



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**

WINTER 2012 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.

ONLINE COURSES

Each week, you'll receive an email with the lesson for that week, plus practice exercises that will help you work through the lesson's sources and reinforce your learning. A web-based bulletin board will enable you and other participants to ask questions of the instructor and to provide online feedback about problems incurred. The course will usually include a teleconference call or webinar with you and your fellow participants, hosted by the instructor, to give advice and clarify the learning experience.

AUDIO CONFERENCES

These teleconferences are work efficient and cost effective. Charges are by site, not by person. Any number can participate at a site without extra charge. Staff from a library department, staff of a complete library or staff with specific interests from a group of libraries are joining the teleconferences to work together on the ideas presented. These calls provide a departure point for local planning and discussion of service. For small libraries, these calls bring staff together in a way that is changing how they work together. Librarians in an area can take advantage of the savings by meeting in one location. The values and variations are endless.

WEB CONFERENCES

This is an expanded version of our popular audio conference. All you need is a computer with an Internet browser and a phone. That is it — no special hardware or software. You will be given an address on the Web at which point you will sign in with a password given to you in your registration confirmation. You will be able to see the presenter's desktop and he or she will have live demonstrations as you watch. Like our audio conferences, there is no limit to the number of people who may participate at each location. The limitation will be how many people can comfortably see the computer. If you have a data projector, you can have a much larger audience.

RECORDINGS FROM PAST SESSIONS

If the session in which you are interested is not at a convenient time of day for you, an unedited CD recording or streaming link will be available for purchase. It is yours to use at any time. Please note that not all presenters will give permission for their courses to be used in this manner — please inquire with the Education Institute if you have questions.

OTHER EVENTS

Quality programs and conferences are being given by the provincial and territorial library associations in the Partnership from coast-to-coast-to-coast. You can attend any event being provided and can register as a member of your association.

SESSION PRICING

WEB CONFERENCE

members: \$75
non-members: \$95

AUDIO CONFERENCE

members: \$54
non-members: \$74

COURSES

prices listed on individual course descriptions



LOOK FOR THESE SYMBOLS TO IDENTIFY THE TYPE OF SESSION BEING OFFERED!

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16	17	18	19	20
23	 24	 25	26	27
	Conversations with Leaders: Marketing Plans with Kathy Dempsey	Defining Moments: Define Yourself and Decode the Library Job Satisfaction Puzzle		
30	31			

FEBRUARY

Monday	Tuesday	Wednesday	Thursday	Friday
		1	2	3
		————— Super Conference —————		
6	7	8	9	10
 <p>Did I answer your question? Techniques to Recharge Your Reference Interview (4 weeks)</p>		 <p>Facelifts for special libraries: Practical tips for giving your library a makeover (4 weeks)</p>		
13	14	15	16	17
	 <p>Conversations with Leaders: Shelagh Harris Community Engagement: A Trustee's Perspective</p>	 <p>Beyond Technology: The Good, the Bad and the Ugly of Creating Screencasts</p>	 <p>Building Better Business with the Library</p>	
20	21	22	23	24
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27	28	29		
	 <p>Conversations with Leaders</p>			

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Monday	Tuesday	Wednesday	Thursday	Friday
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5	 6 CLOUD Computing: Understanding the Opportunities	7	 8 Wham! Kapow! Zap! Engaging students with graphic novels and comic books	9
12	 13 Conversations with Leaders: Jim Neal	14	 15 Learning how to teach adults effectively	16
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Monday	Tuesday	Wednesday	Thursday	Friday
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Monday	Tuesday	Wednesday	Thursday	Friday
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 7 Supervisory Skills Course (6 weeks)	8	9	10	11
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STAFFING & TRAINING



DEFINING MOMENTS: DEFINE YOURSELF AND DECODE THE LIBRARY JOB SATISFACTION PUZZLE

If you don't one which is your best foot, how can you put it forward? This interactive webinar begins with an individual discovery activity designed to identify key roles you play in your personal and professional life and how these can be extrapolated into library skills and competencies. The presentation visits several successful professionals who travelled non-traditional career paths and learned to use their competencies to achieve greater job satisfaction, or better jobs!

Key Benefits:

- Fresh perspective on current work frustrations
- New way to think about traditional library jobs
- Preparation for the next big job interview

Topics:

- Achieving greater job satisfaction in the library
- Using personal growth/development as a path to professional skill enhancement
- Matching individual skills to organizational mandates

Instructor: Beth Maddigan

Beth Maddigan has been hiring staff to work in libraries for more than 20 years. Her library career spanned many roles — shelve, programmer, technician, librarian, coordinator, author, instructor, developer, manager — but it was during her 15+ years as the Children's Services Co-ordinator for the dynamic Cambridge Libraries that Beth learned to listen and probe for staff potential in non-traditional areas like creativity and innovation.

