Developing Library Management

Competencies through an Experiential Exercise
Competencies

- Catholic University, School of Library & Information Science
- American Library Association
- Special Libraries Association
SLIS Competencies for Management

Information professionals require an understanding of the broad range of competencies required for effective management in organizations of all types. The SLIS program enables students to develop competencies with and through others to achieve the effective and efficient operation of libraries and information services. These competencies include:

- strategic management and planning;
- human resource management;
- budgeting and financial management;
- marketing, including promotion;
- ethical management;
- leadership;
- communication;
- negotiation and teamwork;
- the management of technology;
- change and innovation;
- the evaluation of organizational programs and processes.
The principles of planning and budgeting in libraries and other information agencies.

The principles of effective personnel practices and human resource development.

The concepts behind, and methods for, assessment and evaluation of library services and their outcomes.

The concepts behind, and methods for, developing partnerships, collaborations, networks, and other structures with all stakeholders and within communities served.

The concepts behind, issues relating to, and methods for, principled, transformational leadership.
SLA - Professional Competencies
Managing Information Organizations

- Information professionals manage information organizations ranging in size from one employee to several hundred employees. These organizations may be in any environment from corporate, education, public, government, to non-profit. Information professionals excel at managing these organizations whose offerings are intangible, whose markets are constantly changing and in which both high-tech and high-touch are vitally important in achieving organizational success.

- Catholic University class LSC 672 (prior to Jan. 2010-LSC 607)
SLA - Professional Competencies
Managing Information Organizations

- Aligns the information organization with, and is supportive of, the strategic directions of the parent organization or of key client groups through partnerships with key stakeholders and suppliers.
- Assesses and communicates the value of the information organization, including information services, products and policies to senior management, key stakeholders and client groups.
- Establishes effective management, operational and financial management processes and exercises sound business and financial judgments in making decisions that balance operational and strategic considerations.
- Contributes effectively to senior management strategies and decisions regarding information applications, tools and technologies, and policies for the organization.
- Builds and leads an effective information services team and champions the professional and personal development of people working within the information organization.
- Markets information services and products, both formally and informally, through web and physical communication collateral, presentations, publications and conversations.
- Gathers the best available evidence to support decisions about the development of new service and products, the modification of current services or the elimination of services to continually improve the array of information services offered.
- Advises the organization on copyright and intellectual property issues and compliance.
15 SELF ASSESSMENT EXERCISES

These exercises form the basis for your management self-assessment which is part of your grade for the semester.

- Management Aptitude
- Best Manager/Worst Manager
- Working in an Adaptive Culture
- Ethical Work Climate
- Personal Decision Style?
- Organic vs. Mechanistic Organizational Structures
- Want to Be an HR Manager?
- How Tolerant Are You?
- Personality Assessment: Jung and Myers-Briggs
- Assessment of Communication Apprehension
- Is Your Company Creative?
- What Is the Impact of Leadership?
- Best Team/Worst Team
- What Motivates You?
- Is Your Budget in Control?
Competencies through group projects

Required elements of class project:

- Description of the library, its larger organization, and its clientele.
- Library Mission Statement
- Goals and objectives with assessment/evaluation factors
- References: Applicable laws, regulations, professional standards or guidelines, benchmarking data from other libraries.
- Staffing: Organizational chart, other management innovations such as cross-cutting teams, relationships with other offices or organizations
- Budget: Object of Expenditure (Line Item) budget with explanation of projects costs for each line item; expenditure per client, per student, etc, benchmarking data from other libraries (Capital Budget not to be included.)
- Collections: Print/electronic—collection standards for your type of library
- Services: Reference, research, instruction, etc.
- Marketing: Communication plan with your clientele
Sample Class Projects

- Public library in Loudoun County, Virginia
- Small town/rural Virginia Public Library
- Medical Library in a Hospital
- Library in shared facility with a Museum
Community Need

- Changing Demographics
- Increasing Affluence
- Demand for Services
- Route 15 North Corridor
- “Castle Building”
- Tuscarora High School
Demographics

- Approximately 70% growth rate in the last decade
- Third-fastest growing among large U.S. counties since 2000
- Nearly 1/3 population under age 19; Over ½ ages 20-64

