



EDUCATION INSTITUTE

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nova scotia library association **ei**nunavut library association **ei**ontario library association
québec library association **ei**saskatchewan library association **ei**yukon library association

MAY – AUGUST

SUMMER 2016

COURSE CALENDAR

the
PARTNERSHIP
LAA APLA BCLA MLA NSLA NWTLA OLA SLA

Important Information

About the Education Institute

The Education Institute was created by the Ontario Library Association in 2003. Today it operates under the Partnership, a collective effort of Canada's provincial and territorial library associations. Education Institute programming is offered year-round and is developed for professionals from all library sectors from coast to coast. One-hour webinars and longer web courses are offered virtually to save you time and money. Visit us online at www.educationinstitute.ca.

Pricing

Education Institute offers single-site registrations for one-hour webinars for the usual fee of \$45 for members and \$55 for non-members. Prices for courses vary depending on length and subject matter. Connection instructions are sent to participants the day before the presentation and are not to be forwarded or shared. If you are interested in an institutional subscription, please contact us at education@accessola.com.

Group viewing

We encourage participants to use these webinars as collective professional development opportunities. Register, project the webinar in your meeting room, and have a group learning experience with your team – a great value for money.

Archived sessions

After the webinar, registrants will receive a link to a streamed recording of the session, which can be viewed for up to one year after the live session date. If you missed a session, you can access the recording from our website for a small fee. Please note that not all sessions will be recorded.

Technical requirements

Education Institute sessions are conducted using the Adobe Connect web conferencing platform. Log in as a guest; no password is required. No software or equipment is needed to participate in a session, other than an Internet browser and computer speakers. Please refer to the connection instructions for testing and troubleshooting information.

Refunds and credits

EI does not offer refunds for missed sessions. If you are unable to attend a session, please refer to the recording. If a session is cancelled, registrants will receive a credit for a future session. Please note that dates are subject to change.

Continuing Education Certificate

EI sessions count as credits for the Partnership's Continuing Education Certificate program. Please visit www.thepartnership.ca for more information.

Contact us

We are always looking to improve. If you have feedback on a session, or ideas for session topics or presenters, or wish to get in touch, contact the Education team at education@accessola.com.

Register now at www.educationinstitute.ca

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May

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& Learning



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May



CULTURE DAYS INFORMATION SESSION: FIND OUT HOW LIBRARIES CAN PARTICIPATE!

Tuesday, May 10 @ 2 PM ET

One-hour webinar **FREE**

cec credits: 1

Learn about how your library can participate in the 7th annual Culture Days celebration. Culture Days will share success stories, activity ideas and provide tips and tools to help make your Culture Days activities a success! As community and cultural hubs, libraries have played a key role on the growth and development of Culture Days. Culture Days provides a great opportunity to reach out to the public and engage the community. Culture Days is a collaborative, Canada-wide volunteer movement to raise the awareness, accessibility, participation and engagement of all Canadians in the arts and cultural life of their communities.

Key outcomes:

- Find out about Culture Days and how your library or library system can participate
- Get inspired by examples of innovative Culture Days activities organized by libraries across the province!
- Hear about lessons learned from 5 years of the Culture Days @ the Library program in Toronto
- Learn about Culture Days tools and resources to help libraries plan and promote their activities

Presenters:

Catherine McLeod is the Network and Outreach Manager for Ontario Culture Days. Catherine has more than 15 years of experience working in community-based art, education and engagement in Latin America and Canada.

Miriam Scribner is the Senior Services Specialist for Programming and Events at the Toronto Public Library. She provides programming support and resources to the library's 100 branches. One of the most successful and popular programs since its inception six years ago has been Culture Days at the Library, and Miriam has been the library's central coordinator of this partnership with Neighbourhood Arts Network and Culture Days Ontario.



CHILDREN'S SERVICES BY THE NUMBERS: BASED ON THE OPLA CHILDREN'S SERVICES REPORT

Wednesday, May 11 @ 1:30 PM ET

One-hour webinar **FREE**

cec credits: 1

The 2016 OPLA Children's Services Benchmarking and Statistical Report was released in April 2016. If your library participated in the report through our online survey in 2015, this free webinar is for you!

Using the Counting Opinions reporting, system you can create your own custom, local reports with access to over 10 different report types. You will also be able to access report templates and create your own published reports.

Key outcomes:

- Accessing click-ready report templates
- Create custom reports specific to your library
- Publish and share your reports

Presenter:

Ryan Patrick has been working with Libraries for over a decade – 2 summers as a Community Access Program student in Elgin County; followed by 8 years working for the Ontario Library Association; and 4 years with Counting Opinions.

