

## LAMA news section

### LAMA News and Committee Reports

#### ChangeMasters Anthology

Since 2003, the series of ChangeMasters articles that have been featured in *LA&M* has been one of the journal's most popular features. In each installment, the career of an influential library leader—a *ChangeMaster*—is profiled with interviews and narrative biography. These personal, informative pieces are intended to provide insight into what makes effective library leaders in rapidly changing times.

In cooperation with the LAMA 50<sup>th</sup> Anniversary Committee, the Editorial Advisory Board and the Publications Committee, the editors of *LA&M* are compiling previously published and recently accepted “ChangeMaster” articles, and also soliciting entirely new contributions for a forthcoming monographic anthology.

This is envisioned as a LAMA-wide project, and thus members are asked to contribute in a variety of ways. First, the people and libraries highlighted in this anthology should be as diverse as LAMA. The editors seek recommendations and nominations of people from academic, public, school, and all types of special libraries, archives, or information centers who have contributed to positive change in the profession for this collection. Think not only of librarians and library directors, but also of educators, researchers, advocates, vendors, technologists, or public servants who have made a difference in contemporary librarianship. Second, writers are needed. Contributing an original “ChangeMasters” on one of these people would be a service to all of LAMA, and indeed the profession. The articles are based primarily upon interview questions and answers, and can be handled via telephone or email. To make a nomination or a recommendation, or to get more information about possibly writing a feature for publication in *LA&M*, the monograph, or both, contact Gregg Sapp, *LA&M* editor, Science Library, University at Albany, Albany, New York 12222, gsapp@uamail.albany.edu, (518) 437-3951. The goal is to finalize a list of subjects and contributors at Annual Conference.

#### Education Interest Group

Help plan the future direction of the LAMA Education Interest Group. The next meeting is Monday, June 26, 2006, in New Orleans. Participants will decide topics for discussion and projects for 2007, elect the next vice chair/chair elect, and will help choose a new meeting day and time. If you are interested in education to develop management and administrative skills, please contact

Tracy Bicknell-Holmes (tbicknel@unlnotes.unl.edu, [402] 472-2512) or Karen Diller (diller@vancouver.wsu.edu, [360] 546-9681)—*Tracy Bicknell-Holmes*

#### Program Committee

The following events have been approved for Annual 2006:

##### *Preconferences:*

- PC-1 LAMA PRMS: Walk in with a Problem, Walk Out with a Plan.
- PC-2 LAMA HRS: Cultivating the Future: Growing the Staff You Really Need.
- PC-3 LAMA BES: Millennials: If You Build It, Will They Come? (co-sponsored by LAMA SASS).

##### *Programs:*

- LAMA SASS: Built to Last: Building Sustainable Collaborations.
- LAMA FRFDS: Money Mavens 21<sup>st</sup> Century Style: Best Practices in Library Fundraising.
- LAMA BES: What Have You Done for Your Adults Lately?
- LAMA BES: Developing Spaces for Early Literacy.
- LAMA BES: ALA/IIDA Interior Design Awards (new biennial award).
- LAMA BES: Documents of Desire: Talking with Your Architect.
- LAMA RIG: LAMA Outstanding Researchers (new annual award).
- LAMA BES: When Bad Things Happen to Nice Libraries.
- LAMA BES: The Three R's: Renovation, Restoration, Remodeling.
- LAMA MAES: The Silent Majority: Identifying Non-Users, Hidden Users, and the Under-served.
- LAMA FRFDS: Expanding Your Donor Base Horizontally & Vertically (Fund Fare).
- LAMA PRMS: Swap & Shop.
- LAMA Leaders for the Future: Successor Management (Presidents Program).
- LAMA PROG: Hot Topics.

##### *Programs proposed for Annual 2007:*

- LAMA BES (tentative): Will propose a preconference topic related to library storage at Annual.

