eLearningSolutions
ALA PUBLISHING

ALA Publishing eLearning Solutions

eLearning Event Catalog

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ALA Publishing eLearning Solutions

Event Catalog 2018-2019

ALA Publishing eLearning Solutions (ELS) produces high-quality professional development events and materials for the library profession. ELS events cover modern issues on a wide variety of topics in formats that include live workshops, asynchronous eCourses, and print publications. We help ensure that today's library employees have access to the professional development opportunities they need, whether they are brushing up on the basics or expanding their horizons with cutting-edge tools.

This catalog covers upcoming ELS eCourses and Workshops as well as past eCourses that we plan to offer again in the future. You can browse the catalog by event start date or by subject. We have our current eLearning listings through January 2019. The catalog will be updated monthly, as our editorial calendar is finalized. eLearning titles with a current iteration planned will link you to the registration page with additional information about the learning content, instructor information, and how to register.

For eCourses where an iteration is not currently scheduled, please fill out the waitlist form to be notified the next time registration for the eCourse becomes available. Feel free to contact us with any additional inquiries and comments at elsmarketing@ala.org.

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***Advanced eCourses** are led by faculty from the SJSU iSchool and help you dig deep into cutting-edge topics in 10-12 weeks, equipping you with potentially transformative knowledge and skills, and taking you from introductory through high-level content.

BROWSE ELEARNING BY EVENT START DATE

DECEMBER 2018

Working with Individuals Affected by Homelessness: An Empathy-Driven Approach

RYAN DOWD

60-MINUTE WORKSHOP ON THURSDAY, DECEMBER 20, 2018 AT 2:30PM EASTERN

Gain a greater understanding of patrons affected by homelessness and their communication styles. You'll learn about how to implement empathy-driven enforcement, an approach originally developed in homeless shelters, that can help you effectively work with patrons affected by homelessness.

JANUARY 2019

Getting Started with Library Service Design

JOE J. MARQUEZ & ANNIE DOWNEY

4-WEEK ECOURSE, BEGINS JANUARY 7, 2019

Service design is a holistic, co-creative methodology that puts the user at the center of the service delivery model to create user-centered services. This eCourse explores the service design methodology as a valuable toolkit that librarians and administrators can use to assess, revise, and create library services, spaces, and workflows.

How to Market Your Library

DANA BRACCIA

4-WEEK ECOURSE, BEGINS JANUARY 7, 2018

Gain a comprehensive foundation in library marketing—from social media and PR campaigns to designing new library programs and enhancing the experience of your library's users. This eCourse teaches you how to successfully draw patrons in and get them interested in the products and services you provide. This eCourse covers integrating marketing into a number of library service areas, including promotion of your services, program planning, branding, web content, public relations, analytics, social media, and overall in-building experience.

Introduction to Metadata and Linked Data

DR. OKSANA L. ZAVALINA

6-WEEK ECOURSE, BEGINS JANUARY 7, 2019

This eCourse provides you with the tools to get started with linked data and metadata and the resources to learn more on your own. Topics covered include the building blocks of metadata scheme (structure, syntax, and semantics); how metadata schemes are implemented in database records; application of several metadata schemes that are widely used in digital libraries, including Dublin Core and MODS; and the role of metadata in Semantic Web and Linked Data environment.

Creating a Digital Media Space for Today's Teens

COREY WITTIG

TWO-PART WORKSHOP, EACH SESSION IS 60 MINUTES ON WEDNESDAYS, JANUARY 9 & 16, 2019 AT 2:30PM EASTERN

Digital media expert Corey Wittig knows what it takes to build an effective, popular lab, and he'll share his knowledge with you in this comprehensive, two-part workshop. You will learn steps for getting started, including planning and getting buy-in from library stakeholders, budgeting, scheduling staff time effectively, and securing funding.