Web Conference, Tuesday, January 25, 2012

2:00 pm ET/11:00 am PT



CRASH COURSE IN MARKETING FOR LIBRARIES

By Susan Webreck Alman

Here is everything librarians, especially those in small libraries, need to know about marketing, PR, and advocacy. You'll learn what these things are, and why they make sense for the librarian in a small library. More important, this book will teach you how to perform these important tasks, including how to work with the media, and how to raise money with events. Appendixes include Useful Resources for the Librarian such as ALA and other professional library organizations.

ISBN: 9781591584308 * Regular Price: \$36.00 * Libraries Unlimited/Teacher Ideas Press



DID I ANSWER YOUR QUESTION? TECHNIQUES TO RECHARGE YOUR REFERENCE INTERVIEW

Wouldn't you like library users to tell you what they really want when they ask you for help? Do you ever spend time looking for an answer to the question the user asked and then have to backtrack and start over when you discover what the real question is?

In this course, you'll discover the reality of reference service, including why people just can't ask the "real" question. You will acquire ways to learn, observe, and practice the key elements of a good reference interview so that you can have more satisfying and successful reference encounters. You will undertake a variety of exercises that will help you quickly size up your customer's wants and needs, and you will acquire new techniques that you can apply the very next day.

Who Should Participate?

Anyone who provides assistance to clients or the public in a library or information centre will benefit from this program. Because reference skills require practice, you'll get the most out of this course if you can spend at least some time each week actively applying the techniques you have learned at a reference or information desk.

Topics:

- Why people can't ask the "real" question
- Understanding the role of the patron's initial question; setting the tone with your first response
- Basics of "sense-making" in uncovering the user's information gaps
- Open, closed, neutral, and closing questions – what they are, when to use them
- Guiding users to solutions with advice, recommendations, and negotiations
- Practice, Practice, Practice: scenarios and exercises to try at your reference desk

Method of Instruction

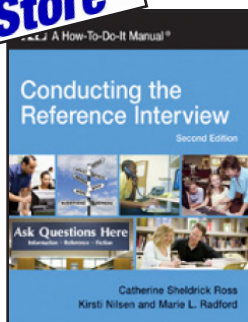
Each week, you'll receive an email with the lesson for that week plus practice exercises that will help you work through the week's material and reinforce your learning. A web-based bulletin board will enable you and other participants to ask questions of the instructor and to provide online feedback.

Instructor: Rita Vine

Rita Vine is a senior reference librarian at the University of Toronto's Gerstein Science Information Centre, and acting Information Literacy librarian for the University Libraries. Since 2002, Rita has developed and delivered both instructor-led and online courses related to the reference interview. Rita's courses distill the research on reference effectiveness into practical, learnable techniques that, when mastered, enhance the reference process and make delivering information service more satisfying and meaningful to both patrons and library staff.

Four-week course, starting Monday, February 6, 2012

\$139 for members / \$180 for non-members



CONDUCTING THE REFERENCE INTERVIEW, SECOND EDITION

By Catherine Sheldrick Ross, Kirsti Nilsen, and Marie L. Radford

Find your bearings in this rapidly evolving hybrid reference environment through proven strategies, advice, exercises and research from three experts in the field. The revised second edition of this practical how-to for all types of librarians will teach you to understand the needs of public, academic and special library users across any virtual setting — email, text messaging, social networking websites — as well as in traditional and face-to-face models of communication.

ISBN: 9781555706555* Regular Price: \$96.00 * Neal-Schuman Publishers

COLLECTIONS

WHAM! KAPOW! ZAP! ENGAGING STUDENTS WITH GRAPHIC NOVELS AND COMIC BOOKS

Comic Life and Bitstrips are a comic book/ graphic novel generator that permits users to incorporate digital images into a comic book format or template. Learn how they

were used as part of a for grade 10 students.

Instructor: Bruce White

Web Conference, Thursday, March 8, 2012

3:30 pm ET/12:30 pm PT



CANADIAN GOVERNMENT INFORMATION — KEY SOURCES AND SEARCH STRATEGIES

Governments around the world have embraced the Web as a major publication tool for government documents, laws, statistics, and citizen-based information. Web-based government information is a great enhancement to a library collection — if you know how to find and use these resources.

Designed for librarians and library staff without an extensive background searching for government information, this course will introduce you to key Canadian government information sources on the Internet. The program is focused primarily on Canadian Federal publications and related information. We'll cover a new topic in each week of this six-week program and provide exercises to help you practice using these resources effectively.

Key Benefits:

Participants will be introduced to a highly relevant set of Web resources. You will gain increased awareness of the range and depth of the government information available on the Web, and improve your ability to make fast and effective use of these resources. If you search for government information, or if you provide assistance to others seeking government information you'll benefit from this high quality online program.