May



PLEASURE YOUR SHELF: PROVIDING LEISURE READING MATERIALS TO A UNIVERSITY COMMUNITY

Wednesday, May 25 @ 2 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

Academic libraries do not typically offer recreational reading materials to their users. Stretched budgets make it virtually impossible to consider purchasing such materials when the primary mandate is to provide resources to support teaching and academic research. On the other hand, public libraries have long recognized the value of not just providing a collection of books, but also promoting reading for pleasure. So how can academic libraries provide recreational reading for students, faculty and staff? Perhaps the solution lies in creating partnerships?

This session will provide attendees with a detailed account of how to facilitate an academic and public library partnership to promote literacy and provide a leisure reading collection to an academic community.

Key outcomes:

- How to develop an academic and public library partnership
- How to promote literacy and leisure reading to an academic community
- How to advocate the benefits of leisure reading, including: lifelong learning, increased literacy, mental health & wellness and reading for the simple pleasure of reading

Presenters:

Kristel Fleuren-Hunter is the Children's Services Librarian for Pictou-Antigonish Regional Library and manager of the People's Place: Antigonish Town and County, PARL's Antigonish branch. Kristel has found that partnering with other organizations on projects is a great way to let people know about the awesomeness of libraries.

Suzanne Van Den Hoogen is the Public Services Librarian at St. Francis Xavier University. Suzanne's research interests include Faculty-Librarian relationships, Student Outreach and Collaborative Library Partnerships.



TVO: YOUR DIGITAL PARTNER IN EDUCATION

Thursday, May 26 @ 1 PM ET

One-hour webinar **FREE**

cec credits: 1

Most people think TVO is all about TV — but think again! As viewers move from TV to online, TVO has been creating online resources for students, and educators in K-12. Find out about the Independent Learning Centre (ILC), Homework Help, GED, mPower, TVO Kids and TeachOntario. All of these resources are free and can be shared with your schools and communities.

Key outcomes:

- Increase awareness of TVO digital resources
- Discover opportunities to collaborate with schools and communities

Presenter:

Katina Papulkas is the Director of Educational Partnerships at TVO. She was seconded from the TDSB where she was an administrator and instructional leader with technology integration.

May

**READ ALOUDS AND BOOK TALKS****Tuesday, May 31@ 2 PM ET**

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

Enhance your skills and learn some new tips and tricks! Jocelyn will offer some suggestions for choosing books to read aloud to preschool and elementary school kids — how to choose an appropriate book and how to keep interest once you're reading. We will also discuss prepared and impromptu booktalking.

Key outcomes:

- How to select books for your audience
- How to maintain interest
- Tips for reading aloud
- How to conduct book talks

Presenter:

Jocelyn Covert is a Youth Services Librarian at the Bedford Branch of Halifax Public Libraries. Her primary area of interest in librarianship is fostering a love of reading in all children; and in developing pre-literacy skills, and providing parents with the tools and knowledge to encourage literacy in their children. Jocelyn is the mother to two sets of twin girls.

OLA EVENTS**Digital Odyssey 2016:**

Privacy in Public: Implications for Libraries
Friday, June 10, 2016

Hosted at

Hamilton Public Library, Central Library

Technology has become an integral part of our lives, and has made it easier than ever to find and share information online. Ever wonder what this easy access means for your patrons' privacy? What information is shared when we access online databases, collections, or install the latest app on our smartphones? Do you struggle to raise awareness about the importance of protecting your privacy?

At this year's Digital Odyssey, we'll be tackling these issues and more. In addition to presentations from experts in the field, we're thrilled to announce that Alison Macrina from the Library Freedom Project will be leading a hands on workshop to teach us about privacy tools. Come to Digital Odyssey to learn about the latest privacy issues and take away tips and tricks that you can put to work in your library, whether it's an academic, public, school or special library.

www.accessola.com/events

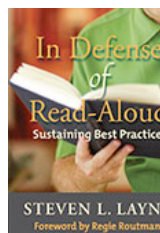
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RELATED TITLE

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In Defense of Read-Aloud:
Sustaining Best Practice

9781625310408



June

Monday	Tuesday	Wednesday	Thursday	Friday
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6	7 Privacy Concerns & Access to Information 2 PM ET	8	9	10
				Digital Odyssey
13	14 Building a Community: The Syrian Refugee Collection 12 PM ET	15	16 Serving Teens and Adults with Autism 12 PM ET	17
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June



CREATING AND MARKETING YOUR SENSORY STORYTIME: IF YOU BUILD IT, THEY DON'T NECESSARILY COME

Thursday, June 2 @ 12 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

Want to start a sensory storytime for individuals with special needs in your library? Great! Now how are you going to market it? Targeted marketing, engagement and outreach will make or break your program. Learn tips to find your audience, and how to start a program like this in your library.

