



EDUCATION INSTITUTE

# FALL 2011 COURSE CALENDAR

**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**

the  
**PARTNERSHIP**

The Provincial and Territorial Library Associations of Canada

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

### ON-LINE COURSES

Each week, you'll receive an e-mail 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. 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 being 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 are taking 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. You will need 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.

### CDS FROM PAST SESSIONS

If the session in which you are interested is not at an appropriate 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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# STAFFING & TRAINING



## CAREER PLANNING: A CONTRADICTION IN TERMS?

**"Give chance a chance" by  
"knowing who you are"  
professionally**

Drawing on several chapters in "The Information and Knowledge Professional's Career Handbook: Define and Create Your Success", co-author Ulla de Stricker discusses strategies for "planning" a career even though, technically, such a thing is impossible. This first session of three focuses on defining one's "professional identity", determining the types of work environments that are most likely to be a good match, and maximizing opportunities to become known by potential employers.

### Key Benefits:

- Assessing one's innate skills and preferences is a good place from which to choose what professional activities to prioritize in advancing one's career.

### Topics:

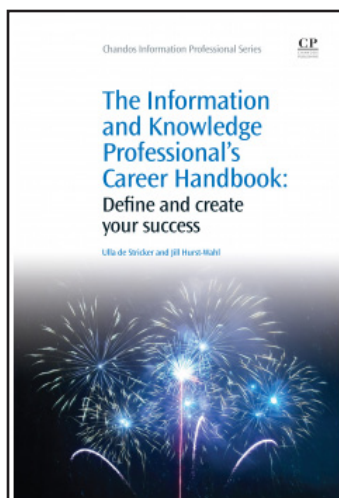
- What kinds of professional activities appeal most to you? What "style" of work suits you best? What can you do to enhance your job prospects? How can you be appealing to potential employers? What can you do to "get and stay on the radar" of those who might act as referrers?

### Ulla de Stricker

A knowledge management consultant (see [www.destriker.com](http://www.destriker.com)), Ulla de Stricker is a well known figure in the Canadian library community, having been active in it for well over 30 years. She devotes considerable time to advising information professionals on career matters and regularly offers individual assistance e.g. in reviewing resumes.

**Web Conference, Tuesday, September 20, 2011**

**11:00 am ET/8:00 am PT**



## INFORMATION AND KNOWLEDGE PROFESSIONAL'S CAREER HANDBOOK

**By Ulla De Stricker & Jill Hurst-Wahl**

The definitive guide to developing and managing a successful career in the information profession: Information Professionals and Knowledge Managers deal with significant challenges in building successful careers for a number of reasons associated with common misperceptions of their expertise and roles. In environments where they must often justify their work and value over and over again, those already in the profession need a boost and those just entering need to be prepared for a reality that may differ quite a bit from their expectations. The book is intended to give readers a set of tools and techniques with which to secure a strong career, build an effective brand, and succeed as professionals.

**ISBN: 9781843346081 \* Regular Price: \$102/Sale Price \$80 \* Chandos Publishing**

**BUY  
THE  
BOOK!**



## **DEVELOPING THE "PROFESSIONAL BRAND": IMAGE AND REPUTATION COUNT!**

Drawing on several chapters in "The Information and Knowledge Professional's Career Handbook: Define and Create Your Success", co-author Ulla de Stricker discusses opportunities for building a professional "brand" through official means such as the resume and subtler means such as crafting a professional image.

### **Key Benefits:**

- Having a compelling resume (and social media presence) is a must - but it's a challenge. Learn how to avoid the common pitfalls and get some basic yet

powerful tips for "sending a professional message".

### **Topics:**

- Telling your story: The polished resume  
What does it mean to "look professional"?  
How does one "send the right message" in writing?

### **Ulla de Stricker**

A knowledge management consultant (see [www.destricker.com](http://www.destricker.com)), Ulla de Stricker is a well known figure in the Canadian library community, having been active in it for well over 30 years. She devotes considerable time to advising information professionals on career matters and regularly offers individual assistance e.g. in reviewing resumes.

**Web Conference, Tuesday, October 11, 2011**

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

## **DOES BEING A MANAGER SCARE YOU?: LEARN THE SECRETS OF BEING A GOOD MANAGER**

Drawing on several chapters in "The Information and Knowledge Professional's Career Handbook: Define and Create Your Success", co-author Ulla de Stricker discusses fundamental principles of "being a good manager" and offers simple yet powerful tips for being effective through being authentic.

### **Key Benefits:**

- Taking on a managerial role can be daunting the first time, and there are many pitfalls. The session covers some simple guidelines with a focus on enabling others to perform, and provides an

opportunity for attendees to ask "difficult" questions.

### **Topics:**

- What is a Manager - and what does a Manager (not) do? What are the basic skills to master? What personal abilities are key?

### **Ulla de Stricker**

A knowledge management consultant (see [www.destricker.com](http://www.destricker.com)), Ulla de Stricker is a well known figure in the Canadian library community, having been active in it for well over 30 years. She devotes considerable time to advising information professionals on career matters and regularly offers individual assistance e.g. in reviewing resumes.

**Web Conference, Tuesday, November 8, 2011**

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

# COLLECTIONS

## THE REPS RECOMMEND: OUR PICKS FOR THE SEASON'S BEST ADULT NON-FICTION

Two library sales reps who are passionate readers, will present their picks for favourite adult non-fiction titles of the year, from biography and history to politics and culture. These will include books by Canadian and international writers, books suitable for bookclubs, overlooked gems and above all, just great and thought-provoking reads. All titles have been personally read and loved by the reps.