Who should participate?

This program is for you if you search for (or help others search for) online government publications and government information. You should have some previous experience searching the Web and be interested in expanding your knowledge of good Web resources and related tools suitable for this discipline.

Topics:

- Navigating federal legislation online
- Depository publications (the DSP)
- Important statistical sources, such as E-STAT, the Census, and more
- Recommended strategies to help you find government information

Instructor: Jeff Moon

**Six-week course, starting Monday April 2, 2012
\$149 for members / \$194 for non-members**

COLLECTIONS CONT'D



FREE!

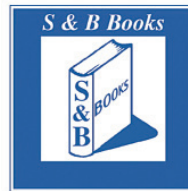
STICKS & STONES WILL BREAK MY BONES... BOOKS ON BULLYING

Bullying has become a growing problem, made worse by the advent of social networking and the internet. Using literature to discuss bullying allows children to experience the problems of fictional characters, and opens discussion about the consequences of bullying and positive ways to change. Picture books and novels ranging from kindergarten to high school that look at different types of bullying from teasing to

cyber bullying will be used.

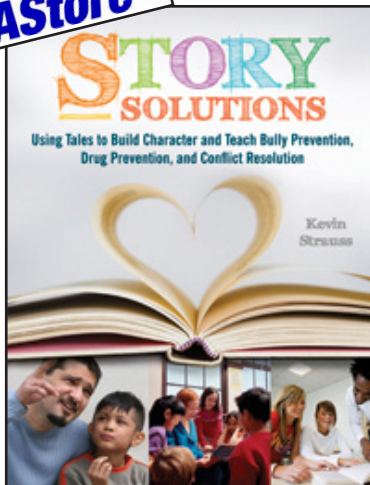
Instructor: Rachel Seigel

**Web Conference, Thursday, April 19, 2012
3:30 pm ET/12:30 pm PT**



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S & B BOOKS**

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STORY SOLUTIONS: USING TALES TO BUILD CHARACTER AND TEACH BULLY PREVENTION, DRUG PREVENTION, AND CONFLICT RESOLUTION

By Kevin Strauss

Grounded in research, this book offers a collection of stories, activities, and teaching techniques to empower children and teens to effectively handle bullying and conflicts, as well as avoid drug use and low self-esteem.

The increase of bullying in school environments is a dangerous trend; it's now the most common form of violence in society. Studies show that as many as 25 percent of American students are targets of frequent bullying. Our children desperately need help to deal with bullies and resolve conflicts — and to steer clear of the established pitfalls of drug use and low self-esteem.

Research clearly shows that our schools are often unhealthy social environments: 80 percent of middle school students report seeing arguments or fights every day at school. Almost three out of four (70 percent) of surveyed girls ages 8-17 report symptoms of low self-esteem. Even worse, most of these girls reported falling into patterns of dysfunctional behavior, such as bullying, disordered eating, or smoking or drinking when feeling badly.

In this book, author Kevin Strauss has carefully laid out background information, traditional stories, and skill-building activities that will enable teachers to help their students master bullying and drug prevention, self-control, and conflict resolution, as well as establish healthy self-esteem and optimism. The "Story/Activity/Discussion" approach of this text makes the serious task of learning and practicing critical life skills fun for both teachers and students. This story-based approach also increases retention of building-block skills, especially for younger students.

ISBN: 9781591587644 * Regular Price: \$48.00 * Libraries Unlimited

ADVOCACY & MARKETING

BUILDING BETTER BUSINESS WITH THE LIBRARY

Windsor Public Library's 2009 LSDF Building Better Business project developed online and print guides for small business, presented a speakers series which promoted local business support services and successful entrepreneurs and engaged young professionals who have embraced the library

as a valuable community asset for economic development and innovation. Staff outreach and internal professional development were included to assure continued programming and partnerships with the business community.

Instructors: Jean Foster and Leisa Pieczonka

Web Conference, Thursday, February 16, 2012

2:00 pm ET/11:00 am PT

MARKETING THROUGH LIBRARY INSTRUCTION: THREE-STEP PROCESS

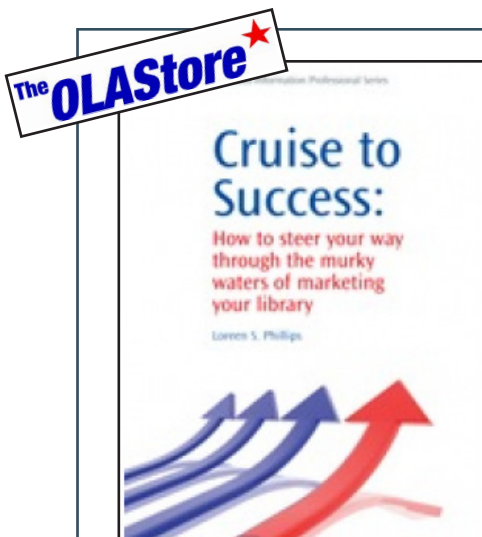
A library instruction class provides a unique opportunity for librarians to market the library's plethora of print and electronic resources, library services, and librarians, themselves, as information experts. The actual class, albeit only 1-2 hours, provides

the librarian an opportunity to market and promote the library. In our presentation we present a three-step process in which we use library instruction as a marketing tool.