- LAMA FRFDS: Raising More Money—Creating Sustainable Fundraising.
- LAMA PRMS: Using the Latest Technology Trends.
- LAMA RIG: LAMA Outstanding Researchers (annual event).
- LAMA MAES: Results, Please! The Balanced Scorecard (rescheduled from 2006)

—Tom Schneider

## LAMA Section and Committee Reports

### Building and Equipment Section (BES)

#### Architecture for Public Libraries Committee

The program for the Annual Conference in New Orleans, 2006 will be “The Three R’s: Renovation, Restoration, Remodeling,” where architects and librarians share their success stories. Henry Myerberg will provide an inspiring update on the Robin Hood Project, which transforms school media centers in some of the poorest neighborhoods in NYC. Christian Esquevin describes how he took the outgrown Coronado, CA Public Library and expanded and remodeled it into a showcase. Jeff Hoover describes the transformation of a derelict Beverly Farms, Massachusetts Public Library into its earlier resplendence once again. There will be great visuals at this event.

At its Midwinter Meeting, committee members discussed and shared photographs of their projects. Stephen Ludwig mentioned that new Jacksonville, Florida library can be seen at [www.homepage.mac.com/sludwig](http://www.homepage.mac.com/sludwig). Kevin Huse updated the group on the Indianapolis Project, and on the University of Southern Indiana’s new library. Donna Lauffer announced Johnson County, Kansas had been selected as one of five recipients of the Institute of Museum and Library award. New member Peter Gisolfi reviewed some of his projects. Peter Magnani and Michael Daly shared information on radio frequency identification tags.

The committee is moving forward on the program for Annual 2007: “Library in the Landscape.” In it, there will be discussion about such features as landscaping, town greens, terraces, enclosed outdoor spaces, etc. Kevin Huse and Peter Gisolfi will co-chair the efforts, while Beth Babikow complete necessary forms and information requests.—*Evelyn C. Walker*

#### Buildings for College and University Libraries Committee

The program planned for ALA Annual in New Orleans is “Documents of Desire: Talking with Your Architects,” which will be held on Sunday, June 25, 10:30 A.M.–NOON. The program will examine the experiences in this regard with reference to Appalachian State’s new library construction. Speakers will include Carol Wedge, president

of Shepley, Bullfinch, Richardson and Abbott; Alexander Howe, principal of Shepley, Bullfinch; and Larry Boyer, associate university librarian. The committee is also cosponsoring Richard Sweeney’s preconference, “Millennials: If You Build It, Will They Come?” which is scheduled for Friday, June 23. BCUL is also looking ahead to ALA 2007 and considering which programs to offer in Washington, D.C.—*Patricia R. Patterson*

#### Directory of Library Building Projects Committee

LAMA and *Library Journal* are joining forces to create an important new resource—a Building Projects Directory that will provide a wealth of information about library capital construction projects. A survey to collect data for the directory has been made available online at [www.libraryjournal.com](http://www.libraryjournal.com) (from the “Buildings + Facilities” link). All types of libraries—public, academic, school, special—from earliest pre-design phase through completion, will be asked to participate. If you are planning a library, please respond to the survey.—*Kathy Page*

#### Functional Space Requirements Committee

The LAMA/BES Functional Space Requirements Committee is in the process of revising the second edition of *Building Blocks for Planning Functional Library Space*, last published in 2001. The committee will expand the edition to include updated text, additional planning sketches, and corresponding photographs. During the Midwinter Meeting, draft copies were distributed to all the committee members. The committee used the meeting time to begin editing the text, table of content and sketches. This work will continue until the next meeting at the Annual Conference. With luck, the committee hopes the revised edition of *Building Blocks* will be ready for distribution by the 2007 Annual Conference.—*Daria Pizzetta*

#### Library Building Awards Committee

The Library Building Awards Committee encourages librarians to nominate jury members for the biennial selection of the best library architecture submitted for the American Institute of Architects award. Jury members will represent ALA on the panel to select the AIA/ALA Honor Awards to be given in 2007. Nomination announcements will be forthcoming; qualified applicants should complete the nomination and send it to LAMA. Future plans include developing an article that would highlight previous award winners and provide insights into the process for developing high quality library buildings. In addition, the committee would like to explore potential sponsorships for the Annual Conference Program in 2007 in Washington, D.C.—*Kay Johnson*