Key outcomes:

- Ideas and resources for how to reach individuals with special needs in your community
- The importance of targeted marketing — these individuals may not be library users
- Basics of structure, program ideas, craft ideas and more to begin a sensory storytime

Presenter:

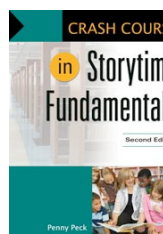
Carrie Rogers-Whitehead is a senior librarian with Salt Lake County Library Services and has run special needs programming since 2011, creating the first sensory story time in Utah. She has trained and written extensively on serving individuals with disabilities, and was awarded the Utah Library Association's "Librarian of the Year" in 2013 for her work.

The Library Marketplace RELATED TITLE

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Crash Course in Storytime Fundamentals
9781610697835



PRIVACY CONCERNS AND ACCESS TO INFORMATION

Tuesday, June 7 @ 2 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

How do you respond when they have privacy concerns? We talked with legal so you don't have to! Ottawa Public Library's Homebound Services department worked with legal and risk management, colleagues, customers, and families to design guidelines and scripts for dealing with consent and privacy issues in the library, including a new intake process for our customers. The goal was to respect our customers' independence, provide community supports, and ensure that we are also compliant with Ontario Privacy legislation. This session will briefly examine some of the major changes that were implemented and how we shared our procedures with branch staff in a large library system.

Key outcomes:

- Balancing customer privacy concerns with the sharing of information
- Understanding Power of Attorney issues/concerns, and what they mean for libraries
- Creating procedures for providing consent

Presenters:

Charmaine Atrooshi has been working in the Homebound Services department of the Ottawa Public Library for the past five years. Along with her colleagues, she selects books, audiobooks and DVDs for more than 500 customers a month, and provides readers' advisory services in person, by phone, and via email. **Megan McMeekin** is the Supervising Librarian for Homebound and Accessibility Services at the Ottawa Public Library. **Alexandra Yarrow** is Manager of Alternative Services at the Ottawa Public Library, a department that includes Homebound, Accessibility, Bookmobile and Kiosk Services. She has held several positions within OPL and Montreal-area public libraries, as well as in university and school libraries. She has been actively involved in professional library associations at the local, provincial and federal level since 2004 and is currently OPLA President.

June



BUILDING A COMMUNITY: THE SYRIAN REFUGEE COLLECTION

Tuesday, June 14 @ 12 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

There is a influx of over 25,000 Syrian refugees coming to Canada and a need to grow our specialized support services. Learn how one library worked with donors in the community to welcome this unique population and address their specialized needs. This webinar provides a case study based on the successes of Gardner Public Library, a small library located in Central Newfoundland. Discover how your library can do the same!

Key outcomes:

- How to locate a need in the community
- How to build partnerships with various organizations
- The importance of the library for newcomers to Canada

Presenter:

Courtney Penney is the Regional Librarian for Central Newfoundland with Newfoundland and Labrador Public Libraries. She completed her BA in History at Memorial University in 2010. In 2011, she went to Western University to complete the MA in History program where she focused on women's history in Newfoundland during the 20th century. In 2013, she graduated the MLIS program. She is passionate about public libraries, outreach and programming for all ages.



SERVING TEENS AND ADULTS WITH AUTISM: A GROWING GAP AND NEED

Thursday, June 16 @ 12 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

An estimated half a million young adults with autism will "age out" of guaranteed services over the next decade. About 60-80% of adults with severe autism live at home. There is a lack of services for teens and young adults with autism, and libraries can help fill the gap. Learn more about his population, and those that define themselves as "neurodiverse" and how you can welcome them in your library.

Key outcomes:

- Learn about teens and adults with autism, particularly severe autism and the characteristics of this group
- Tips and ideas for programming and utilizing these individuals as volunteers in your library
- Learn what it means to be "neurodiverse" and a growing movement of young adults and adults who define themselves as neurodiverse

Presenter:

Carrie Rogers-Whitehead is a senior librarian with Salt Lake County Library Services and has run special needs programming since 2011, creating the first sensory story time in Utah. She has trained and written extensively on serving individuals with disabilities, and was awarded the Utah Library Association's "Librarian of the Year" in 2013 for her work.

