



**PUBLIC LIBRARY DIRECTOR
CERTIFICATE**
TEXAS LIBRARY ASSOCIATION

Competency Listing and Program Framework

Please Note: Course Titles are subject to change. Visit the [website](#) for the latest information.

Core Competency	Course(s)	Hours
Human Resources	<ol style="list-style-type: none"> 1. Employment law 2. Effective Personnel Decisions 3. Employee Management 	3 hours
Organizational Structure	<ol style="list-style-type: none"> 1. Parliamentary Procedure 2. Municipal Type/Organization 3. Board Management 	3 hours
Communication	<ol style="list-style-type: none"> 1. Presentation Skills 2. Emotional Intelligence 3. Generational Differences 	3 hours
Facilities & Maintenance	<ol style="list-style-type: none"> 1. Operational Readiness: Buildings and Systems 	1 hour
Budgeting	<ol style="list-style-type: none"> 1. Understanding Your Budget and Financial Statements 2. Effective Budget Communication and Procurement 	2 hours
Community Involvement *	<ol style="list-style-type: none"> 1. Building Community Partnerships 2. Outreach Strategies and Fostering Engagement 	2 hours
Public Safety/ Safety Services	<ol style="list-style-type: none"> 1. Compassionate De-escalation 2. Customer Service 3. Positive Workplace Culture 	3 hours
Public Library Policy	<ol style="list-style-type: none"> 1. Essentials of Library Policy: Standard Practices and Resource Sharing Strategies 	1 hour
Leadership *	<ol style="list-style-type: none"> 1. Emotional Intelligence 2. Difficult Conversations 3. Motivating Others 4. Staff Development 5. Negotiation 6. Leadership Styles 	6 hours
Technology	<ol style="list-style-type: none"> 1. Technology Foundations 2. Technology Ecosystem Evaluation and Enhancement 	2 hours
Staff Management *	<ol style="list-style-type: none"> 1. Operational Leadership Essentials 2. Financial Stewardship 3. Leading Diverse and Multigenerational Teams 	3 hours

Ethical Leadership	1. Ethics, Contracts, and Compliance	1 hour
	Total	30 hours
Electives	6 Required	
Fundraising/Grants		1
Advocacy		1
Marketing and Promotion		1
Community Awareness		1
Cataloguing and Collection Development		1
Project Management		1
Technology 2.0		1
Leadership		1
Public Relations/Customer Service		1
	Total (with electives)	36 hours

* Courses may be offered both virtually and in-person
 No * courses will be virtual only (subject to change)

Lead with Confidence; learn more about TLA's Public Library Certificate at <https://txla.org/professional-development/public-library-director-certificate/>