### Key Benefits:

- Great resource for readers' advisory staff
- Useful for staff who run book clubs
- Useful for all staff who work on the desks and are frequently asked to recommend books to their patrons

### Topics:

- The bulk of their suggestions will have been published in 2011. There will be a short 2012 preview, time permitting.

### Maylin Scott

Maylin Scott and Susan Wallace work as library reps for Random House of Canada and Oxford University Press respectively. They have given book talks across the country for the last several years, including at OLA, and love sharing their enthusiasm for a good read with librarians.

**Audio Conference, Thursday, October 13 2011**

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



## CANADIAN COPYRIGHT, DRM AND E-BOOKS: A PRIMER FOR LIBRARIANS

This session will focus on how Digital Rights Management fits into the current landscape of Canadian

Copyright; how DRM affects the usage of eBooks in academic and public library environments and thoughts on how this may play out in the future.

### Key Benefits:

- Participants will get an understanding of the Copyright Act and potential new legislation, providing the necessary groundwork for analyzing and crafting solutions in particular situations.

### Sam Trosow

Samuel Trosow is an Associate Professor at the University of Western Ontario with a joint appointment in the Faculty of Information and Media Studies (FIMS) and the Faculty of Law. Prior to joining the UWO Faculty, he was a law librarian at University of California, Berkeley's Boalt Hall Law School, and his doctorate at UCLA in Library Science focused on information policy issues.

Professor Trosow is currently a Network Investigator and Project Leader in the Graphics, Animation and New Media (GRAND) NCE and is the co-author of *Canadian Copyright: A Citizen's Guide* (with Laura Murray, *Between the Lines*, 2007). He is a member of the Copyright Committee and Intellectual Freedom Advisory Committee of the Canadian Library Association and the Librarians Committee of the Canadian Association of University Teachers. He is a frequent speaker on digital copyright issues and maintains a blog at <http://samtrosow.ca>.

**Web Conference, Thursday, November 3, 2011**

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

## THE REPS RECOMMEND: OUR PICKS FOR THE SEASON'S BEST YA BOOKS

Two library sales reps who are passionate readers, will present their favourite YA books of the year. Titles will include books suitable for both girls and boys and there will be some recommendations for reluctant readers. These will include books by Canadian and international writers, books suitable for teen bookclubs, overlooked gems, and above all, just great and exciting reads. We can't promise that the paranormal won't sneak in. All titles have been personally read and loved by the reps.

### Key Benefits:

- Great resource for readers' advisory staff
- Useful for staff who run book clubs
- Useful for all staff who work on the desks and are frequently asked to recommend books to their patrons

### Topics:

- The bulk of their suggestions will have been published in 2011. There will be a short 2012 preview, time permitting.

### Rosalyn Steele

Rosalyn Steele and Lahring Tribe work as library reps for HarperCollins Canada and Random House of Canada respectively. Both are voracious readers who have given book talks to librarians across the country and at OLA for many years.

**Audio Conference, Wednesday, December 7, 2011**

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

## PLAGIARISM AND COPYRIGHT INFRINGEMENT: AN AGONY IN SIX SKITS

Using the format of a radio play, this session presents commonly misunderstood issues related to the use of material that is owned by others. It uses a dialogue between the "well-intentioned user" and the "voice of balance" to explore the difference between plagiarism and copyright infringement and the consequences of each. Easily recognizable situations from academic life are used to highlight these points, and to explain the rationale behind the recommended course of conduct. Humour and irony will be combined with recent examples to illustrate areas of ambiguity.

### Key Benefits:

- Gain an understanding of the distinction between plagiarism and copyright infringement.
- Gain an awareness of the perspective of

the well-intentioned user.

- Improve awareness of the variance in disciplinary practices and the potential for Conferenceusion.
- Consideration of questions of new art forms such as mash-ups.

### Topics:

- Distinction between plagiarism and copyright infringement
- Concept of ownership and public domain
- Specific examples of recent incidents
- Creativity, authorship and disciplinary practices

### Kathryn Arbuckle

Kathryn Arbuckle is currently the Acting Associate University Librarian (Information Resources) as well as the Law Librarian at the University of Alberta.

### Margaret Law

is the Associate University Librarian (International Relations) and Director, Copyright Office, also at the University of Alberta.

**Audio Conference, Thursday, December 8, 2011**

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

# ADVOCACY & MARKETING



## **PROSPECT RESEARCH AND MANAGEMENT: INFORMATION MANAGEMENT FOR FUNDRAISING PROFESSIONALS**

This introductory session will discuss the role of prospect research as it relates to information management and distribution. The presentation will give an overview of the fundraising cycle, the role of prospect research, resources used and how information is collected, analysed and distributed throughout the organisation.

### **Key Benefits:**

- Obtain working overview of non profit information management.
- overview of non profit resources and their use.

