

# **National Conference of African American Librarians Preconference**

**Wednesday, August 4**

**1:00 pm – 4:00 pm**

## **Preconference I**

***My Budget's Been Cut: Practical Solutions for Getting the Resources You Need.***

**Presenters: Ann Elsner, Director, Administrative Services & Kim Burhop-Service, HR Manager, Duke University**

As libraries face budget cuts and a changing workforce, what can managers do to ensure that resources are allocated to those programs and services with the greatest strategic impact? The presenters will discuss the relationship between budgeting, staffing and strategic planning and how strong alignment among the three can improve organizational functioning and effectiveness. Specifically, participants will learn how to advocate for and request resources (financial, human and technical), understand the different types of funding and budgets, use tools to develop compelling and data-driven budgets, assess alignment with strategic goals and recognize the behavioral impact of budgeting on their employees.

## **Preconference II**

### **MBA for Librarians Series**

***Series #1: Leadership, Management and Organizational Development***

**Presenter: Gwenn Weaver, Vice President, Kaludis Consulting, Washington, DC**

This is a workshop focusing on leadership and management in which participants will both learn elements of practical, effective leadership and tools for being a good manager. It will include orienting new staff, holding meetings, and conflict management. Participants will take part in analysis of a case that will allow them to test their own experiences and learn from other members of the group. Participants will be given a case study, but should be prepared to share their own managerial knowledge and experience.

***Series #2: Marketing***

**Presenter: Rae Helton, Learning Commons Coordinator, University of Louisville**

Bring your best and your worst promotional materials (print, electronic), your ideas for new services and programs, and those that need to be retired. Marketing is more than advertising, it's also about building relationships, knowing your stakeholders, targeting promotions and services to stakeholders, and adding value to programs and services. Make your next effort your best by developing a real marketing plan, assembling data, analyzing your markets and incorporating Web 2.0 tools. You'll gain insights into how marketing can help change the way you think and do business.

**Thursday, August 5,  
9:00 am – 1:45 pm**

**Preconference II  
MBA for Librarians Series (continued)**

***Series #3: Budget and Finance***

**Presenter: Diana Very, Director of LSTA, Statistics & Research for Georgia Public Library Service**

Bring a budget (library, city unit). Learn how to look at it and justify it in new ways. Determine why you might want to use another type of budget. Get comfortable with accounting statements. Figure out what the finance department does and how it affects you. Discuss whether a library should make money. Get clear on the many ways the economy affects what your library can do. Envision ways to plan for the future.

***Series #4: Operations and Project Management***

**Presenter: Elizabeth G. McClenney, Deputy Director, Robert W. Woodruff Library, Atlanta University Center**

Bring stories about when the library runs well and when it doesn't. Bring stories about when an initiative worked or didn't. This session covers two topics that are critical to a library functioning properly. Bringing in a new vendor, service or philosophy requires managers to understand operations and project management techniques; even if you didn't know that's what you were doing. When you are responsible for allocating any resources, you need to know how to calculate the cost-benefit analysis and how to translate an idea into reality.

***Series #5: Statistics***

**Presenter: Leo G. Agnew, Manager, Human Resources Support Services, University of Missouri-Columbia**

Bring some of the statistics your library regularly collects. Discover which numbers and ratios are most compelling to decision makers. Explore 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.