Creating a Social Media Policy for Your Library

LAURA SOLOMON

90-MINUTE WORKSHOP ON THURSDAY, JANUARY 10, 2019 AT 2:30PM EASTERN

Library technology and instruction expert Laura Solomon shows you how to craft a social media policy that will help ensure that you and your staff are getting the most out of these resources and that you are protecting your community and patrons in the process. You'll learn how writing this kind of policy can be completely different than writing any other text for the library and what you might need in a policy for staff versus what you might need to spell out for patrons.

Managing Children's Collections from Acquisition to Weeding

JILL BURKET RAGASE

4-WEEK ECOURSE, BEGINS JANUARY 14, 2019

Managing children's materials in the library can be a challenge. In this new four-week eCourse, you'll work through all the phases of the collection management circle of life—from initial selection to weeding—focusing on customer service and good stewardship of financial resources.

Taking STEAM Programs to the Next Level

AMY HOLCOMB

90-MINUTE WORKSHOP ON THURSDAY, JANUARY 17, 2019 AT 2:30PM EASTERN

Learn how to move beyond surface level programming and provide more engaging and meaningful experiences for youth around STEAM topics. Experiential Learning Supervisor Amy Holcomb teaches you inquiry-based learning techniques, provides you with specific programming ideas for varying age groups, and shares the best STEAM resources to use in your programming.

Supporting Teen Services: Fostering Community, Programming, and Outreach

JENNIFER VELÁSQUEZ

4-WEEK ECOURSE, BEGINS JANUARY 21, 2019

Offering a fresh perspective on teen services, this course covers everything from programs, psychology, and physical spaces to collections and getting buy-in from young adult patrons. Jennifer Velásquez, Teen Services Coordinator for the San Antonio Public Library, teaches you how to use teen personalities, psychology, and innovative communication strategies to enhance your services and help teens take ownership of their library.

Feminist Librarianship: Re-Envisioning Library Work

MARIA T. ACCARDI

4-WEEK ECOURSE, BEGINS JANUARY 21, 2019

This eCourse enables you to define feminist pedagogy, identify its relevance for social justice activism in libraries, and identify implications for your professional practices, no matter your library setting. Through assigned readings and engagement in weekly discussion board prompts, you will explore feminist pedagogy as a lens to re-envision library work in reference services, collection development, cataloging and classification, access services, and more.

FEBRUARY 2019

Music Collection Development for Every Librarian

HOUMAN BEHZADI, LISA HOOPER, JOHN REDFORD, & THE MUSIC LIBRARY ASSOCIATION

6-WEEK ECOURSE, BEGINS FEBRUARY 4, 2019

This eCourse provides a detailed introduction to the core concepts, functions, and tools of music collection development. You will develop your own collecting philosophy and gain a deeper understanding of collection development policies, ownership vs access, collecting strategies, budget management, format-based selection tools, firm orders, standing orders, and approval plans.

Music Reference Skills for Every Librarian

SARA J. BEUTTER MANUS & THE MUSIC LIBRARY ASSOCIATION

4-WEEK ECOURSE, BEGINS FEBRUARY 4, 2019

This 4-week eCourse provides you with tools and techniques to help locate recordings and printed music as well as other sources for general information about music and musicians in various genres. You'll learn about some of the most common problems encountered in music reference and how to solve them.

Genealogical Research for Librarians

JUNE POWER

4-WEEK ECOURSE, BEGINS FEBRUARY 4, 2019

In this eCourse, librarian and genealogy expert June L. Power prepares you with the expertise you need to serve the genealogically-oriented patrons in your community. You'll start with the basics and gain an understanding of how to use both free and proprietary resources, how to use public records, and how to serve communities of diverse national and ethnic backgrounds.

Mindfulness for Librarians: Handling Stress and Thriving Under Pressure

RICHARD MONIZ & MARTIN HOUSE

4-WEEK ECOURSE, BEGINS FEBRUARY 4, 2019

Moniz and House share tips and tricks to better handle stress and become more mindful in the workplace. This eCourse introduces mindfulness, discusses its significance and how it relates to the library profession, and teaches you techniques to put theory into practice.

