

TRLN Management Academy: The Business of Libraries

November 10-14, 2008
Chapel Hill, North Carolina

Information and Application

Program Overview

The TRLN Management Academy is an experiential learning program to prepare aspiring and current mid-level managers in academic libraries for the demands associated with the management of resources. The Academy includes a five-day in-person learning event and a self-paced online course. The program is intended to support talent management in academic libraries.

The curriculum will focus on the following topics:

- Organizational Culture and Change
- Strategy and Alignment
- Resource Planning
- Your Management Role
- Strategic Communication

Program graduates will:

- Understand core concepts and have resources for facilitating organizational culture change;
- Be able to differentiate strategic from tactical decision making and have practiced using alignment tools;
- Understand the principles of resources planning and allocation and the manager's role in this process;
- Explore personal management strengths and expectations and develop a plan for cultivating new skills; and
- Have been exposed to and practiced a variety of practical skills that enhance business and interpersonal communication effectiveness.

Program Background

Triangle Research Libraries Network (TRLN) is a collaborative organization of Duke University, North Carolina Central University, North Carolina State University, and The University of North Carolina at Chapel Hill, the purpose of which is to marshal the financial, human, and information resources of their research libraries through cooperative efforts in order to create a rich and unparalleled knowledge environment that furthers the universities' teaching, research, and service missions.

Among TRLN's current strategic initiatives is the preparation and development of managers for libraries in the digital age. While there are a number of leadership programs focused on the development of senior administrators, there is still a need to address the preparation of new managers to take on what have traditionally been thought of as business functions and roles.

The TRLN Management Academy will provide an intensive, practical learning experience for department and unit heads, assistant heads, and other library managers. Up to 36 participants will be accepted from academic libraries throughout North America, with approximately one-half of the slots allocated to TRLN member libraries. Candidates will submit applications and selections will be made by a selection committee.

Academy Design

The overall design concept is to create a learning experience that encourages participants to:

- recognize the drivers for change in academic libraries;
- identify business models that will help libraries deal with those changes; and
- practice applying those models in the academic library context.

The faculty for the Academy will come primarily from the TRLN institutions' academic faculty and administration. They will work with instructional design experts and a TRLN steering team to create a robust learning experience.

Faculty will use a multi-dimensional teaching approach involving introduction of business concepts, case studies and hands-on practice with tools. Case studies will be used to facilitate participants' practice with business models and tools in the context of academic libraries, encouraging immediate incorporation of new skills.

The design includes self-paced distance learning in addition to the structured, facilitated in-person five-day event.

Participants will have access to an online course, readings and a resource list to prepare for and supplement the in-person experience.

Travel Information

The TRLN Management Academy will be held Monday, November 10 through Friday, November 14, 2008, at the Paul J. Rizzo Conference Center in Chapel Hill, NC.

Paul J. Rizzo Conference Center
115 DuBose Home Lane
Chapel Hill, NC 27517
(919) 913-2098

Participants are expected to attend the full event. Participants and/or their home institutions will be fully responsible for tuition, lodging and all other related travel expenses.

Tuition

Tuition for the TRLN Management Academy is \$1,500 per person for non-member libraries and \$1,000 per person for TRLN members.

Continental breakfast, lunch, and breaks for each day, and the cost of materials are included in the tuition fee. Travel, lodging, and evening subsistence costs are not included.

Applications

The TRLN Management Academy is designed for library managers working in an academic library. Applicants will be considered based on current and upcoming position responsibilities, letters of support from the candidate's director, the candidate's statement of interest and intent, and the way in which s/he will add to the diversity of the overall group.

Applications will be reviewed by a selection committee consisting of TRLN directors of libraries.

Complete application materials are due by the end of the business day on **July 31, 2008**. Applications may be submitted by mail, fax, or in electronic form to:

Mona C. Coutts, Director
Triangle Research Libraries Network
CB #3940, Wilson Library
Chapel Hill, NC 27514-8890
(919)962-8022
Mona_Coutts@unc.edu
Fax (919)962-4452

Applicants will be notified of selection decisions by **Tuesday, September 2, 2008**. A tuition deposit of \$500 will be invoiced to your institution at that time. Deposits are not refundable after September 30, 2008. Acceptance to the Academy is on an individual basis; substitutions are not permitted.

Complete application packets should include:

1. Completed Participant Information Form (please see next page)
2. Curriculum Vitae
3. Statement of Interest from Prospective Participant

Candidates are asked to include in their application a concise statement about why this program is of interest. Statements should speak to your current roles, how new tools and skills will help support your current work and possibly position you for new opportunities within the library. Statements should be one page or less.

4. Letter of Support from Library Director

The Letter of Support should address the potential of the candidate to contribute to the future growth of the library in a way that supports your talent management and succession planning processes. Forward looking and upwardly mobile candidates are most strongly encouraged to apply.

The Letter of Support should describe support for candidate's full participation in all programmatic activities including preparation for and attendance at in-person events as well as the self-paced online course. Statements should also confirm financial support for costs associated with registration, travel, and subsistence for all in-person components of the program.

Please Note: The Letter of Support from the home institution is mandatory for consideration. The Letter may be sent together with other application materials or mailed directly to Mona Coutts—see address above.

For questions about the Academy application process please contact Mona Coutts, Director, at mona_coutts@unc.edu. Or visit the TRLN web site at: <http://www.trln.org>.



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Participant Information Form

Name (Ms./Mr./Dr.):

Title/Position:

Institution:

Library:

Mailing Address:

E-mail:

Telephone: (w)

(h)

Fax:

Number of Years Library Manager Experience:
