



## President's Column

Andrea Lapsley

### Learning, Leading, Looking Forward

Welcome to the inaugural issue of *LA&M* in electronic format. This is an exciting time for LAMA, as we deliver this journal to our membership and readers in a new

format. It has been articulated that, because many of us are responsible for making the transition to digital collections in our home institutions, we know that electronic journals are increasingly preferred by users, and they can offer features than are not found in paper journals. So, LAMA hopes that you too will enjoy this format. The Editorial Advisory Board, the e-*LA&M* Task Force, the editors, and LAMA Executive Committee—we are all committed to creating a new *LA&M* for you and your fellow members. Thanks to the hard work of these groups, this will not be the same *LA&M*, but one with more interactive features, more timely articles, and all the bells and whistles that you come to expect with electronic format. The potential cost savings by converting this publication to electronic format will allow LAMA to fund its strategic plan more effectively and to continue adding value to your membership. I hope that all of you will be as excited as I am about the transition and a bright future for LAMA's journal. Your comments and input are welcome, so please feel free to share them with the LAMA office.

The year 2007 marks a very special year for LAMA, our fiftieth anniversary. Because of that, I have chosen my presidential theme to be "LAMA: Learning, Leading, Looking Forward." Those three elements typify what LAMA is all about and the many facets of leadership and management. LAMA is known for its programming and continuing education, valuable at every stage of your career. The networking opportunities at conference and through service on committees are always valuable learning experiences. LAMA's programs and publications highlight best practices and new leadership models and support each of us in leadership roles in our organization. And with its new strategic plan LAMA is putting all the elements in place to be a more

effective and customer-service-minded organization. LAMA has always been the place for new leaders to grow and develop. We can all look back upon the first fifty years with great pride. The next fifty years will be both exciting and challenging for us personally and as an organization.

Looking ahead, LAMA has adopted a new strategic plan to set us on the right path for the next five years. You can find the complete plan on LAMA's Web site at: [www.ala.org/ala/lama/aboutlama/lamamemresource/lamagovernance/LAMA2010StrategicPlan.pdf](http://www.ala.org/ala/lama/aboutlama/lamamemresource/lamagovernance/LAMA2010StrategicPlan.pdf)

I encourage you to read this ambitious plan. Let me recap the goals and strategies so everyone will be aware of our organization's direction and the work that will be going on in the next few years. There are only four goals, but each one is significant and comprehensive, and will have a positive impact on the membership and how LAMA does business. It is also a plan that involves all LAMA committees, so your participation is extremely important as we build the future together.

The first goal is to deliver value to our members. Simply put, LAMA will be an organization in which value to its members drives decisions. Some of the ways this will be accomplished are by: (1) establishing regular environmental monitoring to capture information on trends and issues of importance to members, (2) implementing innovative and effective communication tools and strategies, and (3) establishing partnerships with targeted organizations to create leadership development and other programs.

The second goal addresses leadership and management. LAMA will be expanding and strengthening leadership and management expertise at all levels for all types of libraries. In order to realize this goal, LAMA is: (1) working on creating a formal mentorship program, (2) augmenting professional development and career recognition awards offered through LAMA and ALA-APA credentialing programs, and (3) enhancing collaborative leadership and development programs with other professional organizations.

Goal 3 focuses on education by facilitating professional development opportunities to enhance leadership and management. LAMA will: (1) leverage information technology and communication tools to provide educational opportunities to its members, (2) identify grants and scholarships to benefit the members in their educational pursuits, (3) enhance the vitality of the LAMA's publishing

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program, and (4) develop and disseminate leadership and management information on the Web site.

The fourth goal centers on enhancing organizational excellence and ensuring that LAMA is the preeminent professional organization developing and supporting library leaders and managers. In order to achieve this goal, LAMA will: (1) adapt an organizational structure to maximize flexibility, (2) use technology that improves its effective-

ness and strategic direction, and (3) enhance its operating revenue, endowment, and net assets.

Thank for joining LAMA on this incredible journey as we celebrate our past and look to the future during this anniversary year. It will surely be one of change, yet one filled with LEARNING, LEADING, and LOOKING FORWARD.

### Call for Papers—Case Studies in Library Administration and Management

*LA&M* is looking for high quality case studies that describe managerial situations and how they were addressed, evaluated, and resolved. Of particular interest would be novel or unique situations that required manag-

ers to deal with unknown, unprecedented, or unexpected developments, and what worked, what didn't, and what changed as a result. Case studies are generally 2–3,000 words in length and highlight a successful library management technique. Please contact Editor Gregg Sapp at [gsapp@uamail.albany.edu](mailto:gsapp@uamail.albany.edu) if interested.

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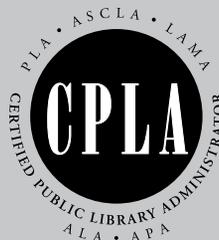
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