



EDUCATION INSTITUTE

**ei** atlantic provinces library association **ei** british columbia library association **ei** library association of alberta **ei**  
manitoba library association **ei** newfoundland library association **ei** northwest territories library association **ei**  
nova scotia library association **ei** nunavut library association **ei** ontario library association **ei**  
québec library association **ei** saskatchewan library association **ei** yukon library association **ei**

# SUMMER 2013

# COURSE CALENDAR

the  
**PARTNERSHIP**  
LAA APLA BCLA MLA NSLA NWTLA OLA SLA

**The Education Institute was created by the Ontario Library Association in 2003. It is now run for The Partnership, a group working together to provide value-added services to all members of Canada's provincial and territorial library associations. The Education Institute's programs are developed from coast-to-coast and are all virtual to save you time and money.**

## **WEBINARS**

EI offers one-site registrations for one-hour webinars for the usual fee of \$45 for members and \$55 for non-members. We encourage participants to use these webinars as collective professional development opportunities. Register, project the web session in your meeting room and have a group learning experience with your team. There is no limit to the number of people who can see the session at one time, although if you would like to show one of our recorded sessions repeatedly over a year or if you would like to incorporate the url into your website or training program, please inquire about our institutional rates.

After you register, usually the day before the presentation, a web address and further instructions will be sent to you. You can log in as a guest, no special software or password required.

In most cases, if you are unable to attend a live session—except where the presenter has not granted permission—you still have access to the recorded version for up to one full year. Within a day of the presentation, the url for the recorded session will be sent to you and you can view it at your leisure for up to one full year.

All Education Institute webinars are conducted using the Adobe Connect platform. No special equipment is needed other than the internet and computer speakers although occasionally add-ins need to be installed or your browser updated. To check your connectivity go to this link: <http://bit.ly/Adobetest>

## **ONLINE COURSES**

EI offers 4 to 6 week online courses for various fees. These courses are usually based on instruction and exercises received once-a-week, using the Ontario Library Association's 'Community' portal, which allows participants to interact using specific discussion boards. Each week, you receive posted instructions for the lesson that week, plus practice exercises to reinforce learning. Often courses include a webinar or teleconference call with the instructor and fellow participants to provide an opportunity for live questions and feedback.

## **OTHER EVENTS**

The provincial and territorial associations in the Partnership are constantly hosting quality events and conferences across Canada. Members of the various associations can register for these events at reduced prices and find links for more information on the Education Institute's calendar page.

### **SESSION PRICING**

#### **WEB CONFERENCE**

members: \$45  
non-members: \$55

#### **COURSES**

prices listed on individual course descriptions

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# MAY

## FACEBOOK BOOTCAMP

You're invited to join the Facebook Boot Camp and find out how your library can get the most out of the most popular social network in the world. We'll go beyond the ordinary and share our experience using Facebook in a medium-sized public library. If you're skeptical about the value of Facebook, or want to take Facebooking to the next level, this session is for you. Learn why Libraries should offer Facebook training, and how we do it with Facebook Coach and the Facebook Road Show. You will leave Facebook Boot Camp filled with ideas and enthusiasm.

### The Key Benefits For Participants

- Why libraries need to be on Facebook
- How Thunder Bay Public Library uses Facebook
- Facebook Advertising (why and how)
- Facebook user training (why and how)
- Libraries and Facebook
- Facebook Advertising
- Facebook user training

**Instructors: Joanna Aegard and Jesse Roberts**

Joanna Aegard leads Thunder Bay Public Library's presence on the Web in her role as Head of Virtual Services. Joanna is currently serving as OPLA President. She enjoys sharing her Library, professional and personal Social Web experiences, and learning from others.

Jesse Roberts is the Head of Reference Services and coordinates reference needs, materials, and programs both in and outside of the Thunder Bay Public Library. She is in her second year as the NWO Councillor of OPLA and maintains a strong relationship between the Library and local business organizations in Thunder Bay. Jesse takes part in the Facebook Coach program to offer 1:1 assistance to patrons using Facebook, as well as working with Joanna and the Thunder Bay Chamber of Commerce to provide more in-depth training to the community.

**Wednesday, May 1, 2013**  
**1:00 pm ET/10:00 am PT**

<http://bit.ly/Zgd28z>

## GETTING KIDS READY FOR SCHOOL: A FUN, WORKSHOP-BASED APPROACH

Tired of wondering whether your early literacy trainings encourage the transfer of learning from workshop to home or child care? Whether you are a new or seasoned trainer, this webinar will help you. It will teach you strategies and techniques for making the most of your workshops for parents and caregivers — and to do so in a way that communicates passion and power.

### The Key Benefits for Participants

Participants will learn strategies that can increase adult and children's enthusiasm for learning and sense of discovery. These strategies can be applied to any training or workshop model. Participants will identify techniques and be able to increase the likelihood that parents and caregivers will apply what they learned in a workshop in their home or childcare setting.

**Instructor: Connie Wilson**

Connie Wilson recently retired after 21 years in various librarian and supervisory positions at Carroll County Public Library. She is co-author of an upcoming ALA Editions book, *Every Child Ready for School: Helping Adults Inspire Young Children to Learn*. She brings her social work experience, concern for children and certification as a trainer to her early literacy projects. Connie was the lead trainer for a successful Early Literacy Training research study in Carroll County, Maryland.

**Thursday, May 2, 2013**  
**12:00 pm ET/ 9:00am PT**

<http://bit.ly/Z41zw6>

## **COULD YOU BE A BUSINESS ANALYST? OF COURSE! LOOKING FOR EMPLOYMENT OPPORTUNITIES OUTSIDE LIBRARIES.**

Career opportunities for holders of the MLS/MLIS/MLIS degree exist in many settings having nothing to do with a library! Ulla de Stricker outlines “other” employment opportunities (such as business analyst, stakeholder relations manager) in which our skills are applicable and shows how to translate the description of those skills into terms meaningful for potential employers. The session was extremely well received when it was originally offered at the at the 2012 OLA Super Conference.

**Instructor: Ulla de Stricker**

Ulla de Stricker is a knowledge management consultant ([www.destricker.com](http://www.destricker.com)) helping her clients address a wide range of information related projects. Active in the information profession for decades, she devotes a great deal of energy to sharing insights with colleagues and students and frequently presents seminars and webinars on topics related to career management.

**Thursday, May 2, 2013**  
**2:00 pm ET/ 11:00 am PT**

<http://bit.ly/Y2gojl>

## **REDEFINING THE LIBRARY 2.0 INFORMATION PROFESSIONAL – FREE COURSE!**

The way that information is being created, consumed, stored, accessed, and found has changed in very profound ways. What does this mean for our profession? How can we redefine what it means to be an information professional in today’s evolving information landscape? As new technologies emerge, new opportunities for information professionals are emerging too. This presentation explores some of the perceptions of our profession, and what we can do as information professionals to change them. Dr. Hirsh will outline how you can be a catalyst for change and inspire others to rethink the information profession.

**Instructor: Sandra Hirsh**

Sandra Hirsh is Professor and Director of the School of Library and Information Science at San José State University. She has leveraged her knowledge as an information professional to pursue career opportunities with leading global companies. As

an industry user experience researcher, leader, and manager, she contributed to R&D research projects and influenced the user experience of web, mobile, and TV consumer products resulting in 5 U.S. patents. She now heads up the world’s largest accredited graduate program in the field, ensuring that its curriculum continues to be responsive to emerging trends in the field. Dr. Hirsh’s research focuses on information-seeking behavior and understanding the information needs of a broad spectrum of users in the United States and around the world; this work has been published in peer-reviewed journals and has appeared in international conference proceedings. She speaks at and participates actively in several professional associations, including IFLA, American Society for Information Science & Technology (ASIST), and the American Library Association (ALA).

**Friday, May 3, 2013**  
**12:00 pm ET / 9:00 am PT**

## **BEYOND BESTSELLERS: ENHANCING STAFF READERS' ADVISORY SERVICE AT YOUR LIBRARY**

In response to our staff needs, Markham Public Library began developing Readers' Advisory training modules, as well as enjoyable and informative staff activities which not only help staff provide better Readers' Advisory service. Readers' Advisory is a core service that libraries provide to our customers which builds better customer and staff relations, encourages increased staff 'book knowledge', and impacts the community's perception of the library as a place to go for all of their reading and learning needs. In this presentation, we will outline how we approached staff Readers' Advisory training, including delivery of introductory training, Electronic Readers' Advisory Tool Training, the revitalization of Tea & Books, our internal staff Book Club, and Guess the Book Contest, and have worked towards engaging both our staff and the community in a culture of reading.

**Instructors: Jodi Marr and Leah Rucchetto**

Jodi Marr is currently a Branch Librarian at

the Markham Public Library and comes to librarianship after an extensive career in retail store management. She also has an atypical educational background for a librarian with a BFA in Sculpture/Installation from the OCADU. Jodi's past experience combines to produce a creative and proactive approach to library service which emphasizes strong customer service and a focus on staff training.

Leah Rucchetto is currently a Branch Librarian at the Markham Public Library. She believes that all library staff can be champions for reading and Readers' Advisory, and is passionate about helping others to learn new things. She brings her Public Relations background and customer focus to libraries. Leah recently learned to surf.

**Tuesday May 7, 2013**  
**3:00 pm ET / 12:00 pm PT**

<http://bit.ly/YIR7qr>

## **FAIR IS FAIR: DEVELOPING ASSERTIVE COMMUNICATION SKILLS**

Assertive communication is an important skill for anyone dealing with the public. It ensures open and clear communications that helps get to positive outcomes with co-workers and patrons alike. Attendees will learn what assertive communications is and is not, barriers to assertive communication and how to recognize and respond to different personality types effectively.

**Instructor: Peter Atkinson**

Born in a small log cabin I built with my own two

hands... Originally from Ottawa. Still new-ish to libraries, having spent most of the previous 30 years working in the corporate world, designing and implementing customer experience and loyalty programs, both online and off, in almost 30 countries. Very relieved to be happily married to someone smarter than myself.

**Tuesday, May 7, 2013**  
**2:00 pm ET / 11:00 am PT**

<http://bit.ly/163lu0U>

## VOICES IN YOUR LIBRARY

Chimamanda Ngozi Adichie once said, "The single story creates stereotypes, and the problem with stereotypes is not that they are untrue, but that they are incomplete. They make one story become the only story." Children need to hear many different stories about people, to avoid misunderstanding. This session will examine picture books, fiction and non-fiction that represents voices from various backgrounds and situations that are not often heard.

**Instructor: Maria Martella**

Maria Martella has been a bookseller for over 25 years. She is the owner of Tinklids, a Toronto wholesaler of children's books for schools and

public libraries across Canada. Maria provides selection help to librarians as well as elementary and high school teachers, on a daily basis. She has been a frequent speaker at conferences such as OLA Super Conference, Ontario Library North conference, First Nations conference, and many school board professional development days. Maria is also a juror for the TD Canadian Children's Literature Award, which is the largest cash prize for a children's literature award in Canada.

**Wednesday May 8, 2013**

**12:00 pm ET / 9:00 am PT**

<http://bit.ly/YuFBQd>

## GRIT LIT: YA FICTION THAT PUSHES THE BOUNDARIES

What are the best novels for teens who want to read books that deal with dark issues? What makes these books worth having in your library? Maria will present the best titles that push the boundaries: edgy, daring and thought-provoking! Suitable for grade 7+

**Instructor: Maria Martella**

Maria Martella has been a bookseller for over 25 years. She is the owner of Tinklids, a Toronto wholesaler of children's books for schools and public libraries across Canada. Maria provides selection help to librarians as well as elementary

and high school teachers, on a daily basis. She has been a frequent speaker at conferences such as OLA Super Conference, Ontario Library North conference, First Nations conference, and many school board professional development days. Maria is also a juror for the TD Canadian Children's Literature Award, which is the largest cash prize for a children's literature award in Canada.

**Thursday, May 9, 2013**

**12:00 pm ET / 9:00 am PT**

<http://bit.ly/14aBYGj>

## AN INTRODUCTION TO THE COMPLEXITIES AND COMPLICATIONS OF PLAGIARISM

### Who Should Participate?

- Information Professionals working in Colleges or Universities
- Information Professionals working in elementary or secondary schools

### The Key Benefits For Participants

Plagiarism, often seen as synonymous with cheating, is harder to define than it appears. This presentation will explore some of the issues that confront faculty and library personnel as they attempt to help students become conversant with unfamiliar discourses and learn to incorporate sources into their writing.

### Key Topics to be Explored

- Defining plagiarism: Patchwriting, insufficient citation, and fraud
- Recognizing the nuances of the various things we call "plagiarism" The (alleged) importance of documentation
- Conceptions of authorship Understanding students' motives and areas of confusion

**Instructor: Lise Buranen**

**Thursday, May 9, 2013**

**2:00 pm ET / 11:00 am PT**

<http://bit.ly/WHk6yr>

## REPS PICK ON BEST GENRE READS FOR SUMMER — **FREE COURSE!**

Discover some great summer reads in this presentation by representatives from HarperCollins Canada and Random House of Canada. We'll be presenting our picks of the best new genre books that will keep patrons coming back for more this summer.

**Instructors: Lahring Tribe and Rosalyn Steele**

Rosalyn Steele- Director, Library & Academic Sales, HarperCollins Canada. Rosalyn Steele has been working in publishing for fifteen years, starting off at H.B. Fenn and Company and currently working at HarperCollins Canada where she is the Director, Library & Academic Sales. A passionate reader, Rosalyn loves discovering new authors and talking about them to whoever will listen! She

also bakes a mean cookie (or so she's told) and is a slow (but enthusiastic) new runner. Lahring Tribe- School, Library and Academic Manager at Random House of Canada. Lahring Tribe is a book industry lifer, having worked in bookstores and for a book wholesaler before spending the last 24 years as the School, Library and Academic Manager at Random House of Canada. Frequently heard to moan "so many books, so little time", she enjoys reading anything for kids, adult fiction that makes her laugh, mysteries and history, and delights in sharing her finds with other readers.

**Tuesday, May 14, 2013**

**2:00 pm ET / 11:00 am PT**

<http://bit.ly/16M3SrO>

## TOGETHER FOR THE FUTURE

The focus of this session is to consider long-held practices in school libraries through the new filters of collaborative learning and the opportunities that technology offers to transform teaching and learning in a school wide Learning Commons. The riches of the OSLA *Together for Learning* document and website lay the foundations for this change.