#### Safety and Security of Library Buildings Committee

The group finalized a program to be offered on Saturday, June 24, 2006, from 10:30 A.M.–NOON at the Annual Conference in New Orleans; “When Bad Things Happen to

Good Libraries: Building a Disaster Preparedness Program.” The program, in development for over a year, will present the best practices for a disaster preparedness program and provide commentary detailing adjustments and unforeseen circumstances from librarians in the Gulf Coast area. The committee hopes to provide a combination of theoretical preparation and on-site improvisation to enable libraries to create their most inclusive preparedness plans possible. In addition, the committee is also revising and updating the *ALA/LAMA Library Security Guidelines*, a draft of which will be discussed at the Annual Conference in New Orleans. A program is in the works for 2007, and the Safety and Security Committee is now responsible for a discussion group.—*Steve Jones*

## Fundraising and Financial Development Section (FRDS)

### Fund Fare Committee

The FRFDS Committee of LAMA will present the annual Fund Fare program at the ALA Annual Conference in New Orleans on Monday, June 26, 10:30 A.M.–NOON. The program is entitled, “Expanding Your Donor Base Horizontally and Vertically.” It will focus on ways to expand resources by discovering effective ways to communicate with diverse donors and prospects. Through a group presentation and roundtable discussion, Fund Fare 2006 will explore generational, gender, ethnic and cultural differences within a donor base and how these affect fundraising activities. Participants will learn how to develop messages that resonate with diverse audiences and develop fundraising strategies for these populations. Guest speaker is Eric Friedenwald-Fishman, creative director/president of the Metropolitan Group. Roundtable facilitators include library directors and fundraisers who are familiar with diversity and fund-raising issues.—*Gena Scott*

### Program Committee

The section’s program for the 2007 Annual Conference in Washington, D.C. will be entitled “Raising More Money: Sustainable Funding for Your Library.” A speaker from the firm, Raising More Money, will present a systematic model for building sustainable funding for your library and a new way of thinking about raising money from individuals. The session is geared toward identifying how to leave a legacy of mission-centered individual giving, how to identify and introduce ideal donors to your library, and how to personally cultivate people to become lifelong donors. The traditional time slot for this committee’s program is Monday at 1:30 P.M. More information and publicity will be forthcoming.—*Julia Hamm*

## Human Resources Section (HRS)

In general, the section leaders agree that there is need to review and rewrite its charge. Pat Hawthorne will send the

HRS draft changes to Jeanne Voyles to restart the review process. Individual committee reports follow:

### Leadership Skills Committee

Lila Fredenburg reported that a program proposal was submitted directly to the Program Committee to be presented at the 2006 Conference, but a deferral was sought until 2007. If postponed, Dianne Smith will present the proposal to the Program Committee in New Orleans. The committee will also submit a proposal to the Program Committee at the 2006 conference; the co-chairs are Eileen Theodore-Shusta and Donna Cook.

### Member-at-Large Report (Membership)

Jeanne Voyles reported (for Mary Catherine Little) that as part of the strategic plan, LAMA is undertaking a drive to boost membership. Strategies include recruiting one-to-one and marketing membership at the LAMA booth. Members who are located near library schools are encouraged to visit and promote the benefits of membership to students; both ALA and LAMA have student rates for dues. LAMA has an eleven minute promotional DVD, soon to be streamed on the Web. Contact Lorraine Olley for the details on the DVD and to report promotional activities.

### Nominating Committee

Jeanne Voyles announced (for Carlette Lynette Washington-Hoagland) that the nominees for the 2006 ballot for HRS are Chair-Elect: Deborah Stansbury-Sunday; Member-at-Large: Vickie Burger and Diane Williams.