### **Topics:**

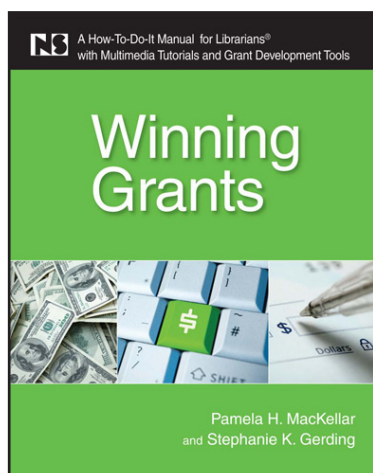
- Role of Prospect Research in fundraising
- Resources used in Prospect Research
- Role of Prospect Management as it relates to data/knowledge management and distribution

### **David Pennington**

An MLIS graduate from the University of Western Ontario, David has 10 years of corporate and non profit research and information management experience. Currently the Associate Director, Prospect Information & Database Management at the VHG & UBC Hospital Foundation, David's focus is on campaign strategy and preparedness, evaluating prospect management systems and tracking while providing information audits as they relate to business processes. David's non profit experience includes post secondary institutions, such as the University of British Columbia and the York University Foundation as well as smaller non profits. A regular public speaker, David has delivered presentations for APRA Canada and AFP Vancouver and is a frequent guest speaker for several non profit organisations.

**Web Conference, Wednesday, September 14, 2011**

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



## **WINNING GRANTS**

**By Pamela MacKellar & Stephanie Rawlins**

Written by two experts who have collectively won millions of dollars in grants from an astonishing variety of funding sources, *Winning Grants: A Multimedia How-To-Do-It Manual for Librarians* is a combination workbook, how-to-manual, and multimedia workshop.

Now presented in Neal-Schuman's newly revised How-To-Do-It series layout, *Winning Grants* gives you Gerding & MacKellar's extensive grant-getting experience in an accessible design so you can master these complex processes more easily. The how-to manual is arranged in three sections: The Grant Process Cycle, Library Grant Success Stories, The Winning Grants Multimedia Toolkit and DVD

**ISBN: 9781555707002 \* Regular Price: \$125.94/Sale Price \$100 \* Neal Schuman Publishers**



## FUNDRAISING—SELLING USED BOOKS

According to a 2008 Nielsen survey, books outsell every other product sold online. Used, out-of-print, antiquarian and rare books

are books libraries regularly cancel and which the public donate to their Friends group or library.

There is money to be made selling good quality used books online. Friends or library volunteers who sort books can be trained to know what books to retain for possible online selling.

Friends of Canadian Libraries has produced a guide to get you started selling books online. This session will cover the essentials for online bookselling and participants will receive a copy of FOCAL's guide.

### Key Benefits:

- gaining an understanding of the potential revenues involved in selling used books online
- practical tips to make it easier to get started

- learning from the experiences of Friends groups who have years of experience selling online
- receiving a copy of FOCAL's guide for selling books online

### Topics:

- an overview of how to get started selling used books online
- an awareness of the time commitment, volunteer or staff base required and start up costs involved
- how to determine which books to consider for online selling and how to estimate the condition and value of books

### Dorothy McNaughton

Dorothy is President of Friends of Canadian Libraries and a passionate advocate and fundraiser for libraries. Dorothy is Past President of Friends of the Sault Ste. Marie Public Library. She has been sorting and pricing books and organizing book sales for 15 years. She has years of experience pricing and selling collectable books. Dorothy is currently assisting the Friends of the Prince Township Library (a small rural library) to sell used books online. The FOCAL Board realized there was a need for a comprehensive Canadian guide for selling books online and Dorothy completed this project in early 2011.

**Audio Conference, Thursday, September 22, 2011**

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



## MARKETING ONLINE SERVICES: HOW ASKON FIGURED OUT WHAT WORKS

In today's knowledge economy, the 4Ps (Product, Price, Place, Promo) of

marketing have evolved into the 4Cs (Consumer wants & needs, Cost to satisfy, Convenience to buy, Communication). Jan Dawson frames her talk with these evolving concepts and their application to virtual library services, through the lens of Ask Ontario—Ontario's virtual reference service.

### Key Benefits:

- Best practices and tools for marketing library services

### Topics:

- 4Ps and 4Cs of marketing in the 21st century knowledge economy

### Jan Dawson

Jan Dawson is the Project Manager for Ask Ontario, Ontario's virtual reference collaborative and has been with the service since 2008. Her interests lie in emerging technology, community management, and digital services.

**Web Conference, Thursday, October 6, 2011**

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



## ADVOCACY & MARKETING CONT'D

### PARTNERSHIP IN LIBRARIES

Small town libraries face special challenges but they also have special advantages. This lively presentation looks at ways to nurture those advantages and helps redefine the idea of partnership.

#### Key Benefits:

- Useful for all staff who work on the desks and are frequently asked to recommend books to their patrons

#### Topics:

- Redefining customer service Working within a small budget Working without adequate staff Raising the profile of your library

### Rose Reid

Rose has been the head librarian at Bighorn Library for 16 years. She loves her job and has been responsible for many innovative projects including co-founding Bonnybooks. Three years ago Rose presented an audio Conference for the Education Institute on "Leadership in Small Town Libraries". She has presented at many library Conferences including twice at the Alberta Library Conference in Jasper and this year at the Southern Alberta Library Conference. Rose has presented a number of times at the Marigold Librarians Workshop, most recently on using YouTube in the library.

**Web Conference, Wednesday, October 26, 2011**

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

### WINNING GRANTS

This webinar will introduce participants to a process for doing grant work that will help you build this responsibility into your busy jobs as librarians. In these difficult economic times, it is more important than ever for librarians to be prepared for writing grant proposals whenever the opportunity arises in a short time-frame. With an emphasis on planning successful grant projects, this webinar will also cover identifying the right funder, proposal writing basics, and grant-winning tips and techniques useful for all types of librarians and grant types.