### Who Should Participate

- teacher- librarians
- school library staff
- administrators
- classroom teachers

### The Key Benefits for Participants

- Gain an overview of how transitioning to a Learning Commons will improve teaching and learning
- Discover connections between T4L and educational vision and pedagogy

- Explore rich content and practical strategies for advancing school library into excellence. Learn how to navigate the T4L site and how to contribute to this knowledge community

### Key Topics to be Explored

- Overview of a School Library Learning Commons philosophy
- Learning to Learn in information and technology rich environments
- Implementation of *Together for Learning* to advance teaching and learning. Tracking and assessing progress in the Learning Commons

**Presenters: Anita Brooks Kirkland and Carol Koechlin**

**Wednesday, May 15, 2013**

**3:00 pm ET / 12:00 pm PT**

<http://bit.ly/WOVwN8>

## I'VE GOT MY MLIS, NOW WHAT?

After 5+ years of post-secondary study most graduates are happy to wave goodbye to their student days. But what if you're still hankering for more opportunities to learn outside of the work environment? The speakers will go beyond the obvious choices and explore degree, college, workshop and international opportunities for further education in library science and related fields. Designed not as a definitive session, but as an eye opener!

**Instructors: Jennifer La Chapelle and Laura Wark**

Jennifer: I recently completed the Southern Ontario Library Service APLL certificate program. I completed my M.L.S. at the University of Western Ontario in 1986 and also hold the following degrees/certificates; B.A. Religious Studies – University of Waterloo 2005, Municipal

Administration (AMCT) – St. Lawrence College 1991, M.A. Political Science – University of Guelph 1983, B.A. Hon. (English Literature/History) – University of Guelph 1981. I am a life-long learner!

Laura is currently the Manager of Public Services for Essa Public Library. Prior to that, she held the position of Library Assistant and Deputy CEO at the Clearview Public Library, where she worked for 12 years. In 2009 she undertook part-time Library Science studies at Syracuse University, New York. She will hold her MSLIS in May, 2013, at which time a glass of champagne will be in order

**Thursday, May 16, 2013**  
**2:00 pm ET/ 11:00 am PT**

<http://bit.ly/ZG5OeB>

## HIGHER EDUCATION LIBRARY STRATEGIES

In tumultuous times in libraries strategic planning becomes even more critical. Indeed, we're in a period where transformational priority setting requires that we focus on the issues, technologies, and organizational development foci that will really matter far beyond the 5 year horizon of most planning exercises. The basic clear threats to the primary business models of academic and college libraries requires librarians to be even more diligent in setting and managing priorities. Stephen Abram will highlight the top seven strategic priority options for libraries serving research and higher education that rise above the incremental management planning issues but strike the heart of long term 21st Century library success. Stephen will present, from his perspective and experience, the top seven strategic issues for higher-ed libraries and the environmental context as well as the focus for each on strategic financial planning and staff development.

**Instructor: Stephen Abram**

Stephen Abram, MLS, is a strategy and direction planning consultant for libraries and the information industry as managing principal at Lighthouse Partners, an associate of Dysart & Jones. He is a renowned library trend watcher and innovator and author of Stephen's

Lighthouse blog, one of the most popular blogs in librarianship. He has been president of the Ontario Library Association, the Canadian Library Association and the Special Libraries Association. He received the 2011 CLA Outstanding Service to Librarianship Award in June 2011. He has held international executive leadership positions at Cengage Learning (Gale), SirsiDynix, Thomson, ProQuest Micromedia, and IHS. He has lead several libraries and served on the advisory boards of six LIS schools. He was listed by Library Journal as one of the top 50 people influencing the future of libraries as one of the first LJ "Movers and Shakers." He has been awarded the SLA's John Cotton Dana Award as well as being a Fellow of the SLA. He was Canadian Special Librarian of the Year and Alumni of the Year for the Faculty of Information iSchool at the University of Toronto where he received the 2010 Outstanding Teaching Award. He speaks internationally on innovation, technology, marketing and strategic success in libraries and is the author of hundreds of articles and ALA Editions' bestselling Out Front with Stephen Abram.

**Friday, May 17, 2013**  
**12:00 pm ET / 9:00 am PT**

<http://bit.ly/YIRD7Z>



## **FREEDOM OF INFORMATION LEGISLATION 101: AN INTRODUCTION FOR LIBRARIANS**

On July 7th 2013, Canadians will have had the legal right to access records held by their federal government for thirty-years. Access to information is a central value of modern librarianship and this presentation provides a creative and positive introduction to freedom of information legislation. This presentation examines popular misconceptions about FOI laws (e.g., journalists are the biggest users of it), challenges cynical outlooks (e.g., "it never works"), and highlights awe-inspiring developments. Throughout the talk, connections will be made between the knowledge and practices developed by librarians and this important form of access to information.

**Instructor: Mark Weiler**

Mark Weiler received his PhD from the Faculty of Education at Simon Fraser University where he used freedom of information laws for his research. He is currently a Master of Library Science Candidate at Western University.

**Tuesday, May 21, 2013**  
**2:00 pm ET/ 11:00 am PT**

<http://bit.ly/YcYgWO>

## **EVERYTHING YOU WANTED TO KNOW ABOUT MANGA AND ANIME BUT WERE AFRAID TO ASK**

Baffled by the Asian graphic novels that are so popular these days? This session will provide a basic introduction to manga (Japanese graphic novels) and anime (Japanese animation) as well as the other Asian graphic novels. Collection development, reader's advisory, cataloging issues, and tips for displays and use in programming will all be covered. By the end of the session, you won't panic if some says "I loved Naruto! What can you recommend that's like that?"

