

Assignment 3: Library Leadership and Management Analysis Group Project and Presentation

The goal of the assignment is to apply readings, discussion, and leadership/management concepts through an online analysis of a library/library system. The groups' task is to tell the story of the library from a leadership/management perspective. It will involve engaging with the available materials online. Suggested artifacts, questions, and analysis prompts are provided. I am aware that all items may not be available, but the library should have some representative materials in all four areas for analysis.

Library Areas

1. Library Description, Environment, & Community of Service
2. Strategic Planning Documents
3. Staffing/ Organizational Chart
4. Budget/Budget Summary or Programming

Instructions:

For each area list questions, insights, observations, and anything else that should be addressed.

In your analysis use supporting documentation and class readings and cite them using preferred style.

Each group will have a 15-minute block for presenting and questions. The presentation time can range from 10-12 minutes, with 5-3 minutes for questions. You may not be able to address every aspect of the library in the allotted time so please keep that in mind and focus orally on the most important information.

Formatting suggestions: LibGuide, Website, PowerPoint, but ultimately think about how you can effectively communicate your observations, examinations, and thoughts. Take this opportunity to be creative!

In addition to the presentation, each group will submit an executive summary of 500-750.

1. Library Description, Environment, & Community of Service

Artifacts for possible Use: Population demographics, Parent Organization or System Information (University, Company, City, County, School District, Neighborhood); Library Website (Especially “About” Page, News Items, Announcements); Libraries social media & Local news(Information about Environment)

This area of the assignment asks you to provide a complete description of the library. If the library is a branch in a system, please indicate that. You may look at a system, but with large systems documentation can become overwhelming.

The following elements should be included in the description:

- Name
- Type
- Location
- Community Profile (Demographic Information/Population Characteristics)
- Parent Organization Description
- If there are mentions of unique collections

Questions to consider:

How might the demographics of the library affect its usage? What aspects of the library reflect the user population? How usable is the website? How does the library represent itself on the website? (Communication Mechanisms) What is the library promoting in terms of services, programs, collections? In what ways does the library reflect the parent organization/institution?

Analysis: Highlight library overall strengths, challenges, possible problem areas in relation to the environment and community of service.

2. Strategic Planning Documents

Artifacts for Possible Use: Vision/Mission statement, Strategic Plan, SWOT/PEST Analysis (Only if Available); Strategic Plan for Parent Organization/Institution

Description: This area of the assignment requires you to engage with the language, priorities, and areas of emphasis of the planning documents associated with the library. Note the format of the documents including objectives, goals, strategies, actions mentioned. Highlight how the library sees itself in relation to the community of service and the parent organization/institution/municipal space.

Include library value, mission, & vision statements. What is the planning process of the library and what steps are being taken to achieve that goal?

Questions to consider: Is/Are the document(s) current? What’s emphasized in the document? Is DEIA emphasized? Do the documents mention the process of development of the plans? Are benchmarks set? What if any data is used? What’s missing in the documents? What is the tone or language of the documents? Are the documents easy to locate? Who appears to be the audience for the document?

Analysis: From a leadership perspective interrogate how actionable the plans are. Explain strengths and problems areas in language, development of the plan, and areas you think should be addressed the library.

3. Staffing/ Organizational Chart

Artifacts for Possible Use: Organizational chart, Job Descriptions, Librarian/Staff Websites, Human Resource Web page (Including Roles Responsibilities of different positions and other pertinent information), Employee Policies (if available)

Questions to Consider: What roles and responsibilities everyone has? Add what type of hierarchy is present if any? How up to date is this chart? How is the chart presented? What does that say about the organization's priorities and culture? What are the titles? (Librarian, clerk, Library Associate, etc...) How many open positions do they currently have? How functional is the chart? What areas are missing? How does the structure support the community of service and the mission/values/strategic plan?

Analysis: What story do the staffing materials tell about the organization? Analyze from the perspective of a leader what are the strengths and problem areas present in the documents? What would to fix about how the staffing/organizational roles are presented? What possible concerns do you foresee?

4. Budget/Budget Summary or Programming

Description: Describe the main sources of funding for the library and the main areas where the library uses that funding. Describe the programming that the library provides, including the intended user group and the library resources necessary for them.

Questions to Consider: Are there any budget challenges or fundraising challenges mentioned? If overhead costs are a concern, are there areas where the library could go green? Are there areas of programming that need more focus? Does the library need to focus more on outreach (to all ages)?

Analysis: Where is the money going? How well is the money utilized? Is there a lack of funding? What programs can benefit the library? How effective are the programs within the community? What is the degree of attendance? (If discoverable) Is there evidence of fund raising? Marketing, to show the community leaders the library is worth funding. Are community members engaged in about what they want to celebrate, learn about, or showcase for future programs. Take a deeper look at the library's budgeting and see what can or needs to be changed.