#### Key Benefits:

- Gain Confidence with grant work Learn a grant process that can be incorporated into their jobs Learn the key to responding quickly and effectively to appropriate grant opportunities

#### Topics:

- The Grant Process Importance of Planning Identifying the Right Funder Proposal Writing Basics

### Pam MacKellar

Pamela MacKellar is an author and library consultant who has been a librarian for over 25 years. She has held positions as a newspaper librarian, library director, assistant librarian, health sciences librarian, cataloger, technology consultant and independent consultant in libraries of all kinds including special, school, public, post-secondary, tribal, prison and state library agency. Author of *The Accidental Librarian* (Information Today Inc., 2008) Pam has also co-written *Winning Grants: A Multimedia How-To-Do-It Manual for Librarians with Multimedia Tutorials and Grant Development Tools* (Neal-Schuman, 2010) and *Grants for Libraries: a How-To-Do-It Manual* (Neal-Schuman, 2006). She is the recipient of the 2010 Loleta D. Fyan Award from the American Library Association for "Online Management Course for New Library Directors in New Mexico." Currently Pam is writing her newest book, *Writing Successful Technology Grant Proposals*, to be published by Neal-Schuman Publishers as part of the LITA Guides series. She co-hosts the Library Grants Blog that posts national and large regional grant opportunities in the US.

**Audio Conference, Thursday, October 27, 2011**

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



## FROM 'RADICAL EXTREMISM' TO 'BALANCED COPYRIGHT': CANADIAN COPYRIGHT AND THE DIGITAL AGENDA

By Michael Geist

Copyright has long been viewed as one of the governments most difficult policy issues. It attracts passionate views from a wide range of stakeholders, including creators, consumers, businesses, and educators and it is the source of significant political pressure from the United States. The latest chapter in the Canadian copyright saga unfolded in June 2010 as Industry Minister Tony Clement and Canadian Heritage James Moore tabled Bill C-32, copyright reform legislation billed as providing both balance and a much-needed modernization of the law. The introduction marked the culmination of months of public discussion and internal government debate.

ISBN: 9781552212042 \* Regular Price: \$65/Sale Price \$60 \* OLA Press

# FACILITIES



## GIVE YOUR LIBRARY A LIFT: AN INTRODUCTION TO REVITALIZING YOUR LIBRARY ON A TIGHT BUDGET

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. Based on the examples provided in Facelifts for Special Libraries, this introductory web-seminar will provide tips and tricks for how you can renew your library space without needing too much time or money.

### Key Benefits:

- Participants will learn simple ways to revitalize their physical spaces

### 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.

**Web Conference, Thursday, September 29, 2011**

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

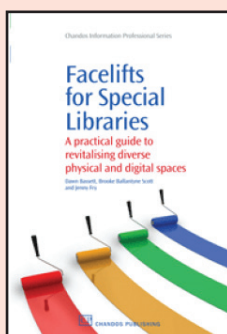
## FACILITIES COURSES

### **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.

#### **Key Benefits:**

- 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



Instructor  
Dawn Bassett

#### **Topics:**

##### **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
  - a) Interior design
  - b) Floor plans and layouts
  - c) Green tips

##### **Part Four: Revitalization ideas for digital spaces**

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

#### **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, Wednesdays,**

**November 9, 16, 23, 30, 2011**

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



## **LIBRARY SERVICES TO PERSONS WITH DISABILITIES**

At any given time in our libraries, more than one in ten customers has a disability and the statistic rises to almost one in two for those age sixty-five and over. Some disabilities are obvious -- most are invisible to library staff. While understanding the characteristics of disabilities is important, developing the attitudes, skills and awareness necessary to serve individuals with disabilities is even more critical. This four-week online course is for anyone who would like to ensure that all their customers receive high quality service and that every one of their interactions is enjoyable. 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 on-line 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.

### **Key Benefits:**

- Participants will be encouraged to explore the nature of disability, assess their library's current capacity to provide equitable service, and think about how policy might be affected. A special emphasis will be placed on serving those with print disabilities. Through a mix of practical exercises and facilitated discussion, participants will complete the course with heightened awareness and the tools necessary to find solutions for equitable

library service. Anyone responsible for providing public service to customers at the library, in person or online, will find this program of value.

### **Topics:**

- definitions and categories that help us describe individual disabilities
- implications for library services
- assessment of your library's strengths and weaknesses in this area
- ways to improve services, buildings and collections
- online services in this context
- implications for those with print disabilities
- best practices and ideas for continual improvement

### **Cheryl Stenstrom**

Cheryl Stenström is a Library Instructor and Consultant based on Vancouver Island. She was previously the CEO of a regional library in Nova Scotia. During the past decade, she's developed and delivered online and face-to-face sessions across North America on such diverse topics as online safety and identity theft, web development, legal information searching, services for patrons with print disabilities, and public library management. As a consultant, has provided advice and support to public libraries on management, board and technology issues, reference database training, and services to persons with disabilities. She also teaches in BC's Community Library Training Program and San Jose's State University's MLIS program. She is currently a candidate in the San Jose Gateway PhD program at Queensland University of Technology.

**Course, September 19, 2011 - November 10, 2011**



Instructor  
Cheryl Stenstrom

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## MANAGEMENT COURSE

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### **SUPERVISORY SKILLS FOR LIBRARY STAFF**

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.