Instructors: Mark Aaron Polger and Karen Okamoto

Web Conference, Thursday, February 23, 2012

2:00 pm ET/11:00 am PT



CRUISE TO SUCCESS

By Loren S. Phillips

Cruise to Success is a hands-on guide and handbook to create a library marketing campaign. Examples and step-by-step instructions assist both the novice and expert in presenting a campaign to attract the campus community to the library's resources.

Readership: All staff at academic libraries involved with any aspect of marketing or public relations will find this book useful. Library school students will also find a basis for an introduction to a little taught area of the library world.

ISBN: 9781843344827 * Regular Price: \$42.00 * Chandos Publishing

FACILITIES



FACELIFTS FOR SPECIAL LIBRARIES: PRACTICAL TIPS FOR GIVING YOUR LIBRARY A MAKEOVER, A FOUR-PART SERIES

Tired of looking at the same old four walls? Want to give your small library a lift but don't have much money or time? Library makeovers don't have to be expensive or terribly time-consuming. With a little planning and some creative thinking, you'd be surprised at what you might come up with.

- Participants will learn techniques to assess their existing spaces
- Participants will learn ways to build successful teams for their revitalization projects
- Participants will learn basic project planning skills
- Participants will learn basic techniques for reading and developing floor plans
- Participants will learn about basic tools for revitalizing their digital library spaces with web tools or social media

Part One: Assessment and Planning

- Internal and external assessments
- Build support for your project

Part Two: Basic Project management

techniques

- Build your project team
- Project planning

Part Three: Revitalization ideas for physical spaces

- Simple ways to revitalize your physical spaces
- Interior design
- Floor plans and layouts
- Green tips

Part Four: Revitalization ideas for digital spaces

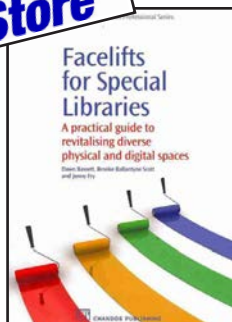
- Simple ways to revitalize your digital spaces
- Renovating your intranet or web presence
- Use of social media to connect with your users
- Other tools

Instructor: Dawn Bassett

Dawn Bassett is the Coordinator of Library Services for the Canadian Grain Commission and the Current Treasurer of the Western Chapter of the SLA. Dawn holds a BA in English Literature from Simon Fraser University and an MLIS from the School of Library, Archival and Information Studies (SLAIS) at the University of British Columbia. Dawn has had the pleasure of working as a corporate librarian in both for profit and not-for-profit special libraries, as an academic reference librarian and as an independent researcher.

Four-week course starting Wednesday, February 8, 2012. 2:00 pm ET/11:00 am PT
\$119 for members / \$159 for non-members

The **OLAS** Store 



FACELIFTS FOR SPECIAL LIBRARIES

By Dawn Bassett, Brooke Ballantyne Scott, and Jenny Fry

This book provides librarians in both corporate and non-profit settings with practical advice on how to revitalize both their physical and digital spaces. Topics covered include: Planning and budgeting for a renovation or revitalization project; Furniture and shelving options; Lighting and color selection; Revitalizing the digital space with an open-source ILS; Inserting the library's web presence into the broader organization. The authors use case studies, surveys, and other evidence-based information to help special libraries move beyond remaining relevant to becoming and staying vital to their organizations.

ISBN: 9781843345916 * Regular Price: \$108 * Chandos Publishing

**BUY
THE
BOOK!**

MANAGEMENT



SUPERVISORY SKILLS COURSE

For first-time supervisors and staff new to the library workplace, supervising and leading can be a daunting task. In addition to working with customers, supervisors need to deal with administration, staff motivation and performance management. Based on the hugely popular Supervisory Skills for Library Staff course in BC's Ministry of Education's Community Library Training Program, this six-week online course is a mix of practical exercises and management theory and will give anyone new to libraries or those needing a refresher a chance to strengthen their skills as a team leader.