Digital Humanities for All Librarians

LAURA BRAUNSTEIN

4-WEEK ECOURSE, BEGINS FEBRUARY 4, 2019

Digital humanities expert Laura Braunstein teaches you what library professionals and staff need to know in order to be effective collaborators with digital humanists and to be digital humanists themselves. You'll learn how libraries of all sizes and types in all communities—not just academic research libraries—get involved with DH projects.

Coping with Burnout: Strategies for Staying Centered

HEATHER FISHER, MICHAEL DUFFY, & THE MUSIC LIBRARY ASSOCIATION

90-MINUTE WORKSHOP ON WEDNESDAY, FEBRUARY 6, 2019 AT 2:30PM EASTERN

Librarians Heather Fisher and Michael Duffy teach you how to identify the signs of burnout and fatigue—both in yourself and your colleagues, so you can be proactive and take manageable steps to reverse the effects of burnout. You'll learn time and stress management strategies that are simple and easy to apply to help avoid burnout and to better cope with it when it does occur.

Creating Escape Room Programs and Other Immersive Experiences in Libraries

ELLYSSA KROSKI

90-MINUTE WORKSHOP ON THURSDAY, FEBRUARY 7, 2019 AT 2:30PM EASTERN

Ellyssa Kroski, author of *Escape Rooms and Immersive Experiences in Libraries*, shows you how you can create an escape room experience at your library from scratch, regardless of your level of personal experience.

Serving Children with Autism Spectrum Disorder

DR. LESLEY FARMER

TWO-PART WORKSHOP, EACH SESSION IS 90 MINUTES ON WEDNESDAYS, FEB. 13 & 20, 2019 AT 2:30PM EASTERN

In this workshop, Dr. Lesley Farmer takes you through the basics of autism, explaining the forms the condition can take and how children with this diagnosis tend to be unique. You will learn about library-specific best practices for both interacting with children one-on-one and making the library environment, as a whole, more friendly.

Using Visual Arts in Early Childhood Programming

HEATHER WHITE & KATHERINE HICKEY

90-MINUTE WORKSHOP ON THURSDAY, FEBRUARY 14, 2019 AT 2:30PM EASTERN

In this workshop, children's librarian Katherine Hickey and art educator Heather White provide you with the theoretical and practical information needed to integrate visual arts into early childhood programming.

Getting the Most Out of Library Volunteers

CATHERINE HAKALA-AUSPERK

90-MINUTE WORKSHOP ON WEDNESDAY, FEBRUARY 27, 2019 AT 2:30PM EASTERN

Catherine Hakala-Ausperk, a former library director with extensive experience navigating the staff-volunteer dynamic, guides you through this workshop and teaches you how to launch and maintain a volunteer program. You'll walk away from this workshop knowing how to better work with volunteers to enhance your library's offerings and how to grow an effective volunteer program.

BROWSE BY SUBJECT

CATALOGING AND METADATA

Advanced eCourse / Cataloging for Non-Catalogers*

DR. MARY BOLIN

12-WEEK ADVANCED ECOURSE

SJSU instructor Dr. Mary Bolin teaches the fundamental concepts and practices of library cataloging, including basic descriptive and subject cataloging concepts, the creation and management of cataloging processes and workflows, the shared cataloging environment, and trends in bibliographic control that will affect libraries in the near future.

Advanced eCourse / Intermediate Cataloging for Non-Catalogers*

DR. MARY BOLIN

12-WEEK ADVANCED ECOURSE

Cataloging expert and renowned instructor Dr. Mary Bolin expands on the topics from her introductory course and provides you with a deeper understanding of more advanced cataloging concepts. This course emphasizes cataloging as a part of the library as a whole and focuses on the elements of the cataloging process, including acquiring bibliographic data, working with library databases, and creating effective workflows.