The Library Marketplace RELATED TITLE

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Welcome Poster

51701512



June



FINDING AUTHORITATIVE DRUG INFORMATION ONLINE

Tuesday, June 21 @ 1 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

Does Ibuprofen interact with Warfarin? Where can I find information about the use of St. John's Wort and depression? How do I find information on the usage of Methotrexate during pregnancy? If these questions sound familiar, then this webinar is for you! Join us while we review how to search for drug information online, with a focus on searching free and credible websites.

Key outcomes:

- What information is found in a drug monograph
- Where to find trustworthy information on adverse drug effects, interactions, and natural products
- What tools are available for identifying pills based on their physical characteristics
- What is safe to use in pregnancy and lactation
- Where to find drug safety information and drugs approved for use in Canada

Presenters:

Gail Nichol is a liaison librarian for pharmacy, toxicology, nutrition and kinesiology at the University of Toronto and holds a MIST from U of T. As a liaison Gail is the first point of contact for students and faculty for research assistance, instruction and collection requests. Gail is also the selector for the Health Sciences in the Collection Development Department and checks each day for the exchange rate between the Canadian and US dollars.

Caitlin Carter is the Pharmacy Liaison Librarian at the University of Waterloo, and holds an MLIS degree from Western University (2010). Caitlin's main duties include providing reference services and instruction to School of Pharmacy students, staff and faculty. Prior to joining the University of Waterloo Library, Caitlin worked as a clinical librarian and often assisted hospital staff with drug information requests. Caitlin has presented two papers and a lightning talk at the 2012 and 2014 CHLA Conferences.



ROBOTS DOING REFERENCE: 2016 TECH TRENDS & BEYOND!

Thursday, June 23 @ 1 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

In 2016 Technology Trends, Scott will present an evidence-based overview of the top technology trends anticipated in 2016 and beyond, along with an interpretation and projections for the impact these trends will have on our society in general, and libraries in particular. Research presented will include trends identified by Gartner Inc. and other organizations that provide technology trend analysis, as well as corroborating reports from government and academic sources.

Key outcomes:

- Receive an overview of current and future technology trends derived from industry leaders
- Understand the probable impact of these trends on communities and libraries, based on analysis by government and private sector analysis
- Gain insights into future strategic directions for libraries

Presenter:

Scott Hargrove is the Chief Executive Officer of the Fraser Valley Regional Library, headquartered in Abbotsford, British Columbia, and serving fifteen municipalities and districts of the Fraser Valley. He holds a Bachelor of Education from the University of Victoria, a Master of Science in Information Processing (Computer Science) from the University of York (UK), and the Executive Master of Library and Information Science from San Jose State University. His professional focus is currently on the future of libraries, and the intersection between libraries, technology and social trends.

June



IS "REAL CHANGE" COMING TO CANADIAN COPYRIGHT?

Thursday, June 30 @ 1 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

Copyright and educational uses has emerged as one of the most contentious copyright policy issues in Canada with ongoing litigation, demands for reforms, and new policies within many institutions. The 2012 copyright reforms and Supreme Court of Canada decisions provided a strong affirmation of fair dealing and user's rights, leading many institutions to adapt their policies to better reflect current Canadian law. As a result, many institutions no longer participate in the Access Copyright licence system, relying instead on site licensing, open access materials and fair dealing.

With the election of a new Liberal government, copyright policy is likely to remain in the spotlight. This session will examine the latest copyright decisions and policies adopted in Canada. It will engage in a discussion of possible future copyright reform and policies under the new government, highlighting how the Canadian education community can ensure that its voice is heard.

Key outcomes:

- Learn about the latest copyright law developments including fair dealing
- Update on dispute between Access Copyright and Canadian education community
- Discussion of future copyright reform and policies under the Liberal government

Presenter:

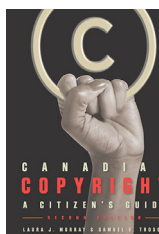
Dr. Michael Geist is a law professor at the University of Ottawa where he holds the Canada Research Chair in Internet and E-commerce Law.

The Library Marketplace RELATED TITLE

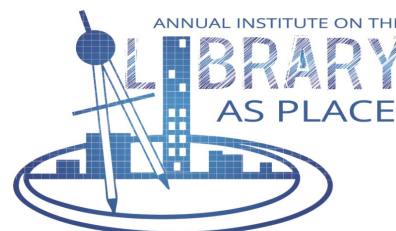
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Canadian Copyright
9781771130134



OLA EVENTS



Annual Institute on the Library as Place: Transformative Spaces

July 7-8, 2016

Mississauga City Hall, Mississauga, ON
Early bird rate \$295.00 (ends June 1)

Plan, develop, design and build.

The 2016 Library as Place provides a progressive approach to assess trends and design that will help you transform places and spaces in your library. A host of sessions, including our boot-camp stream will guide you through the blueprint of starting your build process.

