



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 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**

El 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**

El 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**

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# ADVOCACY, MARKETING

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## INITIATIVES TO ENGAGE PARENTS AND REVITALIZE YOUR SCHOOL LIBRARY

Are you a librarian with school-age children? Become an advocate for school libraries by harnessing school board resources and engaging the parent community. Learn how a librarian/parent led a committee of parents to work with the school administration and teacher-librarian of her child's elementary school to revitalize its library. All events and initiatives were created in collaboration with the teacher-librarian and administration and complemented the school's existing library program. Details of the committee's strategy, initiatives and events will be highlighted during this presentation.

### Key benefits to Participants

- Learn how to engage parents in library activities
- Examples of successful events and initiatives strategies for funding events and initiatives
- Tips on how to build capacity and sustainability

### Key Topics

- How to encourage parent library advocates
- Identifying and accessing existing resources
- Choosing events and initiatives to complement your existing school library program.

### Bio

Barbara Baillargeon, B.A.Sc., P. Eng., M.I.St. is a parent of two children in the Toronto District School Board (TDSB) in Grades 8 and 11. She is a public librarian working in the field of adult and family literacy, where she has developed a program to enable parents with low reading literacy skills to be active in their children's reading and school achievement. She believes that parents can be a powerful resource for their children at home if they learn about great resources that are available online 24/7.

Stacey Carcao, B.C.L., LL.B. is a parent of two children in the TDSB in Grades 3 and 5. She is a former lawyer with over 20 years of event management experience. She believes reading helps us develop critical thinking skills and become more engaged citizens.

Barbara and Stacey are the creators of [www.engageliteracy.ca](http://www.engageliteracy.ca) a school library advocacy website.

**Instructor: Stacey Carcao & Barbara Baillargeon**

**Wednesday, April 3, 2013  
11:45 am ET/8:45 am PT**

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# COLLECTION & RESEARCH

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## READING RESEARCH, READERS' ADVISORY, AND COMMUNITY-BUILDING

In this webinar, Dr. Mar will discuss his research on fiction reading and its associated benefits. Expanding on these results, he will discuss the implications of this research for librarians, focusing on readers advisory and community building.

### Bio

Dr. Raymond A. Mar is an associate professor of psychology at York University (Toronto) who uses the methods of neuroscience, personality

psychology, social psychology, and developmental psychology to research the relationship between story-processing and social-processing. Dr. Mar is a co-editor of OnFiction.ca, an on-line magazine on the psychology of fiction. He lives in Toronto.

**Instructor: Raymond Mar**

**Wednesday, March 22, 2013**  
**12:00 pm ET/ 9:00 am PT**

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## REPS PICK ON BEST TEEN READS — FREE SESSION!

Down with dystopia! Up with reality! Find out what is new and hot in young adult fiction in 2013 from representatives from Random House of Canada and HarperCollins Canada. We'll be presenting our picks of the best new books from our Winter/Spring and Summer 2013 lists and talking about upcoming trends in YA literature.

### Bio

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.

**Instructor: Lahring Tribe & Rosalyn Steele**

**Wednesday, February 13, 2013**  
**3:00 pm ET/ 12:00 pm PT**

## CHECKING IN WITH COPYRIGHT: HOW THE LATEST DEVELOPMENTS AFFECT LIBRARIES

This session is designed to give an overview of significant developments that have occurred in the area of copyright law, specifically as they relate to the library environment. General contextual information on copyright (What is it?, Why is it important?, What types of materials does it cover?, etc.) will be presented as well.

Some of the major events covered will be the amendments to the Copyright Act of Canada, the recent rulings from the Supreme Court of Canada on five major cases relating to copyright and noteworthy developments elsewhere in the world such as the Georgia State case, and WIPO.

### The Key Benefits For Participants

- After this session, participants will be able to:
- Define major copyright principles
- Explain legal changes in the area of copyright law, and their relevance to libraries
- Better examine copyright policies and education efforts at their institutions

### Key Topics to be Explored

- Recent amendments to the Copyright Act of Canada
- New rulings by the Supreme Court of Canada regarding "Fair Dealing"
- Key developments in international copyright law.

### Bio

Jeannie Bail is an Information Services Librarian at Memorial University of Newfoundland with a long-standing interest in the areas where the law and libraries intersect. She is a member of the MUN Senate Committee on Copyright, and the Canadian Library Association's Copyright Committee. Before becoming an academic librarian, she worked in a variety of corporate libraries in New York City. She holds an MSLIS from Pratt Institute and a JD from Brooklyn Law School.