Cataloging Music Resources in RDA: Resource Description and Access

DR. SONIA ARCHER-CAPUZZO

4-WEEK ECOURSE

This eCourse explores the unique challenges of cataloging music resources and provides you with a strong foundation in music cataloging with RDA that you can use more confidently and successfully, no matter what type of resources you wish to describe.

Cataloging Video Resources with RDA

KELLEY MCGRATH

TWO-PART WORKSHOP, EACH SESSION RUNS 75 MINUTES

Multimedia cataloging expert Kelley McGrath provides an overview of cataloging moving image materials using RDA with an emphasis on areas that can be problematic for moving images, including sources of information, statements of responsibility, relationship designators, publisher and dates, and various technical elements related to carrier. This webinar will provide guidance on cataloging film and video using RDA and will assume a basic familiarity with RDA.

How to Implement a Digitization Program

SUSANNE CARO

4-WEEK ECOURSE

In this eCourse, Susanne Caro, a former state documents librarian and digitization expert, shows you what you need to get started if you are new to digitization. Learn how to assess different materials for digitization, and gain strategies for getting buy-in and resources for your project.

Introduction to LC Faceted Vocabularies for Music Resources

CASEY MULLIN, HERMINE VERMEIJ, & THE MUSIC LIBRARY ASSOCIATION

90-MINUTE WORKSHOP

This workshop introduces catalogers to three new Library of Congress vocabularies as they apply to music resources—the Library of Congress Medium of Performance Thesaurus for Music (LCMPT), the Library of Congress Genre/Form Thesaurus (LCGFT), and the Library of Congress Demographic Group Terms (LCDGT). You'll learn how to search and navigate these vocabularies, apply MLA best practices for assigning terms in current cataloging, and how to code the terms in MARC21.

Introduction to Metadata and Linked Data

DR. OKSANA L. ZAVALINA

6-WEEK ECOURSE

This eCourse provides you with the tools to get started with linked data and metadata and the resources to learn more on your own. Topics covered include the building blocks of metadata scheme (structure, syntax, and semantics); how metadata schemes are implemented in database records; application of several metadata schemes that are widely used in digital libraries, including Dublin Core and MODS; and the role of metadata in Semantic Web and Linked Data environment.

Music Cataloging Basics

MARY HUISMANN, LINDA BLAIR, & THE MUSIC LIBRARY ASSOCIATION

90-MINUTE WORKSHOP

Providing you with a foundation in music catalog, cataloging experts and Music Library Association Cataloging and Metadata Committee members Mary Huismann and Linda Blair teach you basic musical concepts in this eCourse. You'll learn how to solve more complex problems, including music-specific encoding and subject access issues, and be provided with additional resources you can use to further expand your knowledge.

Using and Understanding Library of Congress Classification

BOBBY BOTHMANN

4-WEEK ECOURSE

Starting with the basics, this eCourse teaches you how to assign LCC numbers with correct meaning in hierarchy, build numbers using tables, and apply numbers that help users browse your library.

Using and Understanding Library of Congress Subject Headings

BOBBY BOTHMANN

6-WEEK ECOURSE

Bobby Bothmann introduces you to the Library of Congress Subject Headings (LCSH) vocabulary and explains the various types of topical and free-floating subject terms. You will learn how to analyze the contents of a resource and convert that analysis into the LCSH controlled vocabulary.

Using WebDewey and Understanding Dewey Decimal Classification

VIOLET FOX

4-WEEK ECOURSE

This eCourse teaches you how to assign DDC® numbers with correct meaning in hierarchy, build numbers using tables, and apply numbers that help patrons browse your library.

COLLECTION DEVELOPMENT

Graphic Novels for Adults: Readers' Advisory and Collection Development

FRANCISCA GOLDSMITH

4-WEEK ECOURSE

User services and graphic novel expert Francisca Goldsmith shows you how to develop great collections and provide useful readers' advisory services from a graphic arts collection. You'll learn about different facets of graphic novels—from how they are produced to how they are cataloged.