Break outside the library walls! Explore retail transformations and creative service points. Develop your community's dream space.

www.accessola.com/events



July

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11	12 Distract Me Not: Using Technology to Focus on the Research Process 1 PM ET	13	14 Next in Line, Please!: Using an Incident Management Tool to Track Reported Library Issues 1 PM ET	15
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July



SEARCH ENGINE VISIBILITY FOR LIBRARY RESOURCES

Tuesday, July 7 @ 2 PM ET

One-hour webinar **FREE**

cec credits: 1



Although public libraries are dedicated to connecting people to information, the information resources offered by many Canadian public libraries are currently inaccessible to search engine indexing robots, and thus effectively invisible to online searchers. This webinar outlines the results of a study investigating factors that impact the visibility of Canadian public library resources on search engines. The mixed-method study, conducted as the presenter's MLIS thesis project, involved semi-structured interviews with library staff in ten libraries across Canada. Quantitative data about each library's website was used to provide a more complete picture of the current visibility of participating libraries. This webinar discusses the attitudes, organizational factors, and technological factors that may be motivating, inhibiting, and enabling search engine visibility in Canadian public libraries. By delving into the underlying factors which may be affecting libraries' progress on the issue, this session aims to help inform libraries' decision-making processes and practices. After a brief overview of the study's findings, the issue will be opened up for discussion, and participants will be asked to share their opinions and experiences. **This session is part of the "Bright Young Minds" series.**

Key outcomes:

- Learn about the current state of search engine visibility in Canadian public libraries
- Learn about techniques for improving your library's visibility on search engines
- Take part in a critical discussion about search engine visibility, share information, and compare notes

Presenter:

Zoe Dickinson is a recent graduate with her MLIS from Dalhousie University. Her MLIS thesis, which forms the basis for this webinar, can be found in Dalhousie's institutional repository at <http://hdl.handle.net/10222/71421>.



DISTRACT ME NOT: USING TECHNOLOGY TO FOCUS ON THE RESEARCH PROCESS

Tuesday, July 12 @ 1 PM ET

One-hour webinar **FREE**

cec credits: 1



Nowadays with our busy life styles and multiple devices, keeping track of your ideas, where your sources are, and references them all correctly all the while trying to string these together into a cohesive paper can hinder the writing process itself. Learn how to use free applications that will keep track of what sources you have found in a simple organized manner that allows for easily working on multiple assignments and devices simultaneously, while creating automatic and accurate references in a multitude of different styles. Never waste time again trying to remember what website you had found the week before, or lose marks for incorrectly citing a resource. This easy to understand webinar will provide you with tools that are effortless to use and will save you hours of valuable time. Discover great resources for both library staff and customers. **This session is part of the "Bright Young Minds" series.**

Key outcomes:

- Become proficient in the latest technology that will make your research process more efficient & more effective
- Learn how you can create mini lessons to teach educators, students and customers how to use these tools in the classroom or in the library
- Save time while creating references, & have the confidence that you are citing your sources correctly
- Learn how to allow your laptop, smartphone, and iPad sync your research automatically so you never have to worry about losing track of a resource again

Presenter:

Kendra Perkins is Coordinator of the Shanghai Librarian Network, Head Librarian & Extended Essay Co-Coordinator at YKPao School in China. She is currently completing her MLIS at the University of Alberta, while keeping up with the latest technology trends and meeting new people.



21ST CENTURY PROBLEMS: TRACKING REPORTED LIBRARY ISSUES

Thursday, July 14 @ 1 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

As library systems move to the cloud and electronic resources outpace print resources, tracking reported issues can be daunting for any sized library. The University of Minnesota Libraries has creatively and strategically re-conceptualized how to use Service Now (an incident management tool (IMT)) to provide patrons AND staff with a single point of entry for reporting problems. While IMTs are common in the IT sector, their level of adoption in libraries is undocumented. The presenters will discuss incident management, tools and triage, as well as the outcome and impact of making the tool successfully work for the Libraries.

Key outcomes:

- Define incident management and the role it can play in libraries of all sizes
- Understand the advantages and disadvantages to implementing an incident management tool in a library environment

Presenters:

Sunshine Carter is the Electronic Resources Librarian at the University of Minnesota Libraries in Minneapolis, MN. She obtained her MLIS from UCLA and currently manages the E-Resource Management Unit at the University Libraries. She is interested in e-resource management workflow, especially in the areas of troubleshooting and licensing. Outside of work she swims with the Minnesota Flyers Masters Swim Team and attempts to corral her three young children.