**Instructor: Jeannie Bail**

**Thursday, March 21, 2013  
12:00 pm ET/9:00 am PT**

## ONTARIO'S PUBLIC LIBRARIES ACT: UNDERSTANDING AND COMPLIANCE

Ontario's Public Libraries Act sets out the conditions of free public library service in Ontario including governance by a public library board. Key elements of the Act at the trustee and CEO level will be covered.

### Who Should Participate

Interested Ontario public library board members, particularly newer trustees. Ontario public library CEOs and staff may also learn more on the Act as well.

### Key Benefits For Participants

Participants will gain a greater knowledge of Ontario's Public Libraries Act and its application at boards and public libraries across Ontario.

### Key Topics to be Explored

Public Libraries Act (PLA) highlights; Board meetings; staffing; Regulation 976 and prescribed items for free circulation; Treasurer; Board powers and duties; Municipal Act and Corporations Act and their impact on Ontario public libraries

### Bio

Adam Haviaras, Culture Services Advisor, Ontario Ministry of Tourism, Culture and Sport

Rod Sawyer, Library Services Advisor, Ontario Ministry of Tourism, Culture and Sport

**Instructor: Rod Sawyer & Adam Haviaras**

**Thursday, April 4, 2013  
2:00 pm ET/11:00 am PT**

## **E-BOOKS: PRESENT & FUTURE: A LOOK AT WHAT IS AND WHAT WILL BE**

An overview of the current status of ebooks digs a little deeper into the data to show us who's really engaging with this format. We then see how publishers view the opportunities and threats for their current business model, and wrap up with a view of a potential future for ebooks.

### **Who Should Participate?**

Anyone interested in increasing their understanding of the present and future effects of ebooks on libraries.

### **Key Benefits For Participants**

A sense of the bigger ebook picture, its impact on libraries and its future.

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

The impact of ebooks on libraries and the publishing industry.

### **Bio**

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.

**Instructor: Peter Atkinson**

**Wednesday, February 13, 2013  
2:00 pm ET/11:00 am PT**

## **VIRTUAL TOUR OF CNIB LIBRARY — FREE SESSION!**

The virtual doors of the CNIB Library open wide to offer an inside look at the largest public library-type accessible collection in Canada. Last year, this library circulated 2.6 million books, magazines, and newspapers to Canadians with print disabilities, in a range of formats that include audio, Braille, and electronic text files. How do they do it? This webinar will go behind the scenes, for a tour of the facilities and the processes that make this library a world leader among alternative-format libraries. Further, it will show how public libraries in the Partners Program are able to offer their patrons with print disabilities access to this remarkable collection.

### **Who Should Participate?**

This webinar will be of interest to library professionals involved with delivering accessible services and alternate format materials, and those with an interest in the nationwide initiative for equitable library service.

### **The Key Benefits For Participants**

Participants will gain a greater understanding of the processes and facilities involved in providing Canadians with an alternate format library, which could play a major role in supporting a nationwide network for equitable library services.

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

1. What makes the CNIB library operations different? (for example, electronic, audio, and braille publishing and production; outreach, marketing, and training support)
2. What makes the CNIB library the same?(for example, collection and patron account management, reader services)
3. The service to Canadians provided by the CNIB Library.

### **Bio**

Margaret McGrory is Vice President and Executive Director, CNIB Library. She is a member of the DAISY Consortium Board of Directors, IFLA Libraries Serving Persons with Print Disabilities Standing Committee, and co-chair of the TIGAR (Trusted Intermediary Global Accessible Resources) project, an international collaborative initiative between 'trusted intermediary' organizations and publishers, under the auspices of the World Intellectual Property Organization (WIPO) to facilitate cross-border access and exchange of copyright-protected accessible works.

**Instructor: Margaret McGrory**

**Tuesday, February 19, 2013  
2:00 pm ET/11:00 am PT**

## **THE LATEST ON GOODREADS.COM**

Patrick Brown, director of community at Goodreads, will share tips and best practices to help libraries effectively use Goodreads to increase the visibility of their libraries and better serve their users. Through case studies of libraries already making good use of the platform, Brown will highlight the many possible applications of Goodreads in a library setting, including online book clubs, readers advisory, library marketing, and more.

### **Bio**

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.

**Instructor: Patrick Brown**

**Tuesday, March 12, 2013  
2:00 pm ET/11:00 am PT**

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# FACILITIES

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## EYE CANDY — VISUAL MERCHANDISING AT YOUR LIBRARY

Tired of building the same displays and using the same print bibliographies in your libraries? Looking to compete with retail with appealing visual marketing in your window, on your bookshelves or even online? This presentation about visual promotion in your libraries will explain the concepts of visual design and provide you with concrete ideas for print tools, displays, and online that you can use when you return to work!