### Staff Development Committee

The committee will present a full-day preconference in New Orleans 2006, “Cultivating the Future: Growing the Staff You Really Need.” The presenters are: Maureen Sullivan, Maureen Sullivan Associates; Beth McNeil, U of Nebraska-Lincoln Library; Ghada Elturk, Colorado Public Library-Boulder; Shelly Phipps, University of Arizona Library; and Ginnie Cooper, Brooklyn Public Library. Attendees will explore and practice strategies that provide opportunities to learn, grow and lead from any position, such as:

- developing organization-specific core competencies and competencies;
- using appreciative inquiry techniques;
- creating assessment tools; and
- developing succession management plans.

As a result, cohorts will be created and follow up activities will be planned for future ALA Conferences.

A program flyer was developed and distributed by committee members during the Midwinter program. A copy will be sent through various electronic distribution lists. Potential sponsors will be contacted to help fund various aspects of the preconference. Follow-up activities were

discussed; one possibility would be to schedule a round table discussion for Midwinter 2007.

In addition, the committee discussed revising the 3rd edition of the LAMA publication, *Staff Development Handbook*, to include a toolkit and a new chapter on succession planning. Several potential authors were identified to write this chapter.

### **Union Relations for Managers/ Diversity Officers**

#### **Discussion Groups**

Lila Fredenburg reported that the Union Relations Group is changing its usual meeting times to Sunday morning from 8–10 A.M. The Diversity Officers Discussion Group will meet in the Saturday 8–10 A.M. slot, replacing one of the two Union Relations meetings and canceling the Monday morning request. The groups will share the same room.

#### **Web Coordinator**

Jeanne Voyles expressed the need for a Web coordinator for the section, and Annie Ford volunteered to serve. She will contact Lorraine Olley for the procedures and format to use and will distribute the information to the members of the section.—*Contributions from Annie Marie Ford and Dianne Smith, Carlette Washington-Hoagland and Andrea W. Stewart, and Lila Daum Fredenburg*

### **Library Organization and Management Section (LOMS)**

#### **Organizational Theory and Practice Committee**

The working title for the 2007 program is “Technology-Driven Organizational Development.” It will explore the ways in which expanding computer technologies push libraries to embrace intentional organizational change. This will be the third in a series of theory and practice programs, with an emphasis on theory. The committee agreed to select a panel of three presenters, plus a moderator. It will attempt to assemble a panel representing a large academic library, a college or small university library, and a public library. This event will be publicized aggressively, including information posted on electronic distribution lists. Co-sponsorship with the Organization Development Discussion Group and other ALA units interested in management will be investigated.

The committee discussed a one-day preconference on organization development in 2008, a year in which there will be no summer conference program. There seems to be growing interest among librarians in organization development, and this committee would be a natural sponsor or co-sponsor.—*Chris Filstrup*

### **Measurement, Assessment and Evaluation Section (MAES)**

#### **Data Collection for Library Managers Committee**

Chair Lilith Kunkel reported that their program for June

2006, “The Silent Majority: Identifying Non-Users, Hidden Users and the Under-served” is coming together. Speakers are committed, publicity planned, and the program assessment tool developed. The committee also brainstormed topics for a program in 2007. A possible topic could be “assessment fatigue”—How do you deal with it? How does it affect how you approach assessment?

#### **Executive Committee**

The goals for the meeting held on January 22, 2006, at the ALA Midwinter Meeting in San Antonio were to:

- Report on what transpired at the LAMA board meeting.
- Discuss the format and propose topics to launch the MAES discussion group at the ALA Conference in New Orleans, June 2006.
- Allow time for the two MAES Committees to work and report back to the group.