Betsy Friesen is the Director of Data Management & Access (DMA) at the University of Minnesota Libraries in Minneapolis, MN. She obtained her MLS from University of Minnesota. DMA is responsible for metadata creation and maintenance, and technical support for Alma and Primo. Grandma to three grand-girls and one St. Bernard, all under the age of 2, and enjoys making simulation injuries for medical training (known as moulage).



FINDING AND WRITING GRANTS FOR YOUR LIBRARY

Tuesday, July 19 @ 2 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

This session will help you find funding from public and private foundations for your library. In addition to finding the resources for funding, attendees will learn the steps to working with foundations to match your programming needs to their funding interests. With any successful fundraising project, it's all about relationship building.

Key outcomes:

- Learn key research techniques to find foundation funding
- Learn key steps in relationship-building with foundations
- Learn key components to writing effective proposals
- Learn valuable stewardship techniques for donor satisfaction and maintaining future donor relations

Presenter:

Tracey Church has been a researcher and consultant in the charitable sector for over 20 years. She has her own business, Tracey Church & Associates, Research + Consulting Services where she provides research and strategic direction for charities. Tracey has her MLIS from Western University and is part-time faculty there teaching the Prospect Research in Fundraising course in the MLIS program. She is also the President of APRA-Canada (Association for Professional Researchers in Advancement) and regularly presents nationally and internationally on research, writing, time management, and strategic planning.

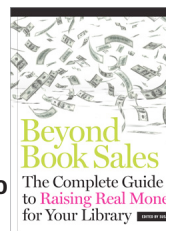
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July



HIDDEN IN PLAIN SIGHT: REDUCING COSTS THROUGH IMPROVING CUSTOMER SERVICE

Monday, July 25 @ 11 AM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

Discover Lean process improvement and how it can be applied to your library environment. Key strategies from Mr. Huber's book, *Lean Library Management* will be reviewed including the concept that improved service leads to lower costs. Case studies and benefits from actual Lean library projects will be reviewed and key lessons highlighted.

Key outcomes:

- Understand that if you look at your library as a series of service delivery cycles (as opposed to a department organization chart) your cost reduction efforts will focus on processes, and service, not cost and staff reduction
- Understand the relationship between costs, service and a lean service delivery process design
- Learn how to define and evaluate your libraries service delivery cycles

Presenter:

John Huber formed the management-consulting firm of J. Huber and Associates in 1986. Mr. Huber has served as an operations and service transformation consultant for over 100 manufacturing, distribution and retail organizations. For the library world, Mr. Huber has assisted nearly 50 libraries dramatically improve their service and cost performance through new and innovative ideas such as the holds-label solution, the no-totes delivery solution and Huber's Community Hierarchy of Needs Pyramid. Mr. Huber has a bachelor's degree in industrial engineering and management from Oklahoma State University and holds three U.S. patents. Learn more about Mr. Huber here: <http://www.jhaconsults.com>.



DEVELOP YOUR COLLECTION WITH YBP'S AND GOBI

Tuesday, July 26 @ 1 PM ET

One-hour webinar **FREE**

cec credits: 1

Whether your library staff is looking to search bibliographic records, monitor the status of orders or create activity and expenditure reports, YBP has the solution. Solve workflow problems and develop your library's collection with YBP Library Services' Global Online Bibliographic Information (GOBI). GOBI, relied upon worldwide by academic, research and special libraries, provides access to more than 12 million titles, including 1 million digital titles from leading aggregators and publishers. In this webinar, attendees will see a brief overview of the key benefits of GOBI, including: flexibility to view all formats available in one bibliographic record; consolidation of digital and print titles with assurance of duplication control; full text reviews and refined selection lists; access to out-of-print titles from independent vendors through YBP Marketplace; multi-vendor Demand-Driven Acquisition (DDA) title management; notifications and new book alerts.

Key outcomes:

- Become familiar with the GOBI interface
- Understand the collection development and workflow benefits of using YBP's GOBI
- Discover the new products and services accessible through GOBI

Presenter:

Christine F. Smith is the Collection Development Manager for Eastern Canada at YBP Library Services. A graduate of the McGill University School of Information Studies, Smith is an active participant in the field. She holds nearly 10 years of library experience in academic, school, public and special libraries and has participated in committees, working groups and boards of directors of provincial, national and international library associations.