Managing Children's Collections from Acquisition to Weeding

JILL BURKET RAGASE

4-WEEK ECOURSE

Managing children's materials in the library can be a challenge. In this new four-week eCourse, you'll work through all the phases of the collection management circle of life—from initial selection to weeding—focusing on customer service and good stewardship of financial resources.

Music Collection Development for Every Librarian

HOUMAN BEHZADI, LISA HOOPER, JOHN REDFORD, & THE MUSIC LIBRARY ASSOCIATION

6-WEEK ECOURSE

This eCourse provides a detailed introduction to the core concepts, functions, and tools of music collection development. You will develop your own collecting philosophy and gain a deeper understanding of collection development policies, ownership vs access, collecting strategies, budget management, format-based selection tools, firm orders, standing orders, and approval plans.

Rethinking Readers' Advisory: An Interactive Approach

REBECCA HOWARD & LAURA RAPHAEL

6-WEEK ECOURSE

Learn how to develop RA services that are more efficient and responsive to your users' needs. Gain strategies to implement this service model into your library, including tips for getting administration and staff on board as well as tools to build forms and train staff members.

Understanding E-Books: All You Need to Know Now and for the Future

MIRELA RONCEVIC

4-WEEK ECOURSE

Requiring no prior knowledge of e-books, this eCourse sketches the history of e-books while showing you how they function in libraries, exploring issues ranging from file formats to delivery mechanisms and lending policies.

COMPUTING, TECHNOLOGY, AND WEB DESIGN

A Beginner's Guide to Teaching Online

PAUL SIGNORELLI

4-WEEK ECOURSE

This eCourse is designed to help you understand how to build upon the best of your face-to-face training efforts, so your participants will want to immediately apply the skills learned through your online events. Join us for this four-week hands-on approach to creating synchronous and asynchronous learning moments that will have your users clamoring for more.

Advanced eCourse / Intro to Computer Programming*

STEVE PERRY

10-WEEK ADVANCED ECOURSE

In this ten-week Advanced eCourse, you can go from having little to no programming knowledge to being familiar with coding in several different computer languages. Steve Perry—an experienced LIS instructor and programmer—teaches you what you need to get started and provides you with practical programming experience, particularly as it relates to a library environment.

Advanced eCourse / Web Design and Development*

RAYMOND DEAN

12-WEEK ADVANCED ECOURSE

In this 12-week advanced eCourse, Raymond Dean, a lecturer for the SJSU iSchool and an experienced web developer, breaks down the complexity of web development into simple and accessible parts. You can apply this knowledge to develop a solid foundation in web design and development.

Advanced WordPress: Taking Your Web Presence to the Next Level

MICHAEL SCHOFIELD

6-WEEK ECOURSE

If you're eager to move from basic proficiency to advanced skills in WordPress, this eCourse is for you. Michael Schofield, a web developer who specializes in library sites, teaches you about the advanced capabilities of WordPress, how they can apply to your library, and the steps for putting them in place.

Blockchain Explained

JASON GRIFFEY

30-MINUTE MICROLEARNING EVENT

Library technology expert Jason Griffey provides you with a thorough and clear explanation of what blockchain is, how it works, and why it's important for libraries. In half an hour, Griffey explains what you need to know—quick, easy, and right to the point. In just 30 minutes, you will better grasp blockchain and why it's relevant to libraries.

Customizing Google Analytics and Google Tag Manager

TABATHA FARNEY

5-WEEK ECOURSE

This five-week course covers advanced Google Analytics and Google Tag Manager concepts and features all libraries should use. Instructor Tabatha Farney breaks down the process of maximizing your Google Analytics account into manageable steps and teaches you how to customize Google Analytics to track data for a variety of library-specific online tools, including link resolvers, online catalogs, discovery services, online guides, digital repositories, and social media.

Data Privacy: Protecting Your Library, Yourself, and Your Patrons

NICOLE HENNIG

90-MINUTE WORKSHOP

Nicole Hennig covers the best practices that your library can follow to ensure your staff and your library users' data is as safe as possible. While there is no such thing as foolproof security and privacy, there are strategies and actions you can take to protect your data.

