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	1. Employment Law 2. Effective Personnel Decisions 3. Employee Management	3 hours
Organizational Structure	1. Board Management 2. Municipal Organization 3. Parliamentary Procedure/FOIA	3 hours
Communication	1. Presentation Skills 2. Generational Differences 3. Management Styles	3 hours
Facilities & Maintenance	1. Operational Readiness: Buildings and Systems	1 hour
Budgeting	1. Budgets and Financial Statements 2. Budget Communication and Procurement	2 hours
Community Involvement *	1. Building Community Partnerships 2. Outreach Strategies and Fostering Engagement	2 hours
Public Safety & Safety Services	1. Compassionate De-escalation (2-part series) 2. Customer Service & Positive Workplace Culture	3 hours
Public Library Policy	1. Essentials of Library Policy: Standard Practices and Resource Sharing Strategies	1 hour
Leadership *	1. Emotional Intelligence 2. Collaborative Staff Development 3. Difficult Conversations 4. Motivating Others 5. Negotiation 6. Leadership Styles	6 hours
Technology	1. Technology Foundations 2. Tech Ecosystem Evaluation and Enhancement	2 hours
Staff Management *	1. Leading Diverse and Multigenerational Teams 2. Financial Stewardship 3. Operational Leadership Essentials	3 hours
Ethical Leadership	1. Ethics, Contracts, and Compliance	1 hour
	Total	**30 hours**

Electives	**6 Courses Required**	1 hour
Cataloguing and Collection Development	Current Topics in Cataloging and RDA	1 hour
Emergency Response	Emergency Ready: A Communications Playbook for Libraries in Crisis Response	1 hour
Empathetic Leadership	Leading with Humanity: Compassionate Supervision in Libraries	1 hour
Grant Management	The Grant Whisperer's Guide: Expert Tips for Smooth Administration	1 hour
Advocacy	Coming soon	1 hour
Building Renovation Study	Coming soon	1 hour
Community Awareness	Coming soon	1 hour
Fundraising	Coming soon	1 hour
Grant Essentials	Coming soon	1 hour
Marketing and Promotion	Coming soon	1 hour
Project Management	Coming soon	1 hour
Public Relations & Customer Service	Coming soon	1 hour
Technology 2.0	Coming soon	1 hour
	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/