### The Key Benefits For Participants

Attendees will leave with an understanding of bookstore-style visual marketing techniques and tools to support whole collection readers' advisory. This presentation about visual promotion tools in libraries is designed to incorporate the best elements of retail visual merchandising techniques to provide attendees of the session with an understanding of the elements of visual design and tips and tricks for practical use in their own

libraries.

### Key Topics to be Explored

- How to create eye-catching visual marketing in your library
- How to support visual displays with innovative print tools
- How to incorporate whole collections into readers' advisory

### Bio

Alex Yarrow, Coordinator, Carlingwood Branch  
Ottawa Public Library  
Lora Baiocco, Online Services & Archives Librarian,  
Westmount Public Library

**Instructor: Lora Baiocco & Alexandra Yarrow**

**Wednesday, April 17, 2013**  
**2:00 pm ET/11:00 am PT**

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# LEADERSHIP & INNOVATION

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## LEADERSHIP AT THE LOCAL LEVEL

How to compile and implement a realistic Strategic Plan for a small/medium sized public library

### Who Should Participate

Library trustees, Friends of the Library Committees , Library Managers/Supervisors

### The Key Benefits For Participants

Participants will learn that Strategic Planning is not just a bureaucratic buzzword used by large corporations or governments. SO is quite simple and useful, and it works- it gets your "library wish list " accomplished.

### Key Topics to be Explored

- How to compile a plan

- Who should be involved
- How to set realistic goals/objectives
- How to achieve them

### Bio

Patricia Parsons has been in public library administration for 33 years, at the grass roots level. She has assisted the 33 branches in Central Division (Newfoundland Labrador Public Libraries) remain active and viable in some challenging economic times- through the process of strategic planning.

**Instructor: Pat Parsons**

**Tuesday, January 15, 2013  
3:00 pm ET/12:00 pm PT**

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## TOP 7 PUBLIC LIBRARY STRATEGIC PRIORITIES

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 community 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 public libraries requires librarians to be even more diligent in setting and managing priorities.

Stephen Abram will highlight the top seven strategic priority options for public libraries 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 public libraries and the environmental context as well as the focus for each on strategic financial planning and staff

development.

### Bio

Stephen Abram, MLS is Vice President, Strategic Partnerships and Markets for Gale Cengage Learning. He has been VP Innovation for SirsiDynix and Chief Strategist for the SirsiDynix Institute. He is an SLA Fellow and the past president of the Ontario Library Association, SLA and the Canadian Library Association. In June 2003 he was awarded SLA's John Cotton Dana Award. He received the AIPP Roger Summit Award in 2009 and Outstanding Teacher Award from the U of Toronto iSchool in 2010. He is the author of Out Front with Stephen Abram and Stephen's Lighthouse blog.

**Instructor: Stephen Abram**

**Wednesday, February 20, 2013  
12:00 pm ET/9:00 am PT**

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# PROGRAMS & SERVICES

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## PROMOTING TEEN BOOKS TO ADULT READERS

What is this thing called YA? Defining the illusive parameters of YA literature isn't any easier than putting labels on individual people. Some of today's best literature, however, falls into the YA market category... and not only teens are reading it. Adults are reading YA in surprising numbers, according to recent studies.

Why has YA become so popular with adults? How can library staff help these readers find books that suit their tastes? Booktalks will provide examples for matching adult readers with YA books. By the end of the presentation, you will be convinced that there is something for everyone in the teen section! (Note: this is an adaptation of Lindy's "Promoting Teen Books to Adult Readers" audio conference offered through Education Institute in April 2011.)

### Who should participate?

Public library staff Readers' advisory staff

### Key benefits for participants

- Provide better readers' services through expansion of general knowledge about YA
- Greater awareness of the exciting breadth of YA literature

- Greater understanding of the role YA plays in pleasure reading for adults.

### Key topics to be explored

- Defining characteristics of YA
- The appeal of YA literature to adult readers
- Suggestions for matchmaking between adult readers and YA books

### Bio

Lindy Pratch — Library Assistant specializing in teen services at Edmonton Public Library. Since 2001, Lindy has facilitated a wide variety of readers' services training for staff at EPL. She has also presented at numerous conferences, including "No Ephebiphobia Here" (with Wendy Gronnestad-Damur, ALC 2005 & OLA Superconference 2006); "Bienvenue aux Ados" (Montreal 2007); "Verse Novels for Teens" (ALC 2008); and "Aboriginal Books for Teens" (Dreamcatcher Aboriginal Youth Conference 2007 & ALC 2010).