Online Privacy & Security: Best Practices for Librarians

NICOLE HENNIG

5-WEEK ECOURSE

In this 5-week eCourse, you will learn the best technologies that can help protect your security and privacy and how to use them. You'll also be guided through the process of creating your own security and privacy plan.

Prepare for the Future: Tech Strategies You Need to Know

JASON GRIFFEY

90-MINUTE WORKSHOP

Join Jason Griffey for a survey of the current state of consumer and emerging technology that libraries and librarians can use. Prepare for coming services, raise your awareness of technology trends and issues, and get a head start on strategies for the next 5 years of technology change.

Using Drupal to Build Library Websites

KEN VARNUM

6-WEEK ECOURSE

In this introductory eCourse, librarian and Drupal expert Ken Varnum guides you in building an attractive, functional library website using Drupal, an open source content management tool. Whether your objective is a simple site or full-service digital branch, this eCourse provides you with the know-how to get a library website up and running. *No coding experience required.*

Using WordPress to Build Library Websites

AMANDA L. GOODMAN

6-WEEK ECOURSE

Skilled web developer Amanda Goodman guides you in applying WordPress tools and functionality to library content. Learn the nuts and bolts of building a library website that is both user friendly and easy to maintain.

Web Design Basics for Librarians

DIANE KOVACS

4-WEEK ECOURSE

Learn how to design usable, accessible web pages using HTML and CSS. This self-paced, hands-on course focuses on the basics of web standards, website planning, design, and construction.

Writing for Your Library Website: Tips for Improving Your Content

REBECCA BLAKISTON

90-MINUTE WORKSHOP

User-experience librarian Rebecca Blakiston teaches you how people read on the web and how you can harness that knowledge to improve your web content. You'll learn how to focus on key messages, use active and authentic voice, remove unnecessary words, write meaningful titles and headings, use parallelism, format text for readability, and more.

COPYRIGHT

Advanced eCourse / Copyright 101*

MARY MINOW

12-WEEK ECOURSE

In 12 weeks, Mary Minow—attorney, librarian, and copyright expert—teaches you what you need to know about copyright. Go from copyright novice to a librarian who can assist patrons with a wide range of copyright issues—from open access and creative commons to licensing and digital rights management.

Managing Copyright in Digital Collections

LINDA TADIC

3-WEEK ECOURSE

This three-week eCourse teaches you relevant US copyright law that may impact your digital preservation and access projects. Learn how to apply copyright to a variety of media and formats and make decisions with a project manager's sensibility to keep your projects on track.

Understanding and Defending Copyright in Your Library: An Introduction

JILL HURST-WAHL

TWO-PART WORKSHOP, EACH SESSION RUNS 90 MINUTES

Learn all about copyright, so you can help discern how your library and community can use print and digital materials within the confines of copyright law. In the first 90-minute session, learn the basic rules of copyright law in ordinary terms and how to put its usage into context. Part two builds upon part one and tackles two important areas crucial to libraries: Fair Use and e-books.

INFORMATION LITERACY AND LIBRARY INSTRUCTION

Assessing Student Learning with Instructional Technologies

MELISSA MALLON

4-WEEK ECOURSE

Course instructor Melissa Mallon guides you through the steps of designing an authentic lesson and assessment plan. Come away from this eCourse with a ready-to-use lesson that uses instructional technology and has an assessment plan to go with it!

Determining the Right Format for Your eLearning Event

DAN FREEMAN

90-MINUTE WORKSHOP

Dan Freeman, Director of ALA Publishing eLearning Solutions, helps you sort through your eLearning options and strategize ways to find what works best for you. You'll learn the benefits and limitations of different formats and how to assess the goals of your event in terms of your different options, regardless of budget or resources.