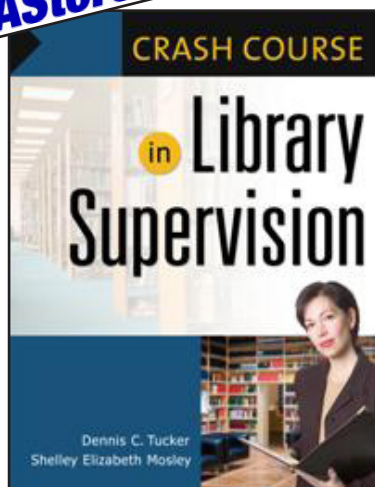
Each week, you'll receive an email with the

lesson for that week, plus practice exercises that will help you work through the week's sources and reinforce your learning. A web-based bulletin board will enable you and other participants to ask questions of the instructor and to provide online feedback about problems incurred. This course is the right one for you if you enjoy interacting online with other participants and the instructors to share knowledge and experiences as participants will be asked to contribute actively to the bulletin board discussion by sharing questions and comments. The course will include a teleconference call with you and your fellow participants, hosted by the instructor, to give advice and clarify the learning experience.

Instructor: Cheryl Stenstrom

**Six-week course, starting Monday, May 7, 2012
\$149 for members / 194 for non-members**

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CRASH COURSE IN LIBRARY SUPERVISION

By Dennis C. Tucker and Shelley Elizabeth Mosley

Taking a management position in a new library or being promoted to a higher position on your library means a new approach to interpersonal relations. How to make this transition can be a challenge. This book provides the information you need to become an effective leader and recognize and circumvent the legal pitfalls that you may find in your path. Writing in reader-friendly language, two seasoned veterans share their experiences and the experiences of others in this introduction to managing people.

Managing a small library requires skills in working with personnel, the library board, patrons, and the key people in the community. Understanding these requirements will help the person with no formal education to be a more effective administrator in this setting. This book is a quick guide to working positively with your library board and other administration officials and recruiting and supervising staff and volunteers so that your library runs like a well-oiled machine.

ISBN: 9781591585640 * Regular Price: \$36.00 * Libraries Unlimited/Teacher Ideas Press

LEADERSHIP & INNOVATION



CONVERSATIONS WITH LEADERS— SPEAKERS TBD

For years Rebecca Jones and Jane Dysart have been working with the cutting edge leaders in the library world and beyond. Join this conversation series as Jane Dysart engages leaders from

all walks of the library and business worlds to shed a light on innovative practices, fascinating career paths and the secrets of leadership.

Audio Conferences

Tuesday, February 28, 2012, 2:00 pm ET/11:00 am PT

Tuesday, March 27, 2012, 2:00 pm ET/11:00 am PT

Tuesday, April 24, 2012, 2:00 pm ET/11:00 am PT

Tuesday, May 22, 2012, 2:00 pm ET/11:00 am PT

CONVERSATIONS WITH LEADERS: MARKETING PLANS WITH KATHY DEMPSEY

Jane Dysart, Dysart & Jones Associates interviews a long-time marketing consultant, author and blogger. Kathy Dempsey shares her tips and techniques for creating effective marketing plans, essential pieces to include, issues and challenges, and more. As she says, "There's nothing I'm more passionate about than helping librarians do true marketing to make sure they stay in business.

About this week's guest...

Kathy Dempsey is a consultant and trainer

through her business, Libraries Are Essential, and is author of The Accidental Library Marketer (Information Today, Inc., 2009). Her work is dedicated to helping librarians and information professionals promote their value and expertise in order to gain respect and funding. Kathy has been the Editor of the Marketing Library Services newsletter for 17 years and was formerly Editor-in-Chief of Computers in Libraries magazine. She also blogs at The 'M' Word. Kathy is a member of the New Jersey Library Association and chair of its Newsletter Editorial Board.

Audio conference, Tuesday, January 24, 2012
2:00 pm ET/11:00 am PT

CONVERSATIONS WITH LEADERS SERIES: SHELAGH HARRIS COMMUNITY ENGAGEMENT: A TRUSTEE'S PERSPECTIVE

Shelagh Harris, Trustee, Richmond Hill Public Library Board (and former chair) and active Ontario Library Board Association member.

We often focus on our own niche, activities and challenges but this interview with an

active trustee and former library board chair, expands our thinking and perspective.

Jane Dysart interviews Shelagh Harris about her experiences, challenges, insights as well as her thoughts on facing the future in continually changing and challenged communities.

Audio conference, Tuesday, February 14, 2012
2:00 pm ET/11:00 am PT



**CONVERSATIONS
WITH LEADERS: JIM
NEAL, RADICAL
COLLABORATION &
ACADEMIC STRATEGIES
FOR THE FUTURE**

With the rapidly changing environment impacting everything libraries do, Jane Dysart interviews a university librarian & ALA treasurer who shares the exciting path the Columbia university libraries have chosen, discusses challenges for academic libraries and librarians in the future, and provides some strategies, insights and tips for facing the evolving information world.