Source: 2009 Loudoun County Demographic Profile (US Census Bureau)

Population Growth

Median Age
Demographics

- Highest median household income in U.S.; more than double national average
- Nearly 60% hold Bachelor’s degree or higher; top 1% nationwide
- Moderate diversity; 25% over age 5 speak language other than English at home

**Median Household Income**

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<th>US</th>
<th>VA</th>
<th>Loudoun</th>
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<tbody>
<tr>
<td>Income</td>
<td>$52,029</td>
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</table>

**Educational Attainment**

- Bachelor’s, 37%
- Some college or associate’s, 22%
- High school grad, 12%
- Graduate or professional, 22%
- Less than high school, 7%

Source: 2009 Loudoun County Demographic Profile (US Census Bureau)
Small Town Public Library

Welcome to Libriville Public Library
Here at Libriville Public Library, we believe in encouraging a literate, informed and entertained public!

http://web.me.com/robinamelia/Libriville_Library/About_the_Library.html
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<th>Title</th>
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<th>No. of Employees</th>
<th>Hrs per Week</th>
<th>Total Hrs Per Week</th>
<th>Pay Scale</th>
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<th>Benchmark Avg</th>
<th>Hourly Rate</th>
<th>Hourly Salary</th>
<th>Hourly Fringes (14% of Salary)</th>
<th>Fringes (27% of Salary)</th>
<th>Total Salary (Salary + Fringes)</th>
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<td>641</td>
<td>25,680</td>
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<td>$230,480,346.00</td>
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| Total Fringes | $230,480,346.00 |
Libriville - Staffing

Libriville Public Library Organizational Chart

2009

Library Board of Directors

Library Director Librarian II
(1.0 FTE)

Children’s Librarian Librarian I
(1.0 FTE)

Public Services Librarian Librarian I
(1.0 FTE)

Technical Services Manager Librarian I
(1.6 FTE)

Circulation Manager Librarian I
(1.0 FTE)

Children’s Programming Assistant LA II
(0.5 FTE)

Public Services Assistant LA II
(0.5 FTE)

Inter-Library Loan Specialist LA II
(0.5 FTE)

Materials Processing Specialist LA II
(0.5 FTE)

Volunteers

Volunteers

Library Page (0.33 FTE)

Library Page (0.33 FTE)
# Libriville Budget

## Libraville Line Item Budget

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<th>Item</th>
<th>Budget</th>
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<td>City Allocation</td>
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<td>State Aid</td>
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<td>Friends of Library</td>
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<td><strong>Total income</strong></td>
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<td>Program &amp; Comm. Service</td>
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<td>Collection</td>
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<td>Books (English)</td>
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<td>Books (Spanish)</td>
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<td>Books (Reference)</td>
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<td>Lecture Series</td>
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<td>Test Prep Materials</td>
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<td>Periodicals/Serial access fees</td>
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<td>Newspapers</td>
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<td>Microform</td>
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<td>E-books</td>
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<td>CDs</td>
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<td>Friends of Library</td>
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<tr>
<td><strong>Balance</strong></td>
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</table>
According to Andrew Carnegie, “There is not such a cradle of democracy upon the earth as the Free Public Library, this republic of letters, where neither rank, office, nor wealth receives the slightest consideration.”

Through analysis of the mission statement and the goals and objectives as well as journals articles and library visits I sought to provide inclusive programs that span social, economic, and cultural boundaries.

Ultimately, our programs will provide Libriville’s citizens with Nutrimentum Spiritus (food for the soul).
Community Connections

- Libriville sought to establish positive collaborative partnerships with designated stakeholders
- Schools - Public, private, day care/child care centers
- Educators - School Library Media Specialist, Literacy and Reading Coordinators, School District Level Library Curriculum specialists, Speech and Language Pathologist, Various Teachers of students ages 0-18, Adult Education Teachers, English Language Learners (ELL) Teachers
- Civic Groups - Girl & Boys Scots, Masons,
- Higher Education - Local community college
- Community/Civic Organizations - Girl & Boys Scots, Masons, Rotary Club, Chamber of Commerce, Lions Club
Collaborative Team

- The Outreach Team:

- collaborates with local schools to compile curriculum resources
- coordinates with local schools to develop suggested reading lists for each grade level
- coordinates with volunteers and arranges training sessions and fingerprinting
- collaborates with interested groups to determine literacy needs
Programs

- Let’ Read
- DEAR
- Each 1 Teach 1
- Saturday Literacy Camp
- Game Night
- Teen Thing
- Night @ the Library

- The Spot
- First Fridays
- Brand our Libriville
- Libriville Has Legs!
- PSA’s
- Friends of Libriville
- If Our Books Could Talk
Let’s Read

- Is designed to encourage parents, guardians, and other caregivers to have fun reading their children, develop a love of books while developing emergent literacy skills.
- Reading to babies, infants, toddlers, and school aged students is integral in developing literacy skills.
- This program is open to early childhood ages of 0-8.
- Open completion of library card application students will receive a Libriville tote bag with book marks, pencils, and stickers.
- Story time is offered for baby/toddler, preschool, and schools aged students.
- Every Thursday at 10:00 preschool movies are shown with pre and post activities.
- Classroom teachers can plans visits with the Children’s librarian.
Game Night & Teen Thing

- Brings patrons of all ages into the library to strengthen community connections.
- Patrons are encouraged to bring in games to share; Libriville PL provides games.
- Held in collaboration with game night in the Young Adult section and features workshops, networking, and positive socialization for students 13-18.
- Every Thursday from 6pm to close.
DEAR (Drop Everything and Read)

- Students in grades Pre-k thru 12 are invited to attend DEAR hosted by the Children’s and Young Adult sections of the library.
- Participating schools keep logs designated sections of each division and give students 5 extra credit points for each DEAR session that they attend.
- DEAR is designed to give school aged students with structured silent reading time. Each session lasts for approximately thirty minutes with a minimum of two sessions per day within the designated areas of each section.
- DEAR is offered after school, half days, snow days, schools breaks, and weekends throughout the school year.
The Spot

- Libriville’s up to date and modern meeting place.
- It features modular furniture that can be arranged in various ways to meet the needs of different of groups. Upon request a rug and pillows can be provide for those that want to ditch the desk and chairs and sit on the floor.
- There are several electrical outlets in The Spot and additional power strips can be provided upon request.
- There is no need for network boxes since the wireless network can be accessed throughout the entire library but if you need one we have a few that can be checked out.
Brand our Libriville

- In partnership with our local community college School of Business our library will undergo a case study.
- These students will analyze circulation, patron demographics, work follow as well as usage of applicable digital resources.
- They will conduct informal and formal assessments to include phone, paper, and electronic surveys, focus groups, and meetings with various stakeholders.
- These students and Libirville staff we will brand out library to include: the design of a logo, color scheme, and motto.
- They will also identify trends based on their research that will be used in managerial decision making.
PSA’s

- This new program allows patrons to develop creative ways to showcase library services.
- These advertisements are aired on local radio and news stations.
- The first two ads included a poem about DEAR time and a skit about game night.
- Please take the opportunity to use your creativity and talent and help Libriville PL reach as many members of our community as possible.
Friends of Libriville

- Our goal is to contribute funds for Children’s and Young Adult services
- Provide snacks for various events
- Sponsor the “Fall Hall” and “Spring Clean” book and side walk sales
- Host library open houses
- Sponsor “Sock Hops” to raise funds
- Maintain a Facebook page
- Membership levels: Student/senior $5, Individual $15, Family $25, Nonprofit $50, Sponsor $100, Patron $200 (per year)
Libriville Has Legs!

- Seeks to provide relevant deposit collections to various community and service organizations to include: assisted living, independent living residences, nursing homes, and rehabilitation centers, adult literacy programs including ELL (English Language Learners), community health centers, churches, and preschools / day care centers. The collections are stored in sturdy plastic boxes with lids.

- Collections include but are not limited to: picture books, easy readers, young adults, fiction, and nonfiction, CD’s, DVD’s to include materials published by the Learning Company, audio books, games, puzzles, puppets, English-language tapes, grammar books, and slower-paced taking books.

- Collections developed for children include a notebook with guidelines on how to use it including songs, rhymes, developmental information, and literacy tips for parents.