#### **Key Benefits:**

- Participants will gain an understanding of skills and techniques needed for effective supervision on a day-to-day basis. They will learn about models of human resource management from other sectors and how they can apply these to work more effectively with library staff. Throughout the course, participants will learn through active discussion, assess their own strengths and areas for development, practice skills through short exercises and discover

relevant articles. This course is designed for both paraprofessionals and professional librarians who are first-time supervisors, or who are looking to move into a supervisory position, especially in rural or small libraries. It is suitable for librarians who are called upon to be 'in charge', new departmental and program managers, circulation supervisors and senior circulation assistants, etc. Also anyone who would like to learn more about human resource management in a library setting is encouraged to register.

#### **Topics:**

- Role of the supervisor and organizational design
- Communication skills
- Recruitment and hiring
- Performance management and discipline
- Motivation and change
- Team building

#### **Cheryl Stenstrom**

Cheryl Stenström is a Library Instructor and Consultant based on Vancouver Island. She was previously the CEO of a regional library in Nova Scotia. During the past decade, she's developed and delivered online and face-to-face sessions across North America on such diverse topics as online safety and identity theft, web development, legal information searching, services for patrons with print disabilities, and public library management. As a consultant, has provided advice and support to public libraries on management, board and technology issues, reference database training, and services to persons with disabilities. She also teaches in BC's Community Library Training Program and San Jose's State University's MLIS program. She is currently a candidate in the San Jose Gateway PhD program at Queensland University of Technology.

**Course, October 31 - December 5, 2011**



Instructor  
Cheryl Stenstrom

# 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.

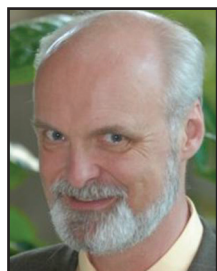
### Audio Conferences

Tuesday, September 20, 2011, 2:00 pm ET/11:00 am PT

Tuesday, November 15, 2011, 2:00 pm ET/11:00 am PT

Tuesday, November 29, 2011, 2:00 pm ET/11:00 am PT

Tuesday, December 06, 2011, 2:00 pm ET/11:00 am PT



## THE BIG PICTURE: TRENDS BEYOND TECHNOLOGY IN LIBRARIES

The future, depending on your point of view and attitude, can be viewed as exciting or scary:

Frankenlibraries or Librarytopia.

Maybe it's both—like a roller coaster!

Are e-books just a symptom of a shift in the publishing environment? Is there more change underlying everything than is visible? Are the financing issues in libraries in Canada changing materially? While we can't always answer these questions, we can acknowledge that the future won't be the same as the past—not by a long shot.

What are the opportunities for communities, learning and libraries? What enhancements and changes might we expect? Is this the final straw for libraries or the biggest opportunity for us since the advent of the web? Are libraries going to be even more open and boundary-less? Are the newest social technologies for the web a

great opportunity for social institutions like libraries, schools, universities and governments? Are these again a symptom of an even greater shift for society that social institutions like libraries must acknowledge?

### Stephen Abram

Stephen Abram, MLS, is Past-President 2008 of SLA and the past-President of the Ontario (2002) and Canadian Library Associations (2004/5). He received the 2011 CLA Outstanding Service to Librarianship Award in June. He is the Vice President for Strategic Partnerships and Markets for Cengage Learning (Gale). He was Vice President Innovation for SirsiDynix and Chief Strategist for the SirsiDynix Institute. He was Publisher Electronic Information at Thomson after managing several libraries. Stephen was awarded the AILP 2010 Roger Summit Award. He is an adjunct professor at the University of Toronto, Faculty of Information where he received the 2011 Outstanding Teaching Award from the iSchool Institute. Stephen was listed by Library Journal as one of the top 50 people influencing the future of libraries. He has received numerous honours and speaks regularly internationally. His columns appear in Information Outlook and Internet @ Schools. He is the author of ALA Editions' bestselling Out Front with Stephen Abram. His blog, Stephen's Lighthouse, is a popular blog in the library sector.

**Web Conference, Tuesday, December 13, 2011**

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

# PROGRAMS & SERVICES



## READERS' ADVISORY AND THE ONLINE BOOK CLUB [RA SERIES]

In the rapidly changing online world, reaching library patrons now requires utilizing new techniques and media tools. Creating and maintaining an online presence can be challenging for information professionals. Book Buzz, Toronto Public Library's virtual book club and online reader's advisory service was founded in 2006. This session will describe TPL's experience with the service, tracing its history, development and plans for the future, focusing on the opportunities that the service presents.

### Key Benefits:

- Participants will get insight into a long-

running online book club. The pitfalls and challenges are examined, as well as the benefits of organizing a virtual service for readers. The program is particularly useful for those considering a similar service.

### Topics:

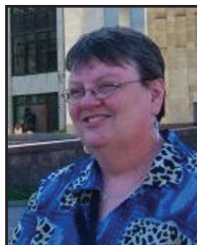
- About Book Buzz: its past and future
- Reader's Advisory in the online environment: Challenges and Opportunities
- Growing the service: evaluation and marketing

### Margaret Elwood

Margaret Elwood graduated from the Faculty of Information in Spring 2010 and has been Toronto Public Library's Book Buzz moderator since September 2010. Prior to becoming a librarian she had a long and rewarding paraprofessional career within Toronto Public Library.

**Audio Conference, Tuesday, September 13, 2011**

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



## GENEALOGY SERVICES FOR LIBRARY STAFF: HOW TO GET STARTED

What types of genealogy resources are available for library staff? Where are they found? Learn how to create a network of resources and develop a relationship with organizations in the community that can help you provide excellent genealogy services to the patron. We will cover various professional organizations, their publications, as well as ways to find appropriate Conferences.