About this week's guest...

Jim Neal is the Vice President for Information Services and University Librarian at Columbia University, providing leadership for university academic computing and a system of twenty-two libraries. His responsibilities include the Columbia Center for New Media Teaching and Learning, the Center for Digital Research

and Scholarship, the Copyright Advisory Office, and the Center for Human Rights Documentation and Research. Previously, he served as the Dean of University Libraries at Indiana University and Johns Hopkins University, and held administrative positions in the libraries at Penn State, Notre Dame, and the City University of New York.

Neal is a member of the OCLC Board of Trustees. He is the elected Treasurer of the American Library Association, also serving on the ALA Council and Executive Board. He has served on the Board and as President of the Association of Research Libraries, on the Board and as Chair of the Research Libraries Group (RLG), on the Board and as Chair of the National Information Standards Organization (NISO), and is on the Board of the Freedom to Read Foundation. He has also participated on numerous international, national, and state professional committees, and is an active member of the International Federation of Library Associations (IFLA).

**Audio conference, Tuesday, March 13, 2012
2:00 pm ET/11:00 am PT**



**CONVERSATIONS
WITH LEADERS:
COLLABORATION,
SOCIAL AND VIRTUAL
STRATEGIES: LESSONS
FROM BUSINESS**

With Cindy Gordon, CEO, Helix Commerce and Author of *Business Goes Virtual: Realizing the Value of Collaboration, Social & Virtual Strategies*.

Jane Dysart interviews a business leader, author and consultant who shares lessons from business that can help libraries with their future strategies. Gordon's recent book examines four virtual business strategies that

are showing unprecedented opportunity. The "any place, any time" strategy focuses on providing high quality service 24/7 by ignoring traditional geographic challenges. The "people know best" strategy harnesses the power of everyday people to create value. The "everyone has a stake" strategy considers the stakeholder view of the organization and guides leaders in tapping this vast store of wisdom. Finally, the "real in the virtual world" strategy offers incredible opportunity for real businesses to sell their wares in the virtual world. Learn more about these strategies, illustrated with great examples, and apply them to your library environment.

**Audio conference, Tuesday, May 1, 2012
2:00 pm ET/11:00 am PT**

PROGRAMS & SERVICES

HELPING HOMESCHOOLERS IN THE LIBRARY

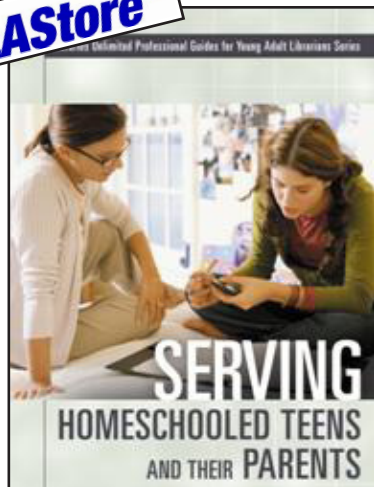
Designed for library staff who would like to work with homeschooling families, but are not sure where to start. We'll cover the basics of who homeschoolers are, how libraries can benefit from connecting with them, and how libraries can offer low-cost,

high-return programs and services to this growing community.

Instructors: Alison McCullough and Adrienne Furness

Web Conference, Thursday, March 29, 2012

2:00 pm ET/11:00 am PT



SERVING HOMESCHOOLED TEENS AND THEIR PARENTS

By Maureen T. Lerch and Janet Welch

Today more than a million students are being educated at home. Because of this growing trend, public librarians are increasingly being called upon to serve the needs of homeschooled students. This book provides guidance in this area, first reviewing the developmental and social needs of teens, then demonstrating how those can be met in the public library setting. It includes a wealth of ideas for adapting every facet of your library service to meet the needs of this growing population, from developing a homeschool collection and expanding services and special programs to promoting these offerings. Extensive resource lists conclude the volume.

ISBN: 9780313320521 * Regular Price: \$50.40 * Libraries Unlimited/Teacher Ideas Press

RUNNING A SUCCESSFUL AUTHOR SERIES

Learn how the Grimsby Author series has grown for a fundraising project for the new library to a sold out must attend event. The program coordinator will share tips and

tricks on how to transform your author event from a frustration to fabulous.

Instructors: Lita Barrie and Ken Boichuk

Web Conference, Tuesday, April 3, 2012

2:00 pm ET/11:00 am PT



BEST PRACTICES FOR AFTER-SCHOOL READING AND HOMEWORK HELP

Hamilton Public Library has been offering after-school Reading and Homework Clubs for children in grades one to six for a number of years, using a range of

approaches and funding models. This session will share what works, what doesn't work, and what new ideas we have up our sleeves to help you create great, sustainable homework help and curriculum support for school-aged children and volunteering opportunities for teens!

