Budget and Finance – Sunday, June 26, 1:30 – 3:30 pm, MCC 353

John Sandstrom is currently the Acquisitions Librarian at New Mexico State University. In the over 25 years he has worked for libraries, he has been in Academic, Public, Government, and Special libraries, including stints working for Baker and Taylor and LSSI. In addition to his MLIS he recently finished his Masters of Public Administration.

This program will demystify 10 basic concepts and skills needed for developing a budget and illustrate their library applications. This includes basic vocabulary, different ways of developing budgets, decision making in tough times, three different types of funds libraries deal with, ways to justify your budget, the politics of budgeting, and much more. The goal: to Manage smarter.
Leadership I – Saturday, June 25, 10:30 am – noon, MCC 348

Lauren Siebert and Nanette Donohue

This program will demystify leadership concepts and skills and illustrate their library applications. Leadership and management aren’t the same thing, but the best managers are also leaders. However, you don’t need a fancy title to be a leader at your library—leadership happens at all levels within the organization. Learn how your actions can inspire the people who work with you. The goal: Manage smarter.
Debbie Moss, as Assistant Library Director and Division Head of Technical Support, oversees multiple areas including Acquisitions, Information Systems and the library’s popular public technology training program. Moss takes a leadership role in compiling and analyzing usage trends as means of optimizing the library experience for patrons. As the recipient of 2007’s Joey Rodger Fund for LibraryLeadership award, Debbie attended the Harvard Kennedy School program, Driving Government Performance.

This program will demystify innovation and risk taking concepts and skills and illustrate their library applications. Too often librarianship is risk averse. Libraries must embrace a ready, fire, aim outlook and grasp true innovative processes. Pulling best practices from the experiences of successful entrepreneurs like Catarina Fake (Flickr) and Reed Hastings (Netflix) the program will engage in audience discussion of how we can truly innovate solutions to our most pressing problems. The goal: Manage smarter.
Ernest A. DiMattia, Jr. is the President and Chief Executive Officer of The Ferguson Library, the public library in Stamford, Connecticut. He holds an MBA (University of Connecticut) and a Master’s Degree in Library and Information Science (Simmons College). Ernie is currently an adjunct professor in the graduate programs in Library and Information Science at Simmons College and Pratt Institute. He has been active in the American Library Association for many years, serving on Council, as a division president, as a roundtable chair, as a chair or member of a variety of other Association wide and division committees. He has written and spoken extensively on such topics as literacy, management, marketing, and technology.

Bring your ideas for new, needed, services and programs, and those that should be retired. Marketing is more than advertising; it’s also about building relationships, knowing your stakeholders, targeting promotions and services to customers, and adding value to programs and services. Make your next marketing effort your best by developing a realistic plan, assembling data, analyzing your markets and incorporating the results of national studies utilizing Web 2.0 tools. You’ll gain valuable and practical insights into how marketing can help change the way you think and do business. The goal: Smarter marketing to achieve maximum results!
Organizational Development – Saturday, June 25, 4:00 – 5:30 pm, MCC 348

Dr. Marie Jones is currently the Assistant Dean of Libraries and the Director of Assessment and Teaching at East Tennessee State University. Marie has been a professional librarian since 1990. She is the author of a number of library-related publications, including the book Feminine and Feminist Organizations.

This program will demystify Organizational Development (OD) concepts and skills and illustrate their library applications. OD provides insight on creating a more effective and viable organization through cultural change and long-term planning. This session will provide a brief overview of the field of OD and how organizational culture affects the effectiveness of an organization. Workshop activities will allow participants to practice specific OD strategies, such as appreciative inquiry and other types of reflective practice. The goal: Manage smarter.
INSTRUCTOR BIOGRAPHIES

**Moving Boldly Ahead: Management for Today and Tomorrow**

**More Business Acumen**

**Making Better Administrators**

**Managing By Application**

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**Project Management – Saturday, June 25, 1:30 – 3:30 pm, MCC 348**

Elizabeth G. McClenney is Deputy Director of the Robert W. Woodruff Library of the Atlanta University Center. Ms. McClenney formerly served as Associate University Librarian, Technical Services for Davidson Library at UC, Santa Barbara. Ms. McClenney also held positions at Virginia State University and at Old Dominion University. She has previously served on committees such as LLAMA’s Financial Management Committee, Planning and Evaluation of Library Services Committee, and Education Committee. She has also served as co-chair of ALCTS Creative Ideas in Technical Services Discussion Group.

This is a practical approach session for managers. Bringing in a new vendor, service or philosophy requires managers to understand operations and project management concepts and how to apply the techniques in an everyday world. When allocating resources, you need to know how to conduct a cost-benefit analysis to translate an idea into reality. Discussion will cover topics that are critical to a library functioning properly. Time will be allotted for real-life applications and case review. The goal: Manage smarter.
INSTRUCTOR BIOGRAPHIES

Moving Boldly Ahead: Management for Today and Tomorrow
More Business Acumen
Making Better Administrators
Managing By Application

Statistics – Monday, June 27, 1:30 – 3:30 pm, MCC 353

Diana Very, Director of LSTA, Statistics and Research, Georgia Public Library Service has worked in private industry and public agencies, including economic development, workforce development and law enforcement as an accountant and grants administrator, but library development is the area to which I want to devote my energies. After moving to Georgia, I completed the Masters of Library and Information Science program at Valdosta State University. I am now focusing on a Doctorate in Public Administration at Valdosta State University. My positions of administering LSTA grants and working with public library statistics have given me the opportunity to be deeply involved in all aspects of library services. With my background in accounting and public administration, I bring a systematic methodology of business to the environment of library science.

This program will demystify statistical concepts and skills and illustrate their library applications. The instructor will show how data can and should influence all areas of library operations. Learn about studies, tools and resources to assist you in comparing your data with that from other institutions. Create information, knowledge and stories from numerical and qualitative data to enhance decision making. The goal: Manage smarter.
Strategic Planning – Sunday, June 26, 4:00 – 5:30 pm, MCC 348

Linda S. Dobb is the Interim Associate Provost & University Librarian at the California State University, East Bay. She has been a past President of LAMA, served on the ALA-APA Sirsi-Dynix Better Salaries Award Committee, and is the co-founder of the Ohio Library Support Staff Institute. Linda lives in Hayward, California, and because of various budgetary fluctuations has been updating her strategic plans on a fairly frequent basis!

Tips

- Be prepared to meet with staff, patrons, and the larger community to get their input on what you do, how you should do it, and what they expect you to do in the future
- After consultation, state the mission of your organization in 3-5 sentences
- Know the template for most Strategic Plans: Mission, Vision, Goals, Strategies, Milestones!
- Review the literature describing the most current way to assess your services--things have changed!
- Balance internally focused goals (operational/service issues) against the broader vision. There are short-term and long term goals, you should be able to connect them!
- Try to stick with the plan and update staff, users and the broader community on your successes
- Strategic Planning should not just be an exercise, it should help guide how you spend time, money and energy for the next 1-3 years.

This program will demystify the steps that need to be taken prior to developing a strategic plan; provide a methodology toward involving staff and other constituents in the planning process; and give attendees a template for starting to write their own strategic plan. By the end of the session, attendees should feel comfortable initiating the process that will create a strategic direction for their libraries for the next 3-5 years. The goal: Manage smarter.