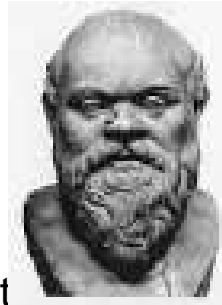




THE FUTURE OF IAAML

Plenary Session
Moderator: Jim Cassaro
29 June 2010
Moscow, Russia

"The unexamined life is not worth living." (*Apology* 38a)



Socrates (c. 470–399 B.C.)

Socrates believed that the purpose of human life was personal and spiritual growth. We are unable to grow toward a greater understanding of our true nature unless **WE** take time to examine and reflect upon our life.

Organization Development (OD)

- a planned, organization-wide effort to increase an organization's effectiveness and viability
- a response to change, a complex educational strategy intended to change the beliefs, attitudes, values, and structure of organization so that they can better adapt to new technologies, marketing and challenges, and the dizzying rate of change itself.

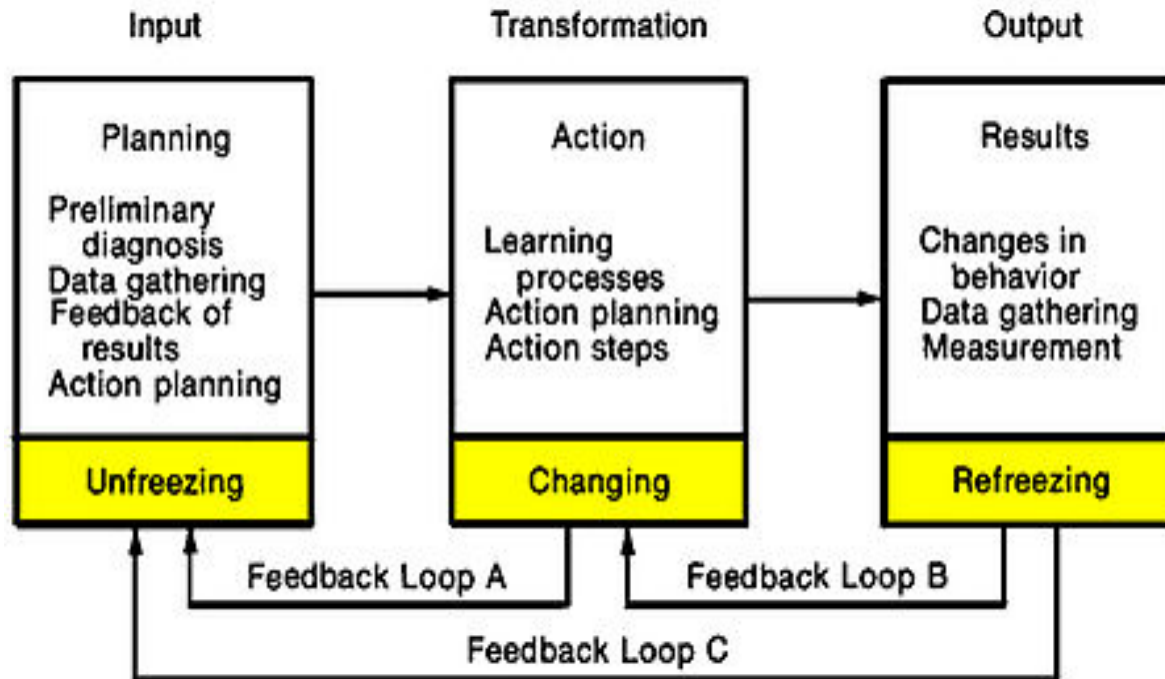
Understanding Organizations

Six-step model for understanding organizations:

- Purposes: The organization members are clear about the organization's mission and purpose and goal agreements, whether people support the organization' purpose.
- Structure: How do we divide up the work? The question is whether there is an adequate fit between the purpose and the internal structure.
- Relationship: Between individual, between units or department that perform different tasks, and between the people and requirements of their job.
- Rewards: The consultant should diagnose the similarities between what the organization formally reward or punished for doing.
- Leadership: Is to watch for blips among the other boxes and maintain balance among them
- Helpful mechanism: A helpful organization, in order to survive, must attend to planning, control, budgeting, and other information systems that help the organization's members accomplish their tasks

The Process of Change

- The process of change involves three steps:



Description of Change

- "Unfreezing": Faced with a dilemma or disconfirmation, the individual or group becomes aware of a need to change.
- "Changing": The situation is diagnosed and new models of behavior are explored and tested.
- "Refreezing": Application of new behavior is evaluated, and if reinforcing, adopted.

What?

- What we are talking about is

Strategic Planning

an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people

Strategic Planning

- Strategic planning is the formal consideration of an organization's future course.
- All strategic planning deals with at least one of three key questions:
 1. "What do we do?"
 2. "For whom do we do it?"
 3. "How do we excel?"

Methodologies

- There are many approaches to strategic planning but typically a three-step process may be used:
 - 1. Situation** - evaluate the current situation and how it came about.
 - 2. Target** - define goals and/or objectives (sometimes called ideal state)
 - 3. Path** - map a possible route to the goals/objectives

Alternative Approaches

Draw-See-Think

- **Draw** - what is the ideal image or the desired end state?
- **See** - what is today's situation? What is the gap from ideal and why?
- **Think** - what specific actions must be taken to close the gap between today's situation and the ideal state?
- **Plan** - what resources are required to execute the activities?

or

See-Think-Draw

- **See** - what is today's situation?
- **Think** - define goals/objectives
- **Draw** - map a route to achieving the goals/objectives

Elements of Strategic Planning

In other terms strategic planning can be as follows:

- **Vision** - Define the vision and set a mission statement with hierarchy of goals and objectives
- **SWOT** - Analysis conducted according to the desired goals (**S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats)
- **Formulate** - Formulate actions and processes to be taken to attain these goals
- **Implement** - Implementation of the agreed upon processes
- **Control** - Monitor and get feedback from implemented processes to fully control the operation

What Does This Mean for IAML?

- In 2011, IAML will celebrate the 60th anniversary of its founding in 1951
- Gives us the opportunity to discuss the future of the organization
- An organization of this age and stature should look at itself carefully in order to plan confidently for an unknown future.

Position Papers

- Position papers:
 1. Written by several IAML members
 2. Designed to present the author's vision of IAML based on where we have come from and what we have accomplished in the past and what will be necessary to keep IAML relevant in the future
 3. Questions that will be addressed in these position papers include: Is our present structure, built on branches, subject commissions, and committees, the best way to carry on the work? Does our governing structure allow for the best approach to change? What hasn't IAML addressed in its work that is crucial to its future success?

Recurring Themes

- Structure
- Outreach
- Conferences
- Education

Structure

- Is our present structure, built on branches, subject commissions, and committees, the best way to carry on the work?
- Does our governing structure allow for the best approach to change?
- What hasn't IAML addressed in its work that is crucial to its future success?

Outreach

- IAML
 - Disseminator of expertise
 - Electronic resource suggestions
 - Website Issues
 - Interaction/Participation in other arenas
 - EU Commissions
 - Copyright
 - IFLA / IASA / IAMIC / IMC
 - Digitization/Preservation Projects
 - Metadata

Conferences

- Topical?
- Modeled on IAML's organizational structure?
- Joint conferences?
- Proceedings?
 - On IAML Website?
 - In IAML Newsletter?

Education

- Increasing need in quickly changing information access scene
- Development of courses
- Educating ourselves
 - Workshops?
 - Video conferencing?
 - Communication of work done by IAMML?

Conclusions?

- What is needed?
- Next steps?
- Who will do the work?
- Implementation of various changes?

THANK YOU FOR YOUR VALUABLE INPUT!!!