### **Who Should Participate**

- Public Library Staff
- Youth Services Staff
- Reader's Advisory Staff

### **Key Benefits for Participants**

- A better understanding of a popular format

### **Key Topics to be Explored**

- Understanding of the Format Challenges
- Concerns for a Library Setting Key Resources

**Instructor: Elizabeth Kalen**

Elizabeth Kalen is a Children and Youth Services Librarian in Mendocino County, California. She is a longtime fan of manga and anime and has lived in Japan. The author of the book *Mostly Manga: a Genre Guide to Popular Manga, Manhwa, Manhua, and Anime*, Elizabeth is committed to demystifying the format for her fellow librarians.

**Wednesday, May 22, 2013**  
**1:00 pm ET / 10:00 am PT**

[http://www.accessola.org/PARTNERSHIP/Education\\_Institute/Events/May\\_22\\_Kalen.aspx](http://www.accessola.org/PARTNERSHIP/Education_Institute/Events/May_22_Kalen.aspx)

## **LIBRARY AS INCUBATOR PROJECT**

At the Library as Incubator Project, we believe the library is a place to connect and create. The Library as Incubator Project website is an interactive platform for engaging with a specific library user group: Artists. Through interviews with artists and librarians, program and collections spotlights, kits, and more, we explore how writers, visual artists and performing artists use libraries to research, create and promote their artistic work, and how libraries and librarians can help. In this webinar we guide you through the website to highlight important resources you can use at your library and discuss the ways you can engage with and benefit from our online community.

**Instructors: Laura Damon-Moore and Erinn Batykefer**

Laura Damon-Moore: Co-founder & Managing Editor. Laura received her master's degree from the UW-Madison School of Library and Information Studies in 2012. In 2008 she received her bachelor's degree in Theatre Arts and Literary Studies from Beloit College in Beloit, Wisconsin. Laura has worked in public and academic libraries in Wisconsin, and is now the Assistant Director for the Eager Free Public Library in Evansville, WI. Laura is a member of the ALA's America's Libraries in the 21st Century Committee and serves on the Educator Advisory Panel for Filament Games. Her library interests include library administration and outreach; joint-use libraries; and the role of libraries in the development and promotion

of the fine and creative arts. Laura's non-library interests include yoga, reading, movies, NPR, and attempting to wade through the many, many blogs in her Google Reader. Check out Laura in the Library, her professional website.

Erinn Batykefer: Co-founder & Managing Editor. Erinn earned her MFA in Writing from the University of Wisconsin-Madison in 2007 and her Master of Library and Information Studies from the University of Wisconsin-Madison in 2012; she is currently the Communications Specialist at the University of Wisconsin-Madison Memorial Library. Her first poetry collection, *Allegheny, Monongahela* (Red Hen Press 2009) won the Benjamin Saltman Poetry Prize and the poem "Pittsburgh as Self-Portrait" was featured on the Pennsylvania Center for the Book's Public Poetry Project broadsides, which were displayed in coffeeshops, libraries, and public transit around the state. Erinn focused on public librarianship during her MLIS and is particularly interested in ebooks and electronic access, social media marketing, and community programming and engagement, particularly makerspaces. You can visit her professional portfolio at [erinnbatykeferlibraryportfolio.wordpress.com](http://erinnbatykeferlibraryportfolio.wordpress.com).

**Wednesday, May 22, 2013**  
**3:00 pm ET/ 12:00 pm PT**

<http://bit.ly/11papIC>

## **PECHA WHAT?**

Lightning strikes and Pecha Kucha talks are both examples of succinct presentations but they can vary different in their execution. This session provides tips how to successfully present a highly visual presentation that will be sure to wow your audience and get your message across effectively in a constrained time frame.

**Instructor: Sarah Forbes**

Sarah Forbes is the Scholarly Communication Librarian and Liaison Librarian for Physical and Environmental Sciences at the University of

Toronto Scarborough (UTSC) Library. She has an avid interest in using technology to engage library users and continually challenges herself to experiment with and evaluate different presentation styles and platforms to communicate information to students, faculty, administrators and library colleagues.

**Tuesday, May 28, 2013**  
**2:00 pm ET/ 11:00 am PT**

<http://bit.ly/YuGAjy>



## THE DIGITAL MEDIA LAB AS A CREATIVE AND COLLABORATIVE SPACE

Innisfil Public Library is sparking ideas to ignite a creative and dynamic community. One component of the library's strategic plan is to design and construct creative, collaborative space. Join us as we discuss our recent introduction of a Digital Media Lab, a space designed to meet the creative needs of our community. Learn how we are encouraging transliteracy through creative design, audio, and video projects. You'll also get a glimpse at what the future holds for the Digital Media Lab in IPL's newly renovated and expanded Branch.

### Who Should Participate

Library professionals interested in developing creative and collaborative spaces for their community.