### Key Benefits:

- How to get your genealogy services off the ground. How to source helpful community resources. Which publications will be most useful to your staff and patrons?

### Penny Allen

Penny Allen is a qualified librarian, who has a passion for genealogy. With over 30 years of experience, she has implemented genealogy programs in public libraries; taught basic genealogy to adult learners through continuing education programs; attended and presented at genealogy Conferences; volunteered at the Who Do You Think You Are show in London and researched at many archives and libraries in the U.K. and across Canada.

**Audio Conference, Monday, October 17, 2011**

**1:00 pm ET/10:00 am PT**

## THE BASICS OF GENEALOGY RESEARCH

In order to understand the questions that genealogy patrons ask it is important for staff to know what processes must be accomplished before coming to the library. For example, collecting basic data on births, marriages and deaths from family members is necessary to build a stable base of research. This talk will provide library staff with a basic understanding of the first steps of genealogy research and provide some resources that genealogists may use to get started.

### Penny Allen

Penny Allen is a qualified librarian, who has a passion for genealogy. With over 30 years of experience, she has implemented genealogy programs in public libraries; taught basic genealogy to adult learners through continuing education programs; attended and presented at genealogy Conferences; volunteered at the Who Do You Think You Are show in London and researched at many archives and libraries in the U.K. and across Canada.

**Web Conferenc, Monday, November 7, 2011**

**1:00 pm ET/10:00 am PT**

## GENEALOGY REFERENCE INTERVIEW

Unlike a reference interview, genealogists have specific requests, and may have a little or no knowledge of the types of resources that the library can offer. It is very important that the librarians ask questions that will help them understand what the researcher is looking for. This program (workshop?) will cover the basic questions that are specific to genealogy enquiries.

### Penny Allen

Penny Allen is a qualified librarian, who has a passion for genealogy. With over 30 years of experience, she has implemented genealogy programs in public libraries; taught basic genealogy to adult learners through continuing education programs; attended and presented at genealogy Conferences; volunteered at the Who Do You Think You Are show in London and researched at many archives and libraries in the U.K. and across Canada.

**Audio Conference, Monday, November 28, 2011**

**1:00 pm ET/10:00 am PT**

## ORDERING AND ORGANIZING GENEALOGY MATERIALS

This topic will discuss:

- where to find print sources of publications and how to order them
- locating materials for Inter-Library Loans requests
- how to organize a genealogy library within 929 and beyond
- what materials are best suited to small and large sized collections.

### Penny Allen

Penny Allen is a qualified librarian, who has a passion for genealogy. With over 30 years of experience, she has implemented genealogy programs in public libraries; taught basic genealogy to adult learners through continuing education programs; attended and presented at genealogy Conferences; volunteered at the Who Do You Think You Are show in London and researched at many archives and libraries in the U.K. and across Canada.

**Audio Conference, Monday, December 12, 2011**

**1:00 pm ET/10:00 am PT**



# TEACHING



## THE SHRUG FACTOR: MEDIA LITERACY AND DIGITAL CITIZENSHIP

The Shrug Factor is about critical thinking. Instead of "shrugging away" the images, messages and

information we are inundated with every day, we need to stop and ask questions. "Does anyone in this music video look like me?" "Why are those girls acting like that?" "Do I need this piece of technology to be cool?" I talk to students and parents about a range of issues from stereotypes to digital citizenship.

Karen is passionate about media literacy and also believes there's an opportunity to involve character Ed. HOW students use

technology can say a lot about the people they want to be. Cyber bullying is a huge part of this digital discussion.

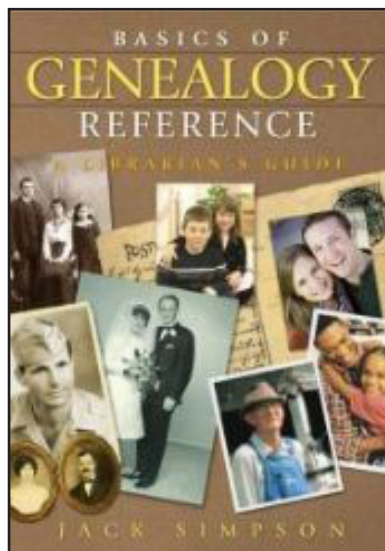
This presentation is high energy with clips, music and lots more! Karen includes a resource sheet for parents loaded with websites and book suggestions.

### Karen Horsman

Karen Horsman has been in the world of media for 25 years and is currently working at CBC radio on shows such as Metro Morning and As it Happens. She was also the national parenting columnist for close to 10 years. She's seen an incredible amount of change in the industry but the last few years have been the most remarkable with students accessing a digital world we could never have imagined.

**Web Conference, Wednesday, October 19, 2011**

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



## BASICS OF GENEALOGY REFERENCE: A LIBRARIAN'S GUIDE

Genealogy is one of the most popular hobbies in the United States and is heavily researched in public libraries and historical repositories. Increasingly, major genealogy resources are available on-line at libraries through subscription databases or free on the Internet. As a result, librarians face the overwhelming task of helping a large audience of genealogists cope with an evergrowing flood of new resources. This book offers both novice and experienced reference librarians an introduction to tried-and-true genealogy techniques and resources. With the help of four case studies, Simpson outlines a basic starting strategy for conducting genealogy research. Later chapters deal specifically with genealogical librarianship: how to conduct a reference interview, continuing and professional development and basic resources every collection should have. Charts, screenshots and examples of public documents are also included. A series of appendices present the case studies in their entirety.