August

Monday	Tuesday	Wednesday	Thursday	Friday
1	2	3	4	5
Civic Holiday				
8	9 The Writing Project: Empowering Student Voice 2 PM ET	10	11	12
15	16 Business of You: Building a Strong Personal Brand 1 PM ET	17	18	19
				Marketing Think Tank
22	23 Sizzle and Stun: Slides That Really Work! 12 PM ET	24	25 Turning Fans Into Heroes: Advocacy for Youth 1 PM ET	26
29	30 Social Media Best Practices 2 PM ET	31	1 Legal Resources for Librarians 12 PM ET	

Colour Legend



Collections
& Resources



External Events



Management
& Admin



Marketing



Programs
& Services



Research
& Assessment



Staffing, Training
& Mentoring



Teaching
& Learning



Technology

August

OLA EVENTS



Marketing Libraries Think Tank 2016
Friday, August 19, 2016

Hosted at **Kitchener Public Library**

The Marketing Libraries Think Tank was created for library marketing professionals by library marketing professionals. Whether you are a trained marketer or a library staff member responsible for promotions, this event will provide attendees with a forum to share best practices, solve common challenges, and enhance knowledge and expertise.

The Think Tank consists of a mix of sessions and discussions that are based on current trends and issues within our industry. Marketing professionals, presentations from individual libraries, panel discussions and topic-specific roundtables have all formed part of past events.

www.accessola.com/events



THE WRITING PROJECT: EMPOWERING STUDENT VOICE

Tuesday, August 9 @ 2 PM ET

One-hour webinar **FREE**

cec credits: 1

This webinar will introduce The Writing Project — an app that intuitively guides users through the writing process. Empower student voice through technology in the library!

Key outcomes:

- Learn about an exciting new writing tool for students
- Participate in a dialogue regarding the role of new technology in libraries and education
- Free license to each participant

Presenter:

James Matechuk is currently the Director of Academic Partnerships for The Writing Project, and has worked as an educator and director of various schools. His first dog's name was Dude, second dog's name was Buddy. What will the third be?

August



BUSINESS OF YOU: BUILDING A STRONG PERSONAL BRAND

Tuesday, August 16 @ 1 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

With the mass use of social media, we are constantly inundated with stories from our friends, photos from celebrities and more. In this networked world, it is difficult to stand out. To make a strong impression on employers, colleagues or anyone else, you need to put your best foot forward with a careful but authentic personal brand. Learn how social media can help you build that brand and aide in the career building process.

Key outcomes:

- Why it's important to maintain online profiles
- network through social media
- How to start your personal branding online
- Best practices for managing your online profiles

Presenter:

Bailey Parnell is an award-winning digital marketing professional with a passion and talent for helping people and brands tell their stories better. Her work and expertise have been featured on CBC, CTV & in other local Toronto media. Bailey recently founded SkillsCamp, a school for the soft skills. She also currently works in digital marketing at Ryerson University, Canada's leader in innovative, career-focused education and at Splash Effect, a Toronto-based digital marketing agency specializing in education. She enjoys public speaking on such topics as social media, personal branding, media and mental health, and storytelling and is the youngest speaker as multiple academic conferences. She is an honours graduate of the the RTA School of Media and has previously worked in social media marketing at CBC and Bell Media, assisting instructors in Seneca College's Social Media: Graduate Certificate Program and as a local news reporter on Rogers TV.



SIZZLE AND STUN: SLIDES THAT REALLY WORK!

Tuesday, August 23 @ 12 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

Ever wanted to bring a sizzle to your presentation like nothing else?

This session takes a look at free, simple and smart presentation tools that help you create winning presentations in front of a live audience or on your website and put Powerpoint back where it belongs , a duller decade. You'll learn how to create animated, interactive, dynamic media-rich stories, timelines and infographics, and about killer features like collaboration, sharing, polls and analytics. Stun your audience with presentations that sizzle. And sputter and spatter too!

Key outcomes:

- Explore a range of free, easy-to-use yet powerful presentation tools
- Learn to create more engaging, interactive content
- Give presentations greater reach with live audiences and visitors to your website

Presenter:

Kirsten Ng is an educational technologist and digital services librarian at St Albert Public Library, one of the busiest mid-sized libraries in Canada in downtown St. Albert — a dynamic, beautiful and growing city of over 63,000 people, named the Best Place to Live in Canada by MoneySense, 2014 and the Healthiest Community in Canada (Reader's Digest, 2013). Kirsten loves teaching and tinkering with technologies, and dreaming up library services focused on learning, leisure and community life.

August



TURNING FANS INTO HEROES: ADVOCACY FOR YOUTH

Thursday, August 25 @ 1 PM ET

One-hour webinar **FREE**

cec credits: 1

For over a decade, the Harry Potter Alliance (HPA) has used pop culture to engage youth in leadership and activism. Learn how you can utilize the HPA's methodology to build connections between youth and your library, create innovative and inspiring youth programming, and harness the power of stories to change the world.