### Key Benefits for Participants

Participants will discover practical tips on developing, marketing, and operating a Digital Media Lab.

### Key Topics to be Explored

A broad overview of Digital Media Labs and their contribution to transliteracy in a public library environment, IPL's experience developing, marketing, and operating their pilot Digital Media Lab, IPL's plans to expand their Digital Media Lab in a new and improved space.

### Instructors: Aaron DeVries and Debra Mann

Aaron DeVries is the Lakeshore Branch Manager

with IPL, joining the team in 2011 after completing his MLIS from Western. Aaron soon amazed the Innisfil community with his passion for music, community collaboration, and content creation. Aaron recently transformed his office within the branch into a Digital Media Lab, with the goal of enabling members of the community to make, discover and share media projects. Aaron's inner maker is unleashed in mixing albums and building instruments using cigar boxes, electronics, his daughter's toys, or anything else that he can get his hands on.

To refer to Debra Mann as IPL's Reference Librarian would be an extreme understatement. With her MLIS from Dalhousie University, and Certificate in Teaching and Training Adults from Georgian College, Deb has transformed into IPL's resident adult educator. Building technology confidence and facilitating skill building within the areas of video editing, social media, and anything computer related, Deb is a vital source of knowledge and all things awesome to staff and community members. With musical talents ranging from playing the ukulele, banjo, mandolin and piano, to writing songs and performing at IPL's monthly Coffee House, Deb finds joy in that one time she was a seat filler at the Junos...lucky Broken Social Scene.

Wednesday, May 29, 2013

1:00 pm ET / 10:00 am PT

<http://bit.ly/YuGM2e>

## **INSIGHTS FROM THE PERFORMING ARTS FOR INFORMATION PROFESSIONALS WHO TEACH**

Isn't teaching like putting on a show? Is a good teacher someone who can stand at the front of the class and entertain? Upon reflection, it's clear that the relationship between instruction and performance is not as simple as it may at first appear. Engaging, significant library instruction involves more than the provision of entertainment value. At the same time, many information professionals feel ambivalent about instructional work and anxious about public speaking, and pressure to be entertaining does not ameliorate these feelings. A more nuanced understanding of the performance aspects of library instruction is helpful for information professionals working to become effective, confident, reflective, self-aware instructors. This session covers several facets of performance, such as improvisation and physicality, and focuses on how these facets give us fresh ways to enjoy and understand instruction.

### **Instructor: Sarah Polkinghorne**

Sarah Polkinghorne is a Public Services Librarian in the Rutherford Humanities and Social Sciences Library at the University of Alberta in Edmonton. Her research interests revolve around the performance of librarianship and librarians' approaches to instructional work. She is a sought-after speaker and has published and presented nationally and internationally. Before becoming a librarian, Sarah completed a graduate degree in Drama and worked in the world of the theatre.

**Thursday, May 30, 2013**  
**2:00 pm ET / 11:00 am PT**

**<http://bit.ly/16NxSU7>**

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# JUNE

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## **STAFF SATISFACTION IS LIBRARY SUCCESS WITH LOUIS CHOQUETTE**

In large institutions with multiple levels of management, inflexible rules and procedures often lead to apathy and pessimism among the staff. If not involved in the work flows and decisions taken in their libraries, how can staff feel committed and passionate about their work? This session offers strategies for empowering staff by giving them greater responsibility and decision-making power in their day-to-day work, resulting in greater overall performance.

**Instructor: Louis Choquette**

Louis Choquette is currently works as a librarian for the Toronto Public Library, providing information services to children, teens, and adults. He has worked as an information specialist for Lord Cultural Resources, the Canadian Music Centre, and CNIB Library. His areas of interest include French services, teamwork in public libraries, staff development and job satisfaction, and redefining librarianship in these frenetic times. He presented three talks at the 2012 OLA SuperConference.

**Tuesday, June 4, 2013**  
**2:00 pm ET / 11:00 am PT**

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## **NEW TRENDS IN MOBILE & SOCIAL TECH & THE IMPACT ON LIBRARIES**

Opportunities, directions, analysis. This talk by Joe Murphy is two parts technology and one part inspiration. This session will explore the impacts as well as the opportunities of the newest technology areas upon libraries and practical approaches to their integration into services. We will cover wearable technology, smart objects, the internet of things, the new state of mobile, new content models, social media directions. Analysis of the implications of these emerging technology directions on library roles and services and real life challenges they present. This talk will filter the overflow of technology news down to the key elements that library staff need to know in 2013. An energizing presentation with some future watching alongside practical considerations will teach how and what to strategically embrace in the context of all these technology changes.

