communities we serve? What is our unique expertise? This struggle has led me to research 21st century human resources content (terminology, data, structures, etc.); apply concepts for keeping up with "what's new;" measure and assess who we are and what we do and our expertise and impact; study and collect value data on ourselves and our employees; and, most importantly - find paths for articulating our work and value in dynamic, up-to-the-minute library and information environments.

These issues have led me to my ALA Presidential Initiative and I have chosen to integrate the focus of my initiative with ALA's new Public Awareness Campaign, [Libraries Transform](#) with a specific focus on the **expert in the library**, that is, our library staff. My belief is:

> "We can design and build the best library environment, assemble the perfect resources, make the resources accessible, and create services for the breadth of clientele, **but the most important element in this process is the expertise within library structures and processes…** the expertise that connects our constituents to what they want and need, assists our patrons in their transformations and works with our communities to assist in their transformation.

My overall Initiative goal is to enrich the value content on libraries by identifying content within research, studies, articles, etc. on the value of **library employees or experts**. The Initiative work plan includes:

First stage
- Identifying existing "value of the library" resources and best practices in general and by type of library
- Researching the articulation of value of the expert or professional in the library within general and type of library "value of library" resources
- Prioritizing value of the expert or professional content in general and by type of library
- Identifying critical HR terminology needed for 21st century HR content
- Identifying and recommending new value content needed
- Identifying content best practices for articulating value and expertise of library professionals

Second stage
- Identifying the range of products needed and available for 21st century HR best practices
- Matching existing and needed products to existing resources
- Revising and designing existing products as needed
- Identifying products needed and either not found or found and labeled out-of-date
- Identifying storing and disseminating existing and new content to maximize sustainability
- Marketing content to the profession for their use
- Articulating a HR research agenda for the next few years on what additional research projects might be conducted through grants and research

and

- Creating an *Experts' Playbook* for 21st century HR materials and best practices articulating value and expertise of library professionals

To this end I am building a web environment of content to be researched, expanded and revised and - when completed - moved to ala.org/offices/hrdr. Current public workspace with examples can be visited at http://researchguides.austincc.edu/value.

2. Initiative Products and Timeline
Products for my initiative are designed for all levels of employees within libraries no matter the program, function or service. Therefore, no matter how you identify them (faculty librarians, librarians, library managers, media specialists, paraprofessionals, classified staff, children's librarians, school librarians, Research Associates, information specialists, instructional

technologists, digital managers, archivists, conservators, adjunct librarians, hourly workers and so on…) the content will include 21st century best practices such as:

Spring 2016
- Research, content (opinion, etc.) on articulating the value of library employees in general;
- Research, content (opinion, etc.) on articulating the value of library employees by type of library;
- Recommendations for pathways for keeping up with current and future Human Resources content;

Late Spring 2016 through December 2016
- Best practices for:
  - Outcomes for work performance for departmental functions as well as individuals;
  - Job/position descriptions;
  - Performance measures for individuals and teams;
  - Evaluation mechanisms and choices (individual, self, team, peer, upward, etc.);
  - Hiring content such as (along with position descriptions) advertising content, rubrics for assessing candidates, interview question sets in the context of multiple 21st century interviewing to include:
    - In person interviews
    - Online or virtual interviews
  - Required and preferred competency sets for all levels of employees as well performance and assessment of required and preferred skill levels
- Institutional directions such as commitment statements (for dispositions, etc.)
- Staff development action plans for all levels of staff by staff member, functions, etc.
- Recommended curriculum for competency acquisition in no more than five critical areas that include (these are areas identified so far and these may change given assessment of need): technology, professionalism, issues such as copyright, intellectual freedom, etc.; leadership (including advocacy); management; accountability and assessment/measurement and evaluation; and, collaboration for success;
- Guidelines for guided pathways for moving up in organizations;
- Identification of content for best practices for future management such as matrix management; management in cooperative and collaborative settings; situational management; and, metrics
- Guided pathways for "keeping up with trends and trending" for libraries and library environments

3. Initiative Budget – Proposed/Seeking Approval For

2016-2017 Budget Item	Amount
4th Initiative Steering Committee workgroup meeting *(1-3 Fall 2015, Midwinter and Annual)*	8,000.00 - 10,000.00
HRDR hourly employee – Playlist moved to ala.org/offices/hrdr	5,000.00
Webinars training for and marketing content (value of library employees content)	3,000.00
HR Expert Playbook advertising for online Playbook	2,000.00
Presidential Programs at Annual and Midwinter	20,000.00
Integrating "expert" marketing into ALA Libraries Transform campaign ("Because" statements and "Expert in _____" erasable giveaway nametags)	10,000.00
Support (ongoing) for ALA diversity, equity and inclusion implementation (spent by "post" TF DEI group)	3,000.00*
Contingency/discretionary funds	5,000.00
Presidential Support @1,000 – 1,200 monthly (hourly employee)	15, 000.00
Total	71,000.00 - 75,000.00**

*5,000.00 given to TF-EDI in 2016

**All 75k will be spent with any "left over" going to HRDR, "Because" and "Expert in _____" marketing or more to EDI implementation