Instructor: Kathleen Shannon
Web conference, Thursday, April 12, 2012
2:00 pm ET/11:00 am PT

TEACHING

LEARNING HOW TO TEACH ADULTS EFFECTIVELY

Do you work with Adult learners? Do you know what motivates them? Did you know about Malcolm Knowles Adult Learning Principles? Do you need help in organizing your thoughts and getting your materials

to your learners? This session will cover the Adult Learning Principles, Learning Styles and an overview of lesson planning.

Instructor: Pat Tymchatyn

Web Conference, Thursday, March 15, 2012
2:00 pm ET/11:00 am PT



EDU-TAINMENT: ENHANCING YOUR STORYTIMES TO SUPPORT EARLY LITERACY

How do you engage children and educate caregivers simultaneously? Children's staff at Markham Public Library have developed an Early Literacy strategy centering around storytimes. Our

storytimes include a parental education component along with the traditional storytime formula of books and songs. In this interactive session, staff will discuss the initiative, lessons learned, and give suggestions on how to enhance storytimes to educate caregivers while still having fun.

Instructor: Megan Garza Ruest
Web conference, Wednesday, March 21, 2012
2:00 pm ET/11:00 am PT



MORE STORYTIME ACTION!

By Jennifer Bromann

Enliven storytime for you and your listeners. This follow-up to Jennifer Bromann's popular first edition features all new content, and is a treasure trove for any librarian who needs complete, easy-to-implement storytime programming. Find hundreds more interactive activities, plot summaries, crafts and games certain to engage children in storytime and inspire a lifelong love of reading.

ISBN: 9781555706753 * Regular Price: \$72.00 * Neal-Schuman Publishers

TECHNOLOGY

BEYOND TECHNOLOGY: THE GOOD, THE BAD AND THE UGLY OF CREATING SCREENCASTS

Brock University Library's E-Learning Team developed a set of best practices in the creation and long term management of screencasts. This session will focus more on current pedagogical theory related to screencasting as an educational tool and

briefly address the technology and software éhow-tosí. Weíll put theory into practice, where examples of the good, the bad and the ugly will be reviewed and discussed with audience members.

Instructor: Silvia Vong

**Web Conference, Wednesday, February 15, 2012
3:30 pm ET/12:30 pm PT**



HARNESSING THE POWER OF QR CODES

QR Codes have the potential to aid libraries in bridging the gap between their valuable in person print resources with the world of vast digital information. QR Codes are small barcodes that can be scanned with smart phones and can easily be created by libraries to contain links, tutorials, contact info, and more. Learn all you need to know about QR Codes as a front line service provider, what their value for your library is, and exactly how to leverage them to help cheaply meet your mobile patrons. This session will highlight practical takeaways to

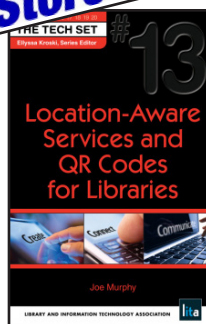
help you apply this major technology at your institution. Also learn about the evolving role of QR Codes in information environments, their growth across demographics with the spread of smart phones, and possible competitive technologies including Near Field Communication and Augmented Reality.

This workshop is lead by Joe Murphy, who recently authored the book, *Location-Aware Services and QR Codes for Libraries*, highlighting how mobile technologies with a location element such as QR Codes can be leveraged by libraries.

Instructor: Joe Murphy
**Web conference, Tuesday, February 21, 2012
2:00 pm ET/11:00 am PT**

**BUY
THE
BOOK!**

The **OLAStore** ★



LOCATION AWARE SERVICES AND QR CODES FOR LIBRARIES By Joe Murphy

The go-to resource for straightforward instruction on using Foursquare, Facebook Places, Gowalla, Bizzy, Google Wallet, augmented reality programs, and QR codes in your library! The book guides you through each step in the implementation process, giving you the information you need to successfully use location aware technologies in library environments. It covers how to create a Foursquare campaign and use it to enhance staff training, use Facebook Places to connect with patrons, create an augmented reality program, create a QR code campaign, create a Gowalla marketing initiative, implement a mobile payment service with Google Wallet and Near Field communication.

ISBN: 9781555707842 * Regular Price: \$71.95 * Neal-Schuman Publishers. **Pre-order only**



HTML5 AND CSS3: NEW MARKUP AND STYLES FOR THE EMERGING WEB

Geolocation, Native Video, Offline storage, Semantic markup elements, Canvas elements, Drag and Drop, Opacity, Gradients... HTML5

and CSS3 have been released and are changing the way web developers will work. With wide support in mobile browsers and the latest browser releases from Google and Firefox, HTML5 and CSS3 are poised to be

the new technologies that will help build the next version of the Web. In this session, we'll look at some of the possibilities, trends, and enhancements that HTML5 and CSS3 enable. We'll talk through specifics of implementation and how you can get started using HTML5 and CSS3 in your apps today.