**Instructor: Joe Murphy**

Joe Murphy is a Librarian & Technology Trend Spotter/Analyst. Joe gained 4+ years of experience as a librarian at Yale University before shifting to focus on synthesizing tech changes for libraries. Joe earned a Master's degree in Library & Information Science at the University of Hawaii in 2006, was a Library Journal Mover & Shaker in 2009, is an author and editor with a few books out, and a regular international keynote speaker focusing on the biggest and most current trends in technology. Joe's work has been influential in guiding the directions of technology adoption in libraries. For more details about Joe and his experience, please see his Twitter feed <https://twitter.com/libraryfuture> and his website <http://joemurphylibraryfuture.com>

**Wednesday, June 5, 2013**  
**2:00 pm ET / 11:00 am PT**

## USING THE MOTHER GOOSE ON THE LOOSE METHOD TO CREATE HIGH QUALITY, EARLY LITERACY PROGRAMS

Hear about the structure of Mother Goose on the Loose and how it combines language, books, illustration, music, movement, drama, and creative interaction to create an optimal learning environment. Experience program songs and rhymes created by Canadian music educator, Barbara Cass-Beggs. Connect the program components with best practices for developing school readiness skills. Learn how to incorporate all this into your own early childhood programs with a step-by-step guide to planning and executing your program.

1. At the end of this program, participants will be able to implement the time-saving and successful ways Mother Goose on the Loose® uses repetition, structure and formula to plan and present their own high-quality early literacy programs.
2. At the end of this program, participants will have acquired at least 5 new techniques for engaging infants and toddlers while promoting bonding between the children and their adults.
3. At the end of this program, participants will be able to identify and target specific activities to use for modeling positive reinforcement and passing developmental tips on to parents and caregivers.

**Instructor: Betsy Diamant-Cohen**

Dr. Betsy Diamant-Cohen, creator of Mother Goose on the Loose®, was named a Mover and Shaker by Library Journal in 2004. Prolific author of books for children's librarians, she has had experience working in libraries in the US and abroad for more than 25 years. The different educational approaches enriched her repertoire and cemented her belief that the best way to learn is through play. Betsy received her Master's degree from in Library and Information Science from Rutgers and a Doctorate in Communications Design from the University of Baltimore. She presents training workshops for librarians around the country, offers courses through Simmons College and the Ontario Library Association, and is a passionate supporter of children's librarianship.

**Thursday, June 6, 2013**  
**1:00 pm ET/ 10:00 am PT**

<http://bit.ly/14fgNDd>

## PROJECT MANAGEMENT FOR DIGITIZATION PROJECTS

When planning your digitization project, you need to visualize the project from start to finish. We will discuss project planning and the issues and challenges of implementing and managing a digitization program. The session will include a brief overview of digitization basics and the workflow of creating digital objects, as well as best practices and standards, and digitization policies

for your organization.

**Instructor: Loren Fantin, Director of Digital World**

**Tuesday, June 11, 2013**  
**2:00 pm ET/ 11:00 am PT**

<http://bit.ly/14hD8zU>

## DEVELOPING COMMUNITY-LED PUBLIC LIBRARIES: EVIDENCE FROM THE UK AND CANADA

Libraries are in a state of flux and are rapidly trying to find ways to ensure their continued relevance. John and Ken will discuss the major findings out of the UK and Canada - covered in their new book *Developing Community-Led Public Libraries: Evidence from the UK and Canada*, released in February 2013. The authors argue that the best way to ensure that libraries maintain their relevance is to work with communities: from discovering need, responding to it and evaluating.

**Instructors: Kenneth Williment and John Pateman**

John Pateman has worked in public libraries for 35 years from Library Assistant to Head of Service. He is currently Chief Executive Officer and Chief Librarian with Thunder Bay Public Library. John was part of the research team which produced *Open to All? The Public Library and Social Exclusion*. He was awarded the National Culture Medal for services

to Cuban public libraries. John is the co-author of *Public Libraries and Social Justice and Developing Community-Led Public Libraries*.

Kenneth Williment has recently become the Branch Manager at Sackville Public Library in Halifax. Prior to this, he worked as a Community Development Manager at Halifax Public Libraries, during and post *Working Together*. In this role, he worked closely with branch and service managers to integrate community-led approaches within library staff work. Ken writes on community-led approaches on the Social Justice Librarian blog, published the award winning article "It takes a community to create a library," and recently co-published *Developing Community-Led Public Libraries* with John Pateman.

**Thursday, June 13, 2013**  
**1:00 pm ET / 10:00 am PT**  
<http://bit.ly/14hD8zU>

## THE MENTORING CONNECTION

Institutional mentoring provides opportunities for new staff or staff new to a position to benefit from experienced staff's insight. It fosters a supportive one-to-one relationship, encourages individuals to develop their potential and aids in the transition of new staff members and those new in a position. The mentoring relationship supplements the regular training that the staff member receives. This session offers strategies from both academic

and public library perspectives to launch a successful mentoring program at your organization.

**Instructors: Terri Watman and Barbara McDonald**

**Thursday, June 20, 2013**  
**1:00 pm ET/ 10:00 am PT**

<http://bit.ly/Y2hNa6>

## USING WORDPRESS TO BUILD EPORTFOLIOS, ELEARNING MODULES, CONFERENCE WEBSITES, IN-CLASS INSTRUCTIONAL MATERIALS AND MORE!

Toss out all your proprietary software! Forget PowerPoint slides! Don't bother coding from scratch! Wordpress is a one-stop shop to create websites of all kinds. It's not just for blogs anymore.