Tom Diamond, chair of the MAES Nominating Committee, reported the full slate of candidates for the upcoming election:

Vice-Chair/Chair-Elect: Joe Salem, Jr. and Marcia Suter  
Member-at-Large: Connie Bush and Robert Johnston  
Secretary: Patricia Cutright and Ken Wise

Plans for LAMA MAES Discussion Group were addressed. It will initially be the responsibility of the member-at-large, and will be charged to provide a forum for timely discussion of issues that cannot be addressed in an annual program (which takes six to twelve months to prepare). The forum will provide an opportunity for leadership to come from the membership, and various topics were put forward.—*Denise Troll Covey*

#### **Using Measurement Data for Library Planning, Assessment and Communication Committee**

The committee met to discuss and plan the program “Results Please!: The Balanced Scorecard” for the 2007 Washington, D.C. Annual Conference. This has been rescheduled from the 2006 New Orleans Conference. Also, the committee discussed presenting an event on the Balanced Scorecard for the 2008 Annual Conference.—*Tom Diamond*

### **Public Relations and Marketing Section (PRMS)**

#### **Executive Committee**

Past Chair Amy Shaw reported that she has been working on the John Cotton Dana (JCD) 60th Anniversary book project with Peter Deckle. The book includes a biography

of John Cotton Dana, a timeline, a chapter about library publicity, an honor roll which began in the 1930s, a chronology of the winners, information on how the award is evaluated, general social commentary, impacts on library public relations, notable trends in library practices, and a chapter on "Looking Forward." JCD winners and judges will be asked to contribute to this chapter. Thanks also to Sherrill Smith, who spent many hours researching for the book. Lorraine Olley will edit and write a forward to the book, thanking H.W. Wilson Company for its support of libraries. It will be published in-house by LAMA Publishing.

Marsha Iverson, Vice Chair/Chair-Elect, gave a report on the PRMS preconference in New Orleans. The one-day program will be called "Walk in with a Problem, Walk Out with a Plan." Amy Spaulding from Long Island University, will moderate. Pat Wand, formerly of American University, now in the UAE, will be a panelist. A representative from the Metropolitan Group, consultants for cause-related civic organizations, and Julie Wallace, the Community Relations Manger for the King County (Washington) Library System, will also be on the panel. In the afternoon, participants will bring their own communication issues and spend the afternoon working on them with the assistance of additional advisors.

Elena Tscherny (Elena.Tscherny@dc.gov) will be the PRMS Web Coordinator.

### **Education & Training Committee**

The committee has been asked and agreed to cosponsor a program at 2006 Annual by the LAMA FRFDS Trends, Marketing and Project Development Committee. The Program is titled: "Money Mavens, 21<sup>st</sup> Century Style: Best Practices in Library Fundraising."

The group is in the planning stages of a 2007 annual program about using technology to promote library use. The program will be a panel and small group discussion, where the attendees will address the three stated objectives:

- Participants will be able to identify one new technology to use in an upcoming library promotion.
- Participants will be able to choose one new technology to deliver a message to their audience.
- Participants will be able to evaluate the effectiveness of new technology in their environment.

The committee is also beginning work on a traveling exhibit to accompany the LAMA promotional video. The trifold exhibit will include LAMA committee descriptions, information on the John Cotton Dana Awards, biographies of individuals in the video, photos from LAMA events, and space for LAMA membership forms and handouts. Content from the PRMS section will be added to the LAMA Web site—particularly presentations from previous programs, and links to public relations and marketing tools.

### **Governmental Advocacy Skills Committee**

Past Committee Chair Bryan Mark Carson said that a Yahoo! group had been created for discussion, but there have been no further developments. There has been an offer from the AASL Legislative Committee to cosponsor a program.

### **John Cotton Dana Award Committee**

Chair Tim Wadham and the members of the JCD Committee were excused from attending this meeting in order to prepare for their 4:00 P.M. press conference at the convention center to announce the six winners of the John Cotton Dana Award.

### **Nominating Committee**

Chair Jean Pec thanked Elena Tscherny and members of her committee for their outstanding effort in bringing a full slate of candidates for election. They are:

PRMS Vice Chair/Chair-Elect

Timothy R. Wadham

Marilyn R. Wilt

PRMS Secretary

Julie Marie-Frank Elliott

Nancy L. Magnuson

PRMS Member-At-Large

Alicia J. Estes

Troy R. Rumpf

Chair Michele Russo reminded everyone to VOTE.