Key outcomes:

- Engaging youth in leadership and advocacy
- Building connections between youth and your library
- Creative youth programming

Presenters:

Janae Phillips is the Chapters Director for the Harry Potter Alliance. She has an Master of Science degree in Educational Technology from the University of Arizona, where she focused on engagement design. In her spare time she thinks a lot about dinosaurs and how cool space is.

Katie Bowers is the Campaigns Director for the Harry Potter Alliance. Katie holds an Master of Social Work degree in Community Organizing, Planning and Development from Hunter College, which she puts to use at the HPA by organizing campaigns that turn fans into heroes. Katie loves talking with librarians about the fun ways that we can use the power of story, digital literacy, and fandom to help young people develop their skills as leaders and innovators.



BEST SOCIAL MEDIA PRACTICES

Tuesday, August 30 @ 2 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

When you mix social media, libraries, and customers together, there are some interesting implications. David demonstrates how a range of social media tools and techniques can be used to start and sustain conversations and humanize the organization in the eyes of those it seeks to serve.

Key outcomes:

- Best practices for using social media as an organization
- A team-based approach to organizational social media
- Practical advice on posting

Presenter:

David Lee King is the Digital Services Director at Topeka & Shawnee County Public Library, where he plans, implements, and experiments with emerging technology trends. He speaks internationally about emerging trends, website management, digital experience, and social media, and has been published in many library-related journals. David is a Library Journal Mover and Shaker. His newest book is *Face2Face: Using Facebook, Twitter, and Other Social Media Tools to Create Great Customer Connections*. David blogs at <http://www.davidleeking.com>.

August



LEGAL RESOURCES FOR LIBRARIANS

Thursday, September 1 @ 12 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

cec credits: 1

Having access to the law gives members of our society the tools needed to make informed decisions. Unfortunately, access to legal services has become increasingly unaffordable and inaccessible in Canada. Libraries can play an important role in improving access to justice.

A 2010 survey conducted by Courthouse Libraries BC estimated that public libraries in British Columbia receive about 35,000 legal reference questions from the public every year. Libraries are a natural place to connect with members of the public who have legal information needs. In this webinar, you'll learn about searching case law, legislation, and legal resources, including CanLII and the National Self-Represented Litigants Project.

Key outcomes:

- Discover basic legal resources, including CanLII and the National Self-Represented Litigants Project
- Learn about the organizations in Canada that provide the public with free legal advice
- Gain greater confidence, knowledge, and legal literacy to assist library patrons seeking legal information or assistance

Presenter:

Alan Kilpatrick is a reference librarian with the Law Society of Saskatchewan Library in Regina. He has a Master's degree in Library and Information Science from Western University and a Bachelor of Arts degree from Vancouver Island University. Alan is the Social Media Coordinator for the Canadian Association of Law Libraries and a contributor to the Law Society of Saskatchewan Library blog, *Legal Sourcery*. You can find him on Twitter at @Alan_Kilpat.



Attention Students: The Education Institute wants to hear your ideas!

Do you have an interesting topic that you'd like to share with library professionals across Canada? Looking for a way to boost up your CV? Would you like to gain experience speaking to virtual groups? The Education Institute is seeking speakers to conduct webinars that would be of interest to Canadian information professionals.

We value student research and want your voice to be heard. As the next generation of library professionals, this is a wonderful opportunity to share your research with people in the field and foster connections between academic schools and professionals.

Interested students are encouraged to submit their proposal using the web form: <http://bit.ly/1k57ctj>

Student speakers will be a part of our "**Bright Young Minds**" webinar series. Each speaker will receive an honourarium. Webinars included in this series are free for all association members to join.

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Do you know how much time you spend on learning and development activities, and how much you are learning? Does your employer?

Our profession and industry is changing, and as a result our work environment is one that requires continuous learning. The articles you read and write, conferences and webinars you attend and the formal training you take all add value to your professional development.



As a member of the Partnership, Canada's network of provincial Library Associations, the Ontario Library Association is pleased to offer our members the Continuing Education Certificate (CEC) to enhance your professional development. The CEC is a national program that gives you the tools to plan, document and reveal your professional development activities, and to connect with volunteer mentors to guide your learning process.

At the end of the three year program, you receive a certificate documenting your learning activity. The registration fee is \$40.00 for the entire program, and your participation supports the activities of your Provincial Association.

**Find out more at <http://cec.laa.ca>
or check out the CEC-Partnership LinkedIn Group
<http://linkd.in/ZoUOIR>.**

Register and start tracking your learning today!