**Instructor: Jennifer Peters**

Jennifer is currently the Teaching and Learning Technologies Librarian at Seneca College Libraries. So, what the heck is that? Well, in her role as eLearning liaison for the library, she may build online library learning objects, assist faculty with using library resources in Blackboard or e-reserves,

manage the implementation of new systems or maybe teach students about augmented reality or creating videos. She is also part of a team who offers eLearning training to all Seneca faculty. Currently she's working on improving engagement in her teaching and is investigating new ways to teach boring topics like plagiarism and copyright. For 2013, Jennifer will serve as the past-president for the Ontario College and University Library Association.

**Thursday, June 27, 2013**  
<http://bit.ly/10sRY3h>

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# JULY

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## **WHIRLWIND TOUR OF POSITIVE PSYCHOLOGY — FREE COURSE!**

What is Positive Psychology? It is a relatively new focus in psychology that has been gaining popularity for the last couple of decades in particular. It centers on making life more fulfilling for the average person rather than on mental illness. This free whirlwind tour will touch on some of the icons and theories in the movement, including Martin Seligman, Dan Gilbert, Sonja Lyubomirsky and Mihaly Csikszentmihalyi. The purpose of this session is to get you interested in reading or watching further and is a condensation of a 12-hour, 6 week special interest course that Sandra facilitated in 2012.

### **Who should attend?**

Anyone interested in becoming personally happier or interested in happiness theories

### **Instructor: Sandra Dimock**

Sandra Dimock is a former teacher and teacher librarian with the Toronto School Board. She has also worked as a counselor for adult learners, which peaked her interest in psychological theories and personality tests. She is currently working in a one-year contract as Educational Coordinator at the Education Institute, which is affiliated with the Partnership, Canada's network of provincial and territorial library associations.

**Tuesday, July 16, 2013**  
**2:00 pm ET/ 11:00 am PT**

**<http://bit.ly/WSQXBt>**

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# AUGUST

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## 2014 TECH FORECAST FOR LIBRARIES

RSS, YouTube, Blogs, Wikis, Facebook, Twitter, and eBooks are all so normal now. Not moving into that space has become the sign of a late adopting culture like not having a website was 10 years ago. So, now with those under the belts of leading libraries, what's up next? Let's talk about where the priorities for libraries are heading as social institutions in a social context with social software. And, let's investigate the reasons why 3D printing and scanning are hot, with MOOCs, e-learning, streaming video, and robotics in libraries getting hotter. And that's just the tip of the iceberg! Come and hear an overview of what's in the pipeline and how you might consider it to pilot in your library in order to continue to thrive in the future.

### Instructor: Stephen Abram

Stephen Abram, MLS, is a strategy and direction planning consultant for libraries and the information industry as managing principal at Lighthouse Partners, an associate of Dysart & Jones. He is a renowned library trend watcher and innovator and author of Stephen's Lighthouse blog, one of the most popular blogs in librarianship. He has been president of the Ontario Library

Association, the Canadian Library Association and the Special Libraries Association. He received the 2011 CLA Outstanding Service to Librarianship Award in June 2011. He has held international executive leadership positions at Cengage Learning (Gale), SirsiDynix, Thomson, ProQuest Micromedia, and IHS. He has lead several libraries and served on the advisory boards of six LIS schools. He was listed by Library Journal as one of the top 50 people influencing the future of libraries as one of the first LJ "Movers and Shakers." He has been awarded the SLA's John Cotton Dana Award as well as being a Fellow of the SLA. He was Canadian Special Librarian of the Year and Alumni of the Year for the Faculty of Information iSchool at the University of Toronto where he received the 2010 Outstanding Teaching Award. He speaks internationally on innovation, technology, marketing and strategic success in libraries and is the author of hundreds of articles and ALA Editions' bestselling *Out Front with Stephen Abram*.

Friday, August 9, 2013  
12:00 pm ET / 9:00 am PT

<http://bit.ly/10sTIJS>

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## GOODREADS FOR NEW AUTHORS — FREE COURSE!

Patrick Brown, director of community at Goodreads, will show how authors can use the site to help readers discover their books. The Goodreads Author Program includes features like free giveaways, group chats, author blogs, and more, and this presentation will offer authors a guide to how best to use it to reach readers. The presentation will draw on case studies and data to outline best practices for authors on the world's largest site for readers and book recommendations.

### Instructor: Patrick Brown

Patrick Brown serves as director of community for Goodreads, the largest book recommendation website in the world. Prior to heading up the

Goodreads online community, Brown was an independent bookseller at Book Soup and Vroman's Bookstore. With an intense interest in group interaction online and a love for books, Patrick helps connect people with one another and with their passions. Currently Brown heads the Goodreads Author Program and Customer Care Team. He supports and cultivates one of the largest literary presences online by answering member questions and growing the Goodreads Community through social media, in-person outreach, and more.

Date in August TBA  
2:00 pm ET / 11:00 am PT

<http://bit.ly/11sGgrW>