### **Swap & Shop Committee**

The Swap and Shop Committee met three times during midwinter to plan for upcoming events. The general goal is to continue the popular "Swap and Shop," "Best of Show," and "PR Makeover" events. To address member needs and to provide more educational content, the committee will:

- Actively seek higher quality "Swap and Shop" materials from a more diverse group of libraries.
- Allow nontraditional and three dimensional marketing ideas (such as mascots, bus ads, and so forth) to be shared through the use of a fact sheet that includes a photo, purpose statement, and market, budget, and distribution information.
- Create and request that "Best of Show" submissions include a fact sheet.
- Add a Web page category to the "Best of Show" event.
- Expand the "PR Makeover" event to include more information on how libraries with smaller budgets are coping.
- Include the "Best of Show" and "PR Makeovers" on the LAMA Web site.

The committee recognizes the need for ongoing research and planning about the future, and has allotted additional meeting time for this purpose.

The “Best of Show” awards recognize the very best in public relations materials produced by libraries in the previous calendar year. A team of experts in librarianship, public relations and marketing judge the library promotional materials. Winning entries will be on display during the Swap and Shop program scheduled for Sunday, June 25, 2006, from 11 A.M. to 1:30 P.M., during ALA Annual Conference in New Orleans. The awards will be presented to the winners on that day. Free samples of library public relations materials from dozens of libraries will be available for attendees to “swap and shop” during the program.

The second annual “PR Makeover” as part of this year’s event. With assistance of professional marketing and graphic designers, the “PR Makeover” will demonstrate how the library brochures might be improved. Linda Wallace and Peggy Barber, co-founders and principal consultants with Library Communications Strategies, will select three library entries to be “made over” in both low-cost and high-end formats. The makeovers will be unveiled during the Swap & Shop event on Sunday, June 25, 2006 from 11 A.M. to 1:30 P.M. during ALA Annual Conference in New Orleans.—*Contributions from Karen Richgruber, Julie Elliott, and Jennifer Keohane*

## LAMA Systems and Services Section (SASS)

The “All Committee Meeting” was held Saturday Jan 21, 2006, in the San Antonio Convention Center.

### Executive Board

The liaison to RUSA/STARS (Sharing and Transforming Access to Resources Section) gave her report. The LAMA SASS Webmaster, Nanette Donahue, presented the site she is working on, and there was discussion of what needed to be added and/or changed. There is interest in sustaining the relationship between these two complementary sec-

tions. Additionally, the board agreed to co-sponsor two programs, one with LITA and one with ALCTS.

### Circulation and Access Services Committee

At Midwinter, the group was still awaiting final LAMA board approval of a survey on patron confidentiality, so discussion centered on this topic and how to present it to the board. It was then approved by the board at its Tuesday meeting. Planning to administer the survey and a related program at the 2007 Annual Conference are thus underway.

### Technical Services Committee

The group discussed their soon-to-be-published book on information for new managers in Technical Services operations. The preliminary plans are for a program at the ALA Annual Conference in 2007 to coincide with the publication of the monograph. Andrea Kappler (one of the editors of the book) and Michelle Turvey will serve as the co-chairs of the planning sub-committee. They will be assisted by Felice Maciejewski from the LAMA SASS Conference Program Committee. A proposal (including speakers and title) will be made to the LAMA Program Committee in New Orleans.

### Management Practices Committee

The committee will present “Built To Last: Managing Sustainable Collaborations,” June 25, 10:30 A.M.–NOON at the ALA Annual Conference. The program highlighting partnerships between libraries, museums and public broadcasters will demonstrate opportunities to broaden the library’s audience and build lasting collaborations. Speakers include Lori Gross of the Museum Loan Network at MIT; Nancy Allen, Dean and Director of the Penrose Library, University of Denver; Maria Stroud Alvarez, Executive Director, National Center for Outreach; and Marsha Semmel, Director for Strategic Partnerships at IMLS.—*Contributions from Susan Anthes, June L. DeWeese, and Michele Lauer-Bader*

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