Digital Humanities for All Librarians

LAURA BRAUNSTEIN

4-WEEK ECOURSE

Digital humanities expert Laura Braunstein teaches you what library professionals and staff need to know in order to be effective collaborators with digital humanists and to be digital humanists themselves. You'll learn how libraries of all sizes and types in all communities—not just academic research libraries—get involved with DH projects.

Dynamic One-Shot Library Instruction

HEIDI BUCHANAN & BETH McDONOUGH

4-WEEK ECOURSE

Meaningful library instruction in 50 minutes? No problem. With more than 30 years' combined experience in teaching information literacy, Buchanan and McDonough guide you through effective learning activities and present you with useful approaches to prepare your own. This eCourse offers practical tips for creating relevant information literacy instruction sessions.

Engaging Learners through Active Instruction and Assessment

SARAH STEINER & ELIZABETH MARCUS

90-MINUTE WORKSHOP

Whether you have one 60-minute session or a whole semester, successful instruction requires engaging with students early. Information literacy instructors can prepare students for learning and maximize participation during class time by employing key strategies both before class begins and in the critical first 15 minutes of class time.

Fake News, Real Concerns: Developing Information Literate Students

DONALD A. BARCLAY

90-MINUTE WORKSHOP

Information literacy expert Donald Barclay uses a historical context to argue that while some of what we are seeing is new and unique to the Digital Age, much of it has been around for centuries. This workshop

focuses on the challenges of developing information-literate students in an era marked by massive amounts of information, fake news, propaganda, and mistrust of authority. The workshop explores the factors contributing to today's seeming distrust of authority in general and science in particular as well as discusses the problems with scholarly communication that contribute to that distrust.

Feminist Librarianship: Re-Envisioning Library Work

MARIA T. ACCARDI

4-WEEK ECOURSE

This eCourse enables you to define feminist pedagogy, identify its relevance for social justice activism in libraries, and identify implications for your professional practices, no matter your library setting. Through assigned readings and engagement in weekly discussion board prompts, you will explore feminist pedagogy as a lens to re-envision library work in reference services, collection development, cataloging and classification, access services, and more.

Innovative Approaches to Library Instruction: Online to Face-to-Face

PAUL SIGNORELLI

4-WEEK ECOURSE

This four-week eCourse takes you through a survey of Connected Learning, the Flipped Classroom model, connectivist MOOCs (massive open online courses), and innovations in learning spaces that support various approaches to learning in libraries. Gain a plethora of ideas on how to immediately adapt what you learn in this eCourse to serve the needs of learners in your own library.

Instructional Design Essentials

NICOLE PAGOWSKY & ERICA DEFRAIN

4-WEEK ECOURSE

This eCourse provides you with a foundation in instructional design, helps you hone your teaching skills, and prepares you for your instructional needs, whether you teach face-to-face, online, or develop online tutorials.

Instructional Design for Online Teaching and Learning

DIANE KOVACS

4-WEEK ECOURSE

This eCourse provides you with a working knowledge of instructional design so you can compose, organize, and personalize lessons for your learners. You'll learn everything from the first steps of design to assessment after the event has occurred.

Intermediate Instructional Design for Information Literacy

CINTHYA IPPOLITI

6-WEEK ECOURSE

In this intermediate eCourse, librarian and instructional design expert Cinthya Ippoliti shows you how you can incorporate design thinking, a specific type of instructional design model, to enhance your instruction. The eCourse is designed as a case study where you work with an existing instructional problem that you will resolve through the design thinking process.

Intro to Critical Information Literacy: Promoting Social Justice Through Librarianship

DAWN STAHURA & DES ALANIZ

5-WEEK ECOURSE

Information literacy expert Dawn Stahura teaches you how to provide your community members with resources that you know are unbiased, reliable, and accurate. Gain useful strategies to incorporate the process of knowledge creation into your instruction sessions. Learn about practical tools that can help your users look at alternative texts and resources to help humanize the research process and address the lack of marginalized voices in the scholarly pursuit for information.