**Instructor: Lindy Pratch**

**Thursday, February 7, 2013**  
**2:00 pm ET/11:00 am PT**

## WE'VE GOT THE BEAT: DRAWING IN PATRONS WITH THE POWER OF MUSIC

No matter your taste or theirs, you can help your patrons discover music at your library. Learn tools to help familiarize staff with the latest musical trends as well as the old standards. Help your patrons navigate your library's music collection and find out what new methods libraries are using to connect patrons with music. Hear one library's experiences with downloadable music from Freegal, the unique advisory tools they use, and the legalities of music sharing.

### The Key Benefits For Participants

- Learn how to identify key artists in a variety of genres.
- Become more comfortable recommending music to patrons.
- See how online music delivery works in a library setting.
- Develop strategies for increasing visibility of music collection.

### Key Topics to be Explored

- Current trends in music listening/acquisition and how they pertain to public libraries.
- Music advisory resources in a variety of formats (print, online, on-air, etc).
- Legal issues of music and what they mean for

librarians.

- Marketing ideas for promoting music collections.

### Bio

Penni Speets, Collection Development Librarian, Kent District Library: I am a collection development librarian for an eighteen branch library system. I choose music for all of our branch libraries from an \$80,000 annual music budget. I have been serving the public in libraries since 1999.

Pete Lewandoski, Librarian, Kent District Library: I have worked in libraries for over 15 years. I have experience in ordering music and in creating thematic lists and displays on various musical topics. My interest in music outside of libraries include performing in a variety of bands and programming a music radio show for a local station. I am a self-proclaimed musicaholic.

**Instructor: Pete Lewandoski & Penni Speets**

**Thursday, February 28, 2013  
1:00 pm ET/10:00 am PT**

## BUILDING SOCIAL SUMMER READING PROGRAMS

This session will provide public library staff members with strategies for designing reading programs that promote reading and support children's reading lives. Results of a research study that investigated children's experiences with summer reading programs will be presented.

The focus of the session will be to share ideas for designing SRPs that emphasize the social aspects of reading and participants will be encouraged to share their own ideas for SRP 2013.

### Bio

Joanne de Groot received her Ph.D. from the Department of Elementary Education at the University of Alberta in 2009. Her dissertation research focused on children's experiences with public library summer reading programs. She also holds a Masters of Library and Information Studies from the University of Alberta and a teaching degree from Queen's University. Joanne has worked

in a variety of library settings in both school and public libraries, including a unique school-housed public library in rural Alberta.

Joanne is an Adjunct Assistant Professor in the Department of Elementary Education. She teaches in the Teacher-Librarianship by Distance Learning program and at the School of Library and Information Studies at the University of Alberta. In 2011, Joanne de Groot and Jennifer Branch were awarded the University of Alberta's Faculty of Education Technology in Teaching Award for their work with a Web 2.0 course that is taught in the Teacher Librarianship by Distance Learning program.

**Instructor: Joanne de Groot**

**Tuesday, April 9, 2013  
1:00 pm ET/10:00 am PT**

## STEP UP SMALL BUSINESS SUCCESS

Entrepreneurs and small businesses are integral to our communities and libraries need to develop a plan to understand and meet the complex information needs of these library users. It is necessary to assess your local business environment and then develop programs and services so that small businesses can develop, grow and thrive to be vital community users of the library. If you build services for them, they will come. This presentation will provide how-to steps to develop collections, resources, programs and more for libraries wanting to establish and grow services for business users.

### Bio

Christopher VanderKruys has been working at Barrie Public Library for the past four years, as the library's Development Officer and in the role of Barrie Dragon Boat Festival Chief. Chris brings a wide range of knowledge to his work, gained through previous employment with both local

and national charities and also demonstrated through his accreditation as a Certified Fundraising Executive. Chris also earlier in his career was an entrepreneur in various business, from a Bakery and Team Room to a major Coffee Franchisee in various locations.

Anne Dorsey has worked at Barrie Public Library for 22 years and has worked closely with business owners of every shape and size as the Business Librarian. Anne is well aware of the contribution that small businesses make to the development and sustainability of the local economy and she has a passion for seeing businesses access the library resources that will make them engaged and valued members of their local community

**Instructor: Anne Dorsey & Chris Vanderkruys**

**Thursday, April 25, 2013  
2:00 pm ET/11:00 am PT**

## 60 PROGRAMS IN 60 MINUTES: PART 2

Take programming to the next level at your library! See dozens of successful program models, and learn how to help staff and partners enrich your community with programming for all ages.

