

Help! I need somebody!

Using Consultants in a Library Environment: A How-to for Library Directors, Managers, Marketers, & Trustees

May 7, 2004

Ann Arbor District Library

This fast-moving, entertaining and productive workshop will focus on real world action steps libraries can take to best employ consultants and most efficiently spend the dollars available for outside consulting support.

In this two-part workshop, participants will hear from both an experienced library consultant and a panel of library leaders who have utilized a consultant's services.

Schedule (.6 CEUs approved)

- 8:30 am **Registration, Continental Breakfast**
- 8:55 am **Welcome**
- 9:00 am **Determining When to Use a Consultant**
Identifying needs, selecting, negotiating
William J Schroer, Principal
WJ Schroer Company
- 10:45 am **Creating a Template for Success**
Setting outcomes, directing, evaluating
Second session with Bill Schroer
- 12:15 pm **Lunch**
Box lunch included
- 1:00 pm **Working with a Consultant**
Real world experiences from a panel of library leaders
- 3:00 pm **Small Group Sessions**
Participants discuss specific projects with panel members

Registration Form

Please complete the form below and send with credit card information or check payable to Michigan Library Association. Scholarships are available for individual MLA members. To apply, please call 517 394-2774.

Name _____		Title _____	
Library _____			
Street _____			
City _____		State _____	Zip _____
Phone _____		Fax _____	
Email _____			

Box lunch includes a deli sandwich. Please select choice:

Chicken Turkey Tuna Ham Veggie

- 4:00 pm **Wrap-up & Evaluation**
Tell us if this workshop met your needs and share your ideas for future programs!
- 4:15 pm **Annual Meeting**
All MLA members welcome.

About the Presenters

William J Schroer

Bill Schroer has provided consulting services to public libraries, non-profits, and community mental health organizations for 17 years. He has a reputation for thoroughly understanding client issues, clearly articulating research findings, and a passion for the success of his client organizations.

Bill's writings have been published in the American Library Journal. He was elected West Michigan Marketer of the Year by the American Marketing Association in 1999 and awarded the United Way Silver Award for Research Excellence in 1994.

Panel Members

Our panel of library leaders have each had multiple opportunities to work with independent consultants on building projects, strategic planning, capital campaign feasibility and subsequent campaign, job descriptions, wage and salary structure, library services assessment, market attitude, awareness and usage surveys, and more.

Del Blain, Library Dean, Washtenaw Community College
Kathy Daly, Assistant Director, Ypsilanti District Library
Tom Genson, Director, Herrick District Library
Martha Smart, Director, Kent District Library
Kathleen Zaenger, Director, Howell-Carnegie District Library

Registration is required by Monday, April 26, 2004.

Registration Fee (includes box deli lunch):

Unit Member \$65 MLA Member \$75 Non-Member \$105

MLA 2004 Membership # _____ Last four digits of SS # _____

Please charge my: Visa Mastercard

Charge Card # _____ Expiration Date _____

Authorized Signature _____

Mail form with payment to:
Michigan Library Association
1407 Renssen St Suite 2
Lansing MI 48910

Or fax charge info to:
517 394-2675
Registration questions?
Call 517 394-2774