**Revenue Transformed into Services**

**(to accompany CMap)**

1. Management/administration is an activity that transforms revenues into services.
	1. management/administration is an art and a science
	2. goal is to minimize the cost of management while maximizing its effectiveness (key question is how do you achieve the balance?)
	3. skill set for managers: knowledge of how realms of revenues and realms of expenditures behave and how to enable them to maximize services delivered to the library’s constituency
2. Management is based on knowledge that relies on information. Without appropriate information, good management is impossible (but not the only element needed).
3. Good information is based on appropriate, reliable, valid measurement and consequent evaluation of revenue and expenditure realms and the community served.