**ISBN: 9781591585145 \* Regular Price: \$48/Sale Price \$40 \* Libraries Unlimited**



## THE GREAT WEB 2.0 FACE-OFF: POST-GAME HIGHLIGHTS

Web 2.0 tools are all the rage, but how do they boost learning? That was the key question facing two teams of exemplary educators as they faced off at Super Conference 2011 and again at the Educational Computing Organization of Ontario's fall Conference, hosted by today's presenter. During three jam-packed periods of play, the teams shared their best ideas for using Web 2.0 tools to optimize student learning. Expert analysts connected the teams' ideas to powerful pedagogy in the intermissions and post-game shows. This session looks back at the highlights of both games. We'll have a look at the top web apps advocated by the teams for how they boost learning. Most importantly, we'll look at how to match technology to great pedagogy, moving beyond novelty and flash to empowering learning.

### Key Benefits:

- There seem to be an overwhelming number of choices when it comes to interactive web technologies. This session will help you cut to the chase as an educator, highlighting the technologies worth learning, and sharing some great ideas for where they fit into curriculum and great pedagogy.

### Topics:

- How do Web 2.0 technologies boost learning?
- What are the best web apps for K-12

education?

- How do technology and great pedagogy intersect, especially in the library program?
- A comparison of the differences and capabilities of the Kobo, Nook, iPad, Sony and Kindle eReaders.

### Anita Brooks Kirkland

Anita Brooks Kirkland is the Consultant for K-12 Libraries for the Waterloo Region District School Board. She is a frequent workshop presenter at Super Conference, school districts, subject associations and other educational organizations. Her presentations focus on many topics relating to school library programs, but most particularly the effective integration of Information and Communication Technologies.

She has also published several articles in *The Teaching Librarian*, *Feliciter*, *Partnership: The Canadian Journal of Library and Information Practice and Research* and *Synergy*, the journal of the School Library Association of Victoria, Australia. She writes a regular column for the online journal, *School Libraries in Canada*.

Anita is a past president of the Ontario School Library Association and served on OSLA Council for close to a decade. She has been a member of the OLA Board of Directors and the Knowledge Ontario board. She is currently co-chair of the The Association of Library Consultants and Coordinators of Ontario.

**Web Conference, Tuesday, November 22, 2011**

**3:30 pm ET/11:30 am PT**



# TECHNOLOGY

## CLOUD COMPUTING AND LIBRARIES: THE VIEW FROM 10,000 FEET

In this basic session, presenters will introduce the concept of cloud computing, dispelling the myths and emphasizing how it pertains to libraries. Examples of well-known cloud-based tools will be used to illustrate concepts when possible as a way of grounding the discussion about the cloud. Next, pros and cons of cloud computing, including issues relating to privacy, security, staff workload, and overall cost, will be presented and discussed. Finally, examples of free and fee-based cloud-based services will be demonstrated, providing concrete ideas for how libraries may get started implementing cloud computing.

### Key Benefits:

- Participants will gain a basic understanding of what cloud computing is and how it is being used in libraries. When introducing concepts, it's often easiest to give concrete examples. Examples will be used throughout the discussion, and a demo at the end will serve to solidify participant understanding.

### Topics:

- Basic discussion of what cloud computing is (using examples)

- Pros and cons of cloud computing in libraries
- Demonstrations of products "in the cloud"

### Edward M. Corrado

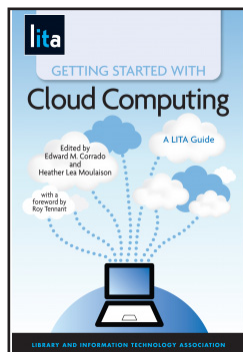
Edward M. Corrado <<http://ecorrado.us/>> is Director of Library Technology at Binghamton University, Binghamton, New York, USA. Corrado has written articles and presented at multiple Conferences on various library technology topics. His research interests include cloud computing, Open Source Software in libraries, social software in libraries and the role of libraries in Democracy 2.0. Corrado earned his Masters of Library Service from Rutgers University, New Brunswick, New Jersey, USA and a Bachelor of Arts in Mathematics from Caldwell College, Caldwell, New Jersey, USA.

### Heather Moulaison

Heather Lea Moulaison <<http://www.moulaison.net>> is Assistant Professor in the School of Information Science & Learning Technologies at the University of Missouri, USA. Dr. Moulaison's research interests include digital libraries, cloud computing, international librarianship, web technologies, and information organization and access. Dr. Moulaison earned an MA in French and an MSLIS at the University of Illinois, Urbana-Champaign, USA and earned a PhD in LIS from Rutgers University, New Brunswick, New Jersey. Before moving to Missouri, USA, Dr. Moulaison taught at the University of Ottawa (2010) and was a Fulbright Scholar grantee at the Ecole des sciences de l'information, Rabat, Morocco (2008-2009).

**Web Conference, Tuesday, September 27, 2011**

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



## GETTING STARTED WITH CLOUD COMPUTING

**By Edward M. Corrado & Heather Lea Moulaison**

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's day to day mission and services.

**ISBN: 9781555707491 \* Regular Price: \$78/Sale Price \$70 \* Neal-Schuman Publishers**





## **BROWSING FOR BOOKS— FINDING E-BOOKS ONLINE**

You don't have to have an eReader in order to embrace eBooks. This session will explore ways that libraries and library users can take advantage of online tools and desktop or web-based eBook platforms to find, read and interact with eBooks. More specifically, the session will highlight features that allow users to personalize their eReading experiences, printing and/or downloading capabilities, accessibility issues, quality control, file formats, compatibility with other devices, not to mention creating and self-publishing eBooks. This session will focus on the eBook

searching needs primarily of public and school librarians.