### Key Benefits for Participants

Learn why programming for all ages is important; Examples of programming for all ages; Strategies for sourcing partners/resources; Tips on staff development/training

### Key Topics

How Programming can enrich services to your community; Attributes of target programming audiences; Building Staff programming skills and partner resources

### Bio

Pat Downs was Program Services Manager at San Diego County Library when they were awarded Library Journal/Gale's 2012 Library of the Year. Under her leadership, SDCL programming for all ages more than quadrupled, with attendance to match. Downs led the development of the award-winning Service Learner and Read for a Reason programs and is Past President of California Library Association's Youth Service Interest Group. A former foster child, she helped develop the County's award-winning Workforce Academy for (Foster) Youth.

**Instructor: Pat Downs**

**Tuesday, April 30, 2013  
2:00 pm ET/11:00 am PT**

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# TEACHING & LEARNING

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## TRACKING CHILDREN'S LITERACY SKILLS: OPTIONS FOR LIBRARIES

Why libraries should do research? What are the options for researching the library's impact on early literacy skill development? A case study in Carroll County, Maryland demonstrates the long-term benefits of determining a library's effectiveness. This webinar will show you that you already collect useful data and will offer tips on what you can do to gather more meaningful data with or without hiring a researcher.

### Key Benefits For Participants

- Participants will learn about the first research-tested early literacy study in the United States as it relates to research needs for libraries
- Participants will learn strategies for motivating adults to foster school readiness that were used in the study that can be adapted in any community
- Participants will be able to reflect on other options for researching the library's impact on early literacy skill development

### Bio

Dorothy Stoltz is head of outreach services and programming for Carroll County (Maryland) Public Library. She is co-author of an upcoming ALAEditions book, *Every Child Ready for School*:

Helping Adults Inspire Young Children to Learn. She has written and coauthored several articles on historic children's books, peer coaching, and immigrant services and has served on the Special Collections and Bechtel Fellowship committee of the Association for Library Service to Children.

She spearheaded a successful early literacy training study and is project director for early literacy training, early literacy peer coaching, library programming, mobile services, community outreach, and several LSTA and other grant projects, including Parents as Teachers, at her library. She also oversees the statewide early literacy peer coaching wiki project.

She is currently serving on the Every Child Ready to Read oversight committee of the Public Library Association and the Association for Library Service to Children. She received her MLS from Clarion University of Pennsylvania.

**Instructor: Dorothy Stoltz**

**Tuesday, January 22, 2013  
2:00 pm ET/11:00 am PT**

**Note: This session is partnered with Connie Wilson's Feb. 14th session, "Training Adults to Inspire Young Children to Learn."**

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## TRAINING ADULTS TO INSPIRE YOUNG CHILDREN TO LEARN

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.

### 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.

### Bio

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 ALAEditions 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.

**Instructor: Connie Wilson**

**Thursday, February 14, 2013  
1:00 pm ET/10:00 am PT**

**Note: This session is partnered with Dorothy Stoltz's Jan. 22 session, "Tracking Children's Literacy Skills: Options for Libraries."**

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# STAFFING, TRAINING & MENTORING

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## 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!

### Bio

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.

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

**Wednesday, March 13, 2013  
2:00 pm ET/11:00 am PT**

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## EMPOWERED, INSPIRED, AND COMMITTED! HOW ALTERNATE WORKING METHODS CAN IMPROVE STAFF PERFORMANCE AND SATISFACTION

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.

### Bio

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.

**Instructors: Louis Choquette**

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

## PLANNING AND EVALUATING ROVING REFERENCE

Roving reference is enjoying a surge of renewed interest from North American librarians, and for good reason. Although declining reference desk statistics are often cited as a motivator, our interest in moving beyond the reference desk also speaks to our belief in the value of reaching users at their point of need, our recognition of the changing nature of our roles as librarians, and the challenges of serving increasingly independent (service-shy?) and mobile research/reading communities.

In this session, we will discuss the current challenges facing traditional reference desks and explore some of the reasons why roving reference can offer effective solutions.

We'll cover the potential benefits of roving, and discuss planning and implementation considerations that can help maximize the impact of your roving efforts.

Finally, we'll discuss the importance of setting realistic goals and evaluating your roving reference program.

### Who Should Participate

Librarians currently offering or considering implementing a roving reference service.

### Key Benefits For Participants

Participants will be provided an overview of roving reference, with an emphasis on planning and evaluating its use.

### Key Topics to be Explored

- Challenges currently facing traditional reference desks
- Benefits of mobile/roving reference
- Planning and preparing staff for the 'roving' experience
- Promoting and 'branding' reference services
- Evaluating the impact of a roving program

### Bio

James MacKenzie has been a reference librarian at the University of New Brunswick's Harriet Irving Library since 2003, and currently serves as Head of Reference. Throughout his career, he has maintained a strong interest in emerging services, user experience, and service assessment, and has spoken at conferences in Canada and the US.

