



## Editor's Desk

Eric C. Shoaf

This issue of *Library Leadership & Management (LL&M)*, coming as it does during the lull of activity between the American Library Association (ALA) Midwinter Meeting and Annual Conference, may help to focus

you on the diversity of issues that library leaders face in their everyday decision making. In a break from current headlines, there is no report about the difficult and challenging nature of the economy. The uncertainty it has created permeates our lives in many ways, but the work remains, and leaders met with challenges grow to the level of those challenges and beyond. To that end, this issue of *LL&M* offers a smorgasbord of topics. It's a something-for-everyone issue that connects librarianship on many levels.

Learning is the topic of Richard Moniz's paper, "The Use of Case Studies in Library Administration Courses and Work: Student and Practitioner Perceptions and Insights." He compares the use of case studies as a learning tool by library science students and current practitioners, and the results are surprising. Rajesh Singh offers insight into marketing of library programs and services in "Exploring the Connection between Marketing Knowledge and Behavior of Library and Information Science Professionals." He describes approaches to marketing in the libraries studied and uncovers a positive correlation between marketing knowledge and behavior. Are you a modern marketing believer, a traditional marketing advocate, or a spectator? Find the answer here.

Turning to librarianship on a more global scale, Jana Varlejs offers an analysis of standards for professional development, touching on a topic that was first broached in the library literature more than forty years ago. She partly quotes that original work in her title, "Still 'Nobody's Baby'? Seeking a Global Home and High Standards for Continuing Professional Development." The "baby" she references is continuing education for professional librarians, and her paper is a new principles and best practices document that

has been developed through the International Federation of Library Associations and Institutions. Following is an interview with Norman Stevens by former *LL&M* editor Gregg Sapp. Stevens' career as a librarian spans more than forty years and includes a variety of leadership roles throughout the profession. His insights on where the profession has been and where it is headed are enlightening. Taking a different tack, Karen Horny describes an approach to successful fundraising that has a low cost and high return. At her institution, it piggybacked on a campus-wide approach and has been refined into an annual affair. She offers keys to implementing such a plan, which can be adapted at a variety of locations.

Finally, Anthony Bernier looks at managing young adult volunteers in the public setting. This age group offers both enthusiasm as well as a multitude of ways to contribute in a meaningful way. This makes for a challenging leadership environment and also one that can pay high dividends when well managed. Our cadre of regular columnists offer their usual exceptional insight with thoughtful commentary about the library profession, and the LLAMA News Section gathers the latest from the Midwinter Meeting in Denver as well as updates on the workings of committees, sections, and ALA topics that affect our division.

Two additional notes: *LL&M* is presently seeking articles on a variety of topics. Instructions to authors are listed at the back of this issue, and the editor encourages correspondence for those developing ideas or with finished papers. For those with a yen toward more up-to-date information about leadership in libraries and other topics, the *LL&M* Editor's Desk ([www.lama.ala.org/LLandM](http://www.lama.ala.org/LLandM)), updated several times a month, offers commentary about librarianship in an interactive format. The site can be accessed through the LLAMA homepage ([www.ala.org/llama](http://www.ala.org/llama)) by clicking the "LL&M Editors Blog" link.

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