

LLAMA Reorganization Update as of January 2017

Online Volunteer Collaboration (key factor in reorg success or failure)

- New ALA Connect. Home for communities of practice/committees
Much more robust, user friendly. Due February 2017. **Update:** the project is behind schedule in ALA IT, with no updated timeline. My best guess is Summer 2017 as it must be implemented this fiscal year.
- Divisions are working together to develop an online committee reporting form. The plan is for an easily completed form that will permanently append to the Connect committee space. Work will be preserved and staff will be able to easily share the report with the Board. LLAMA is working to be an early adopter.

Needs:

- Staff/volunteer training for getting the most out of the new Connect.
- Staff/volunteer training for using the new reporting form.

Questions:

- How do we connect communities of practice to LLAMA's strategic priorities, and to each other, in order to create a complete content picture and eliminate redundancy?
- Community of Practice Leadership Meeting – semi-annual? Online/in-person/both?

Member Engagement (key factor in reorg success or failure)

Volunteers:

- New landing page/form. Eliminate section coding/membership requirement. Incorporate micro-project opportunities. Timeline: Spring 2017.

Social Media:

Transform from under utilized marketing/division announcements to multi-platform tool for peer-to-peer sharing, feedback/listening, (CE support?). Timeline: through 2017.

Possible platforms:

- Blog (through ALA on Wordpress) original content, tips and ideas, links to our resources.
Frequency: 2-3 posts a week
- Facebook (own page) photos, repost links, You Tube videos. Frequency: daily
- Twitter (own account) member interaction, respond to comments and links, retweets, in-conference updates/promotion. Find/follow influencers. Frequency: daily
- Instagram (currently no account) pics of members, award ceremonies, other?
Frequency: TBD.
- You Tube (currently no account) member presentations, award ceremonies, professional development. Necessary? Frequency: TBD

Needs:

- Volunteer social media team to actively search for/share content and facilitate conversation. Also more engagement at conferences to highlight content.
- More staff research on association best practices in social media

Questions:

- How to build the social media team? Membership Cmt sub-cmt? Monthly platform managers? Could be an opportunity for micro volunteering?

Membership

Ongoing meetings with ALA Membership regarding reorg and conversion of sections.

Database:

- Separate section coding will be eliminated with the fiscal year update of the database (September 1, 2017)
- The ALA membership and registration forms (paper and online) will be updated
- Current section members will be input to new Connect communities of practice
- Historical section membership information will be retained

Needs:

- New LLAMA membership brochure/membership landing page
- Tracking member engagement and building individual communication around it

Questions:

- Will all sections become communities of practice? Will any choose to rethink their purpose and become something smaller?
- Around the 10-year mark members also tend to need communication to re-engage them with the association. True for LLAMA?

Fyi: membership dues as a revenue stream for associations have fallen from 96% in 1953 to 45% trade/30% professional associations in 2016. (ASAE study)

Business Analytics/Assessment

The need for much better analysis and assessment of our efforts was included under reorg staff roles. ALA is recruiting an ITTS position to assist both ITTS and ALA Marketing with data analysis. LLAMA staff have had input on the position description and conveyed our need to work closely with this new hire, though he/she will have a steep learning curve with ALA's complex structure.

Technology:

- ALA uses Google analytics for the website. At this point it is unclear if staff can/need access to other potential self serve tools, i.e, MS Power BI, Looker, Domo, Qlik, Tableau
- Imis has little easily accessible demographic info, i.e., age, gender, title, practice area, work setting, education area, geographic area, etc. More could possibly be teased out with queries.

Questions:

- Could LLAMA have a self serve BA cloud option if ALA doesn't provide?

Needs:

- Actionable member demographics
- Real-time data aggregated from multiple sources, not siloed
- Staff training for Google analytics/other measurement services
- Staff training on how to analyze, interpret, and present data in order to better assess/report engagement

Defining the Culture

The culture should be an expression of our priorities and values, and operationalize the reorg goal, “to be a true leader for innovation within ALA.” We should position LLAMA as a model for forward thinking and efficiency, so volunteers can accomplish more when they work with us, and see how their contributions help the profession. For every proposed project or current operation ask: why are we doing this? How does it support membership? What need does it meet? Can we do it better or more efficiently? Such a culture could differentiate LLAMA from other divisions and use ALA’s brand disadvantages (bureaucratic, hard to get involved/accomplish things) to our advantage.

Questions:

- How do we actively redefine the culture? Board work? Written statement?
- Could we collaborate or align with another organization to address excellence in library mgmt?

Sample Project Evaluation Sheet
(adapted from Centre for Leadership Development)

Project Description:

Rating: 3-YES 2-SOMEWHAT 1-NO 0-NEED MORE INFORMATION

Criteria	Key Question	Rating	Comments/Questions
Consistency with Strategic Objectives	Is this project aligned with our strategy?		
Feasibility and Fit	Can we implement this project given our culture, and with our human, financial and material resources?		
Expertise	Do we have the expertise to make, implement and sustain this project?		
Cost	Are the direct and indirect costs of this project reasonable and affordable both in the short and long-term?		
Difference Made or Impact	Is the future impact of this project known, measurable and positive?		
Risk factors	Do we know the risks and can we live with what might go wrong?		
Organizational Development	Does this project build our future potential as an organization?		
Accountability and Control	Are we able to control and establish accountability for this project?		