**Instructor: James MacKenzie**

**Wednesday, February 27, 2013  
1:00 pm ET/10:00 am PT**

## BECOMING BETTER RESEARCHERS: DEVELOPING PEER SUPPORT NETWORKS FOR LIBRARIAN-RESEARCHERS

Librarians regularly carry out research in order to inform our daily practice. Many academic librarians are also required to conduct research in order to meet requirements for promotion and permanence. Doing research can be intimidating, but you don't have to do it on your own. Drawing from a strengths-based perspective, we will look at ways that librarians can help and support each other, as peers, to become better researchers.

### Bio

Selinda Berg is currently a Health Sciences Librarian at the University of Windsor. Concurrently, she is completing a PhD. in the Faculty of Information and Media Studies at The University of Western Ontario. Research has played a central role in her educational and professional career. Prior to moving to the University of Windsor in 2008, she was a Research and Instructional Services Librarian at the University of Western Ontario. During her time at the Western, Selinda conceived of, initiated, and developed the Librarian and Archivist Research Support Network (LARSN), a "grassroots" support network for librarians doing research. Selinda

believes that librarians, themselves, must take a lead role in developing a unique research culture that complements the environment and needs of practicing librarians. Her own research explores the development of professional identity of librarians and health professionals, as well as the development of research cultures in Canadian University Libraries.

Kristin Hoffmann is currently Head, Research & Instructional Services at The D.B. Weldon Library, The University of Western Ontario. She began her career in academic libraries as a science librarian at the University of Victoria in 2004, and has been at Western since 2006. She has been involved with the Ontario Library Association for several years as a conference planner, and is the 2013 President for the Ontario College and University Library Association. Her current research interests include the formation of academic librarians' professional identity and grassroots support for practitioner-researchers.

**Instructors: Kristin Hoffman & Selinda Berg  
Tuesday, March 26, 2013  
2:00 pm ET/11:00 am PT**

## **TAKING THE PLUNGE: PURSUING A LIBRARY DEGREE IN MID CAREER**

Two experienced library professionals will share their personal experiences regarding the decision to return to school in mid-career. They will share with you the opportunities and challenges they faced when making this decision and provide you with recommendations on how to pursue this path of discovery and learning.

### **Who Should Participate**

All those with an interest in continuing and adult education as well as those library personnel interested in pursuing their library technician diploma or attending graduate school to obtain their MLIS.

### **Key Benefits For Participants**

Participants who are considering the option of furthering their education will gain a few more tools to help them with their learning journey.

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

The value of mentors and how they assisted in the decision to return to school.

### **Bio**

Debbie Kaleva received her Library Technician diploma from Sheridan College in 1976 and has

worked in university, hospital and community college libraries for almost 25 years. She made the decision to return to school in her mid-40s and received her BA from St. Francis Xavier University in 2006 while working full-time.

She graduated from Dalhousie University with her MLIS degree in 2008, and is currently employed as the campus librarian at the Nova Scotia Community College – Pictou Campus in Stellarton, NS.

Suzanne van den Hoogen received her BA from Saint Mary's University in 1991. She worked in academic libraries for more than ten years before making the decision to pursue her MLIS degree. Entering graduate school in her late 30's, Suzanne obtained her MLIS degree in 2009 from the Dalhousie School of Information Management.

She is currently employed as an academic librarian with St. Francis Xavier University in Antigonish, NS.

**Instructors: Deborah Kaleva & Suzanne van den Hoogen**

**Wednesday, February 27, 2013  
2:00 pm ET/11:00 am PT**

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# TECHNOLOGY

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## INTRODUCTION TO GEOSPATIAL LITERACY

This webinar will provide library staff with an introduction to the latest and greatest 'geo' technologies currently being used by library administrators, librarians, library support staff and library users. Participants will gain geographic awareness and an intro to geospatial literacy by learning about popular online mapping resources, GIS technology, as well as gaining an awareness of how other libraries are incorporating GIS technology into their library services and projects. No previous mapping or GIS experience is necessary.

### Key Benefits For Participants

1. Update reference skills to include mapping technology
2. Learn about the latest mapping apps that are being used by library users (Google and ArcGIS products)
3. Learn how to teach with GIS technology to better communicate ideas

### Key Topics to be Explored

1. Geographic awareness — a demonstration of

- how maps are being used in society
2. GIS used in Libraries — a demonstration of how GIS is being used in library reference and in library projects
3. A demonstration of key GIS mapping applications — Google Earth, ArcGIS Online, and other.

### Bio

Eva Dodsworth is the Geospatial Data Services Librarian at the University of Waterloo Library where she is responsible for the provision of leadership and expertise in developing, delivering, and assessing geospatial data services and programs offered to members of the uWaterloo community. Eva is also an online part-time GIS instructor at a number of Library School programs in North America.

**Instructor: Eva Dodsworth**

**Thursday, January 17, 2013  
12:00 pm ET/9:00 am PT**

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## DIGITAL SCRAPBOOKS: HOW TO USE IN LIBRARIES

Libraries and patrons alike are dealing with an increasing number of digital objects, many of which have intellectual or sentimental value and need to be preserved. However, filing these things away on a shelf isn't necessarily the right way to preserve things in a digital world. This session will cover some of the basic challenges behind ensuring the longevity of computer files, whether you are starting a preservation plan yourself or advising patrons on how to protect their digital legacy. It will also offer some practical advice on how institutions and individuals can address some of these problems.

### Bio

Steve Marks is Digital Preservation Librarian at Scholars Portal, a service of the Ontario Council of University Libraries. He has a background in IT and digital preservation stretching back more than 10 years. Recently, he has spearheaded Scholars Portal's bid to become the first Trustworthy Digital Repository in Canada.

**Instructor: Stephen Marks**

**Tuesday, March 5, 2013  
2:00 pm ET/11:00 am PT**

## THE BASICS OF CLOUD COMPUTING: LIBRARIES IN THE CLOUD

More of our library services are moving to the cloud and no, that doesn't mean the sky. What does it mean? This session will provide an introduction on the cloud and what it means for libraries. We'll define the cloud, discuss what libraries are doing in the cloud, the implications of moving to the cloud and issues to consider before embracing cloud services.

### Who should attend

Any librarian looking for a basic understanding of the cloud and how it is affecting libraries.

### Key Benefits

Attendees will be able to: define the cloud; identify major library services moving to the cloud; explain the issues of moving to the cloud.

### Key topics to be explored

Defining the cloud; library services using the cloud; what it means for libraries to move to the cloud; issues to consider before moving to the cloud.

### Bio

Krista Godfrey is the Web Services Librarian at Memorial University of Newfoundland, where she concentrates on the library website, usability, user experience and mobile library resources. Krista has spoken internationally on a wide range of topics and has been the President of the Ontario Library Information Technology Association and is presently the Vice President for Newfoundland for the Atlantic Provinces Library Association.

**Instructor: Krista Godfrey**

**Wednesday, February 20, 2013  
2:00 pm ET/11:00 am PT**

## USING IPHONES AND IPADS TO MOTIVATE READERS

Students love technology! As teachers, we must tap into that interest. Teachers can do this by incorporating iPhones and iPads into literacy instruction in motivational ways. Using these electronic instruments will motivate students toward learning. When linked with literacy instruction, students will be motivated in improving their reading, writing and thinking skills.

This session will expose teachers to ways that they can utilize iPhones and iPads to promote literacy instruction. Participants will be exposed to apps and technological resources that will stimulate their interests. Educational apps that promote reading are sure to help students become better readers. A wide variety of apps and technological resources will be provided to meet the needs of various age groups and ability levels. This workshop will also provide teachers for helpful techniques for organizing the use of these resources.

Management and organizational techniques will be provided that will make the task of using these resources attainable for teachers in all learning

settings. Participants will be provided with opportunities to plan for instruction using these motivational technological resources.

### Bio

Dr. Jessica Talada serves as an Instructional Support Teacher at the elementary level in the Elmira City School District in Elmira, New York. Jessie is also an adjunct professor at Elmira College and Liberty University. She teaches graduate courses in literacy and education. She is a fourteen-year veteran of public education, serving as a classroom teacher and reading specialist in a wide span of grade levels. Jessie is an education consultant working with large numbers of educators and students at conferences held throughout the country each year. Her research focuses on issues affecting elementary school students and teachers. Specifically, Jessie's interests have included literacy and technology instruction that promotes student success.

**Instructor: Jessica Talada**

**Tuesday, February 12, 2013  
2:00 pm ET/11:00 am PT**

## SOCIAL-BIBLIO.CA: WHAT'S IN A #CANLIT TWEET

This session will introduce participants to a web-based Twitter archive and analytic tool featuring 125 Canadian public libraries Twitter feeds. Using #CanLit as a theme, we will present our analysis of how public libraries are interacting with their Twitter followers around Canadian literature, books, reading and reading promotion. Social-biblio.ca is a free, online portal with analytics that organizes, preserves and archives micro-blogging posts for 123 Canadian public libraries from March 2012.

