



2010-2011 ALA CD#28.7
2011 ALA Annual Conference

Library Leadership
and Management Association
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2010-2011 Annual Report
Library Leadership and Management Association (LLAMA)
Gail Kennedy, President

Notable Highlights

LLAMA has implemented many changes and moved forward with a number of new initiatives in the past year. We believe that in these uncertain times LLAMA has a tremendous responsibility and opportunity to develop, educate, nurture, and mentor leaders in the library profession. LLAMA's staff, officers, and board have made a commitment to streamline the organization in order to more easily launch new programs and services, to actively recruit and retain members, and to offer all LLAMA members a variety of ways to engage meaningfully with the association.

The LLAMA bylaws were substantially revised in 2009 to support the simplification and streamlining of procedures and to strengthen communication within LLAMA and with the profession as a whole. Important changes implemented in July 2009 include:

- appointment of a New Leader's Representative to the LLAMA Board of Directors
- appointment of a Treasurer to the Board of Directors and elimination of the Budget and Finance Committee
- appointment of a Section Representative to the LLAMA Executive Committee
- elimination of the Committee on Organization, which allows the officers, Board and sections to expeditiously create and dissolve committees and discussion groups

Several other division level committees were either eliminated or given revised charges reflecting specific roles in supporting new initiatives for the Association. At the end of the year we can report some significant accomplishments facilitated by these changes.

Leo Lo, the New Leader's Rep led a Diversity Task Force preparing to make major recommendations to the LLAMA Board for improving LLAMA's role in modeling and supporting diversity in our profession. He also launched a new discussion group, the New Leaders Discussion Group, in collaboration with NMRT. He is also convening LLAMA and NMRT leaders in New Orleans to explore other avenues for partnering. Laverna Saunders, the Section Representative to the LLAMA Executive Committee, held the first joint meeting of section and division officers at the 2011 Midwinter Meeting. This meeting will become a regular Midwinter event aimed at strengthening alignment and communication across the leadership within LLAMA. With the license to implement organizational change at the section level, several LLAMA sections have taken the initiative to launch new committees and revise the charges of others as they aim to meet the emerging needs in their areas of interest and expertise.

Presidential Theme

This year's theme is "unexpected leadership" with a focus on the type of leadership that emerges in times of crisis or significant change when the expected leaders—elected or appointed officials—fail to take productive action. With ALA's return to New Orleans in 2011, Katrina recovery provides a perfect backdrop for examination of unexpected leadership. Librarians who led the restoration of library services to students of Southern University at New Orleans spoke at the LLAMA Leadership Development Seminar in San Diego. The speaker for the New Orleans President's Program is Tim Duggan, landscape architect with Brad Pitt's Make It Right Foundation, speaking on "Community Beyond Housing." Make It Right is building green homes and rebuilding community in New Orleans' Lower 9th Ward—an true example of highly successful, if unexpected, leadership.

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Continuing Education

Providing continuing education and member services via webinars was a major thrust in the past year. A survey of LLAMA members identified a number of topics of interest for CE programming. LLAMA offered 10 fee based continuing education webinars and 4 free webinars. "Job Hunting for the Recent or Pending MLS Graduate," a free webinar presented by Brian Keith of the Human Resources Section had over 500 attendees. LLAMA's webinar agenda for the coming year will be enlarged to include a number of webinars based on annual conference programs along with webinars presented by professional library trainers and educators.

Strategic Planning

LLAMA will implement a new strategic planning process in 2011. The new process is a 3-year cycle with complete review of mission/vision, goals, initiatives, and actions every third year supplemented by an ongoing systematic strategic conversation across the organization in the intervening years. Changes in initiatives and actions may be adjusted during any year with approval of the Board.

Library Leadership & Management journal (LL&M)

With volume 25, issue 1 in 2011 *Library Leadership & Management* became a totally online, open access journal licensed under Creative Commons. LL&M uses Open Journal Systems 2.2.3.0, which is free open source journal management and publishing software. The second issue using the OJS platform includes a video interview with ALA President Elect Molly Raphael. Other features such as imbedded blogs are planned for future issues.

Emerging Leaders

LLAMA was proud to sponsor two Emerging Leaders for 2011, Melissa Brisbin and Melissa Cardenas-Dow. LLAMA also hosted an EL project in 2011. Under the mentorship of LLAMA President Elect Janine Golden, Project N has compiled data on current LIS graduate courses in management and leadership and surveyed faculty who teach these courses. This project is part of a multi-year EL project plan to increase awareness of LLAMA in LIS programs and culminate in new strategies for LIS student recruitment and greater collaboration with LIS schools.

Looking Ahead

As I conclude my year as LLAMA President I see three areas of challenge and opportunity for LLAMA.

- **Membership**—LLAMA has made the recruitment of new members and retention of current members a high priority. Our greatest recruitment potential is in the new librarian demographic thus we need to partner with library schools, student ALA chapters, Spectrum Scholars, Emerging Leaders, NMRT and other groups of young librarians to explore ways we can share LLAMA's current expertise and resources and develop new programs and services that meet the needs of future leaders. At the same time we must focus on the ongoing needs of our mid-career members for management and leadership development education and opportunities.
- **Continuing Education**—CE offers the opportunity to share LLAMA's highly valued leadership and management expertise and programming to a wide audience who may not be able to attend ALA annual conferences. CE is also a way to develop a consistent revenue stream. Thus it is critical that LLAMA builds a strong curriculum of virtual CE for a broad spectrum of leadership and management topics.
- **LLAMA's Leadership Brand**—LLAMA can become more widely known as a preeminent organization for library leadership education, mentoring, and networking. We should broaden our collaboration with other leadership organizations and explore the potential of sponsoring national leadership and management events that address current topics of critical interest to current and aspiring leaders in our profession.

It has been my great honor and pleasure to serve as president of LLAMA and I look forward to continuing to serve LLAMA as we build resources and services for a new generation of library leaders.

Gail Kennedy