### **Sarah Forbes**

Sarah Forbes joined the University of Toronto Scarborough Library as a Reference, Research and Instruction Librarian in 2009. She is an OCULA councillor-at-large and active OLITA member, most recently participating in the development of the OLA Technology Lending program. She has an avid interest in using technology to engage library users and enjoys exploring eBooks, social software and emerging technologies as they relate to research, information literacy instruction, library promotion and outreach. In 2010, she spearheaded the implementation of the UTSC Library's eReading pilot project which currently assesses and circulates eReaders and tablets among library staff.

**Web Conference, Tuesday, October 4, 2011**

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



## **FACEBOOK BOOT CAMP**

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.

### **Key Benefits:**

- Discover why libraries need to be on Facebook
- Learn how Thunder Bay Public Library uses

Facebook

- Facebook Advertising (why and how)
- Facebook user training (why and how)

### **Topics:**

- Libraries and Facebook
- Facebook Advertising
- Facebook user training

### **Jesse Roberts**

Jesse Roberts is the Head of Reference Services at the Thunder Bay Public Library. She works with the changing needs of our community to provide relevant and useful library experiences. Jesse enjoys helping local businesses, schools, researchers and other organizations discover what the library can offer to make their lives easier.

### **Joanna Aegard**

Joanna Aegard is the Head of Virtual Library Services at the Thunder Bay Public Library. She manages the library's growing collection of online services and information and spearheads the Library's Web 2.0 presence.

**Web Conference, Tuesday, October 25, 2011**

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

## TECHNOLOGY CONT'D



### MOBILE APP DEVELOPMENT FOR LIBRARIES

My session will discuss mobile application development for Libraries, focusing on why you should be creating mobile web or native apps, the steps involved, the staff skill-sets and time demands, the various states of development and available tools that you can utilize to assist your development.

#### Key Benefits:

- a clear, understanding of the steps in creating mobile applications
- information about recommended staff skill-sets and time constraints to consider
- inspiring ideas of what libraries can be

doing in the mobile spaces

#### Topics:

- steps involved in creating mobile applications
- skill sets and staff requirements for these projects
- examples of what libraries are currently doing with their mobile spaces
- tools and references to help institutions get up and running quickly.

#### Graham McCarthy

Graham McCarthy is the Innovative Technologies Librarian at Ryerson University. He is also the project manager of the University-wide mobile project. He holds a Masters degree in Information from the University of Toronto and a Bachelors degree in Information Technology from York University.

**Web Conference, Tuesday, November 1, 2011**

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



### THE POPULARITY OF E-BOOK READERS AND THE IMPLICATIONS FOR CANADIAN LIBRARIES

Learn more about current eReader from the new generation Kindle to the latest Kobo reader. Are eBooks and eBook readers "greener" than print books? Find out what your library should know before investing in eReaders.

#### Key Benefits:

- Receiving up-to-date information on current eReader technology.
- Learning about issues to consider before purchasing eReader to circulate.
- Understand the differences in the eReader options on the market.

#### Topics:

- Information about current generation of eReaders (pros & cons, how they work with existing library e-resources)
- Evidence that eBooks & readers are greener than print
- What users think about eBooks.
- How Canadian libraries are responding to popularity of eReaders
- Issues to consider before purchasing eReaders to circulate at your library

#### Crystal Rose

Crystal Rose is currently the Public Services Librarian at the Ferriss Hodgett Library, part of the Memorial University Libraries System, in Corner Brook, NL. She received her MLIS from Dalhousie University. In 2010, she began an eBook reader pilot loan project at her library, and is researching whether lending eBook readers improves access to eResources and improves user satisfaction with eBooks.

**Web Conference, Thursday, November 17, 2011**

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



### **FLEXIBLE DRUPAL**

In this session, Rochelle and Mike will discuss the kinds of tools and functionality available through Drupal, and how this functionality can be applied in a library setting. From publishing a basic website, a blog, or a newsletter with multiple authors and editors, to a tool you can use to manage content that appears elsewhere (in Blackboard, on your campus website, or anywhere else), to creating effective mobile content, Drupal can help! We'll show examples of front ends and back ends so you can get a sense of how to create content and how it appears live.

#### **Key Benefits:**

- This session will help participants learn more about how a robust content management system can help librarians to manage content, push content into existing systems, support mobile users, and collaborate effectively.

#### **Topics:**

- Drupal for collaborating
- Drupal for publishing a web magazine/newsletter
- Controlling permissions and different user groups
- Drupal for controlling content that will be viewed inside other sites (Blackboard, etc.)
- Drupal for mobile (mobile version of your website, or mini web "apps" on the fly)

#### **Rochelle Mazar**

Rochelle Mazar is an Emerging Technologies Librarian at the University of Toronto Mississauga, where she focuses on collaborative and communication technologies, web applications, instructional technology, and making the undergraduate experience better.

#### **Mike Serafin**

Mike Serafin is a Library Computer Analyst at the University of Toronto Mississauga, where he is the chief cook and bottlewasher for all things Drupal.

**Web Conference, Thursday, December 1, 2011**

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

The ***OLAS***Store 

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**Manitoba Library  
Association**



**Library Association of Alberta**  
Promoting the Right to Know



**British Columbia Library Association**



**newfoundland and labrador  
library association**



**Saskatchewan Libraries**  
Sharing knowledge in a  
multitype system