### Who Should Participate

This session will be of immediate interest to:

- Any library staff using social media to engage with their communities
- Library staff and managers who are responsible for generating performance measurement reports for online services
- Library administrators who are interested in putting their social media communications in their larger institutional context.

### Key Benefits For Participants

Participants will receive an orientation to the portal including an overview of Twitter analytics

for assessing value (e.g., sentiment analysis), a checklist of Twitter best practices for organizations; an understanding of how Twitter can be more than simply an informational channel.

### Key Topics to be Explored

- Twitter as information and interaction tool for information organizations (emphasis on public libraries) and their client communities
- How to assess the value of Twitter as online library service
- How to develop your organization's Twitter "voice"

### Bio

Mary Cavanagh is an assistant professor at the School of Information Studies, University of Ottawa and a former library practitioner of +20 years, with expertise in performance measurement, information services and libraries as knowledge organizations.

**Instructor: Mary Cavanagh**

**Wednesday, March 6, 2013  
2:00 pm ET/11:00 am PT**

## CRACKING QR CODES AND IMPLICATIONS FOR LIBRARIES

They've started to show up everywhere. Black and white squares. On magazine ads, outdoor signs, websites, receipts, airline tickets, and now... at your library. What are they? Quick Response (QR) Codes—two-dimensional barcodes, readable by smart phones, that link users to websites, texts, even phone numbers. Carson Block, consultant and former IT director of the Poudre River (Colo.) Public Library District, provides a lively, uncomplicated introduction to QR Codes. Learn what they are and how to make them work for your library. QR Codes can help you communicate with your patrons about library services, programs, web content, and more!

### Bio

With 16 years in library IT management and consulting, Carson's passions include leading

technology visioning and planning, technical design (including infrastructure, RFID, points of self-service, and more), and project management with a focus on technology solutions that powerfully serve the impacts each library has in the community it serves. In 2011, Carson was elected President of the Colorado Division of the Public Library Association, and has prioritized bringing people together through transparent technology as a primary goal during his term. Carson is also a member of the Audience & Participation workstream for the Digital Public Library of America (<http://dp.la/>).

**Instructor: Carson Block**

**Tuesday, March 19, 2013  
2:00 pm ET/11:00 am PT**

## SCREENTASTIC! USING SCREENCASTING AS A REFERENCE AND CUSTOMER SERVICE TOOL

If you're interested in learning more about screencasts and hearing tips on how to create them, this is the perfect on-demand webinar for you! Screencasts are excellent tools for demonstrating software, teaching computer skills, and visually sharing step-by-step navigation of websites and databases. They can be a powerful tool for all sizes of public libraries. Come learn how to design and produce killer screencasts for staff and public use, whether your targeted audience is a single person or an entire community.

### Who Should Participate

- Librarians designing instructional materials for patrons and/or staff
- Librarians interested in utilizing technology for improving service at public help areas

### Key Topics to be Explored

At the conclusion of this on-demand webinar, participants will:

- Understand the strengths and weaknesses of premium and free screencasting programs
- Be familiar with the mechanics of creating a polished screencast
- Know how to use screencasts for everyday questions and for unique situations
- Think like an experienced screencast producer

### Bio

Mikael "Mick" Jacobsen is librarian and supervisor of Adult Computer Labs at the Skokie (Ill.) Public Library.

**Instructor: Mikael Jacobson**

**Wednesday, March 27, 2013**  
12:00 pm ET/9:00 am PT

## TECH TRENDS FOR TEENS PART 2: APP FOCUS

Apps are everywhere. Teens use them to connect, create, collaborate. They use them for entertainment, homework, and reading. What can libraries do to support teen interests in apps? Are there ways to provide apps to teens even if they don't have devices on which to use them? In this webinar you'll find out about some of the most popular apps teens use, some they might not know about but you can connect them to them, and how the library can support teen app interests.

### The Key Benefits For Participants

- Know why apps appeal to teens
- Know what apps are popular with teens
- Know how to find apps for teens
- Know how the library can support teen app interests and needs

### Key Topics to be Explored

- Supporting teens that use apps as their primary way to connect, create, and collaborate

- What the library role is in connecting teens to apps
- How to develop library teen services that integrate apps

### Bio

Linda W. Braun is an educational technology consultant who works with schools and libraries around the country helping them to determine the best way to integrate technology into their initiatives. She is a Professor of Practice at Simmons College Graduate School of Library and Information Science, the Unbound Word columnist for VOYA, and the author of 10 books on teens and libraries. Linda is a past president of the Young Adult Library Services Association and a strong advocate for teens.

**Instructor: Linda Braun**

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