

CO-5

Leadership Institute Committee  
Report to the MPLA Board  
Dan Stanton, Chair  
3/30/2011

First and foremost: Gene Shimshock, VP Marketing, Innovative Interfaces, will be presenting **Library Marketing 101, at Conference on Friday, April 8, from 12:30 to 2 PM in CE:LA -**

Marketing in libraries is often an afterthought. Yet, today more than ever, it is critical that libraries continually communicate their value to patrons and other stakeholders. This 1-hour session will provide an overview of the marketing process and apply some of the basic techniques to library events and challenges.

Gene is directly responsible for the Leadership Institute sponsorship funding we received from Innovative Interfaces for the 2010 LI. He has indicated an interest in contributing content and expertise to the Leadership Institute program itself, and he was invited to present at Conference.

The 2012 MPLA Leadership Institute is scheduled for Sunday, May 6, through Friday, May 11, 2012 at the YMCA of the Rockies in Estes Park, CO. Maureen Sullivan is returning as the Institute Facilitator.

The Chair discussed participant/mentor feedback with Maureen who modified her agenda in response to some of the issues raised, but also recommended that the Leadership Institute be branded/publicized as an intense 'Leadership Immersion' program so that people have a more realistic picture of the experience before they apply. She also offered to work with the Leadership Institute Committee on defining roles and expectations of Mentors, and working with Mentors to better integrate their sessions into a more cohesive whole. The Committee discussed and approved these recommendations.

Our incoming President, Dana Braccia, has been very busy seeking to promote our MPLA Committees, and now that the Leadership Institute has been firmly reestablished, her efforts promise to move the Institute to the next level! In working with me and Judy Zelenski, Dana has pulled out essential functions of the Committee and recruited/appointed members to work on those specific aspects. This re-engineering of the Committee allows members to focus on areas of expertise (or areas where they would like more experience) spreading the responsibility and workload out amongst our colleagues who want to contribute to the ongoing success of the MPLA Leadership Institute. I applaud the effort.

At press time (some spots await confirmation) the ongoing Leadership Committee is:

- Co-Chairs
  - Adriane Juarez and Dan Stanton (cycling off)
- Mentor/Facilitator Liaison
  - Dan Stanton
- Participant Recruitment Coordinators
  - Cameron Duff
  - Todd Quinn
  - Lea Briggs
- Institute Logistics Coordinators
  - Krissy Cwengros
- Sponsorship Coordinators (to be tied into Vendor Relations Task Force)
  - ?
- Friend/Alumni Coordinators
  - Eileen Wright
  - Rob Banks
  - Dan Stanton

Finally, I want to thank Jean Hatfield for her contributions to the Leadership Institute Committee. Jean will be cycling off the Committee at Conference (although she is more than welcome to continue!). Jean has been working towards reestablishing the Leadership Institute since the effort started in Spring 2009 and has provided invaluable experience and perspectives on Leadership, MPLA, Librarianship, and the Institute itself...and, she's fun to work with! Thank you, Jean!