Instructor: Jason Clark

**Web conference, Thursday, March 1, 2012 or Tuesday, May 1, 2012
2:00-3:30 pm ET/11:00 am-12:30 pm PT**



CLOUD COMPUTING: UNDERSTANDING THE OPPORTUNITIES

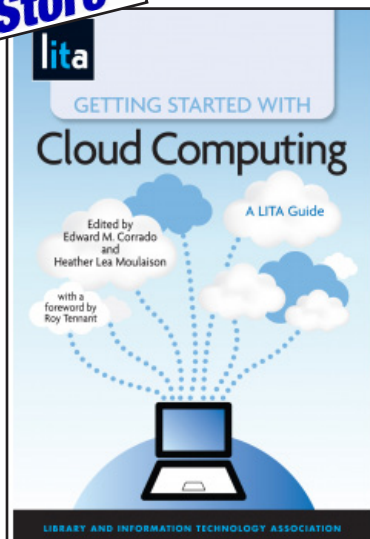
Cloud computing provides huge opportunities for enabling Information Technology resources to be transferring from managing infrastructure to adding value to the

organization. This session will provide an overview of Cloud computing and explore the different types of Cloud services. Both the potential benefits and ways to manage potential risks will be addressed.

Instructor: Paul Takala

**Web conference, Tuesday, March 6, 2012
3:30 pm ET/12:30 pm PT**

The **OLAStore**★



GETTING STARTED WITH CLOUD COMPUTING By Edward M. Corrado and Heather Lea Moulaison (editors)

A one-stop guide for implementing cloud computing.

Cloud computing can save your library time and money by enabling convenient, on-demand network access to resources like servers and applications. Libraries that take advantage of the cloud have fewer IT headaches because data centers provide continuous updates and mobility that standard computing cannot easily provide, which means less time and energy spent on software, and more time and energy to devote to the library day to day mission and services. Here, leading LITA experts demystify language, deflate hype, and provide library-specific examples of real-world success you can emulate to guarantee efficiency and savings. Among several features, this book helps you select data access and file sharing services, build digital repositories, and utilize other cloud computing applications in your library. Together, you and the cloud can save time and money, and build the information destination your patrons will love.

ISBN: 9781555707491 * Regular Price: \$78.00 * Neal-Schuman Publishers

EPUBS MADE EASY: HOW TO CREATE THEM AND THE ISSUES AROUND THEM

If working in HTML and CSS don't scare you off, there are some powerful options for extending the epub format and creating objects that work across all standard platforms. This session is being conducted online in a web conference environment for hands-on experience and to demonstrate the

tools on your own desktop. Come and learn to build your own projects. This is a three part course, each session will last for one hour and the instructors will give practical assignments to work on between sessions.

Instructor: Di Bedard and Walter Lewis
 Three-week course starting Wednesday, April 25, 2012. 2:00 pm ET/11:00 am PT
 \$119 for members / \$159 for non-members

THE IMPACT OF YOUR ONLINE PRESENCE

In the world of blogs, twitter, and Facebook, we all have online presences that may effect how we're seen as professionals. This talk

will look into how being yourself online can have a positive effect on your career.

Instructor: Jenica Rogers
 Web conference, Thursday, April 26, 2012.
 2:00 pm ET/11:00 am PT



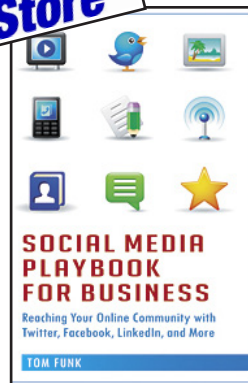
FACEBOOK BOOTCAMP

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.

Instructors: Joanne Aegard and Jesse Roberts
 Web conference, Thursday, May 3, 2012
 2:00 pm ET/11:00 am PT



SOCIAL MEDIA PLAYBOOK FOR BUSINESS

By Tom Funk

This practical guide can help any business or organization make sense of the social media buzz and build a successful online community. Social media can be an incredibly powerful marketing tool that brings a company or organization huge rewards. But for beginners in this new world, the potential risks are also high. Consumers are particularly passionate in the online world; the most active social networkers are poised to be your brand's gushing fans — or your most scathing critics. Both multimillion-dollar profits and self-inflicted PR fiascos are possible via social media.

ISBN: 9780313386268 * Regular Price: \$53.94 * ABC-Clio