Learner-Centered Pedagogy for Library Instruction

KEVIN MICHAEL KLIPFEL & DANI BRECHER COOK

6-WEEK ECOURSE

This eCourse provides you with reference and instruction practices that can lead to enhanced outcomes for your learners. Library instruction experts Dani Brecher Cook and Kevin Michael Klipfel guide you through exercises that concretely apply theory to relatable library contexts. Using *Learner-Centered Pedagogy: Principles and Practice* as the core text, you'll gain strategies to transform your personal librarianship practice into a humanistic, learner-centered model.

Metaliteracy: Reinventing Information Literacy to Empower Learners

TRUDI JACOBSON & THOMAS MACKEY

4-WEEK ECOURSE

This eCourse covers everything you need to know about metaliteracy—from theory to practice. Jacobson and Mackey show you how to expand the scope of traditional information skills to include the collaborative production and sharing of information in the participatory digital environments that are prevalent today.

Online Tutorials: Creating Them Easily and Effectively

HANNAH GASCHO REMPEL & MARIBETH SLEBODNIK

4-WEEK ECOURSE

Rempel and Slebodnik introduce you to the process and principles of creating impactful and effective tutorials. These principles include accessibility to reach a wider audience and assessment to evaluate and reinforce learning. The eCourse provides you with an opportunity to design your own simple tutorial utilizing free tools.

Putting the "Pop" in Information Literacy

DAWN STAHURA

5-WEEK ECOURSE

This eCourse offers you two tools to liven up your instructional sessions—popular culture and assessment. Through your weekly assignments, you'll learn how to incorporate pop culture into your instruction and build a fully defined, one-shot instructional session using a popular-culture theme.

Rethinking Digital Literacy to Serve Library Staff and Users

PAUL SIGNORELLI

4-WEEK ECOURSE

Training and learning specialist Paul Signorelli explores a variety of digital-literacy resources, including case studies of how librarians creatively approach digital-literacy learning opportunities for their staff and users. He also presents an assortment of digital tools that can help encourage further understanding of the topic.

Rethinking Library Instruction: Libraries as Social Learning Centers

PAUL SIGNORELLI

4-WEEK ECOURSE

Learn how to use effective instructional programs developed around your library's resources and services to boost customer satisfaction. Through this interactive eCourse, Paul Signorelli helps you and your staff increase awareness of all the library has to offer as he teaches basic instructional techniques to improve presentation skills.

MANAGEMENT

Advanced eCourse / Creating and Expanding Innovative Spaces in Your Library

ALICIA HAMMOND

12-WEEK ADVANCED ECOURSE

Instructor Alicia Hammond shows you how to create innovative spaces in your library that are tailored to your community's needs, while working with the resources you have available. Throughout the course, you'll learn a variety of concepts and techniques that can help you regardless of what your space looks like right now. With an innovative mindset, community engagement skills, and an eye toward modern trends, you can help transform your space and how your community sees your organization.

Advanced eCourse / Management Bootcamp for Librarians and Other Information Professionals*

SEAN GAFFNEY

12-WEEK ADVANCED ECOURSE

This advanced eCourse has been adapted from a 15-week graduate-level library management course that Sean Gaffney has been teaching since 2008 at San Jose State University School of Information. This eCourse provides you with practical skills for managing operations, including strategies to lead and motivate staff effectively, develop budgets, market your organization, and plan effectively.

Advanced eCourse / Project Management Fundamentals for Librarians*

SEAN GAFFNEY

12-WEEK ADVANCED ECOURSE

This advanced eCourse provides you with essential strategies and techniques to successfully oversee projects from their initial proposal to completion. You'll gain a comprehensive understanding of several project management tools and processes that can help you stay on task and on schedule.

Build a Great Team

CATHERINE HAKALA-AUSPERK

90-MINUTE WORKSHOP

In this workshop, learn how to support and develop staff you already have and gain techniques to hire right in the future. Whether you're a brand-new supervisor or a long-time leader looking for a refresher, this workshop will help you enhance your management skills and provide you with valuable tips on how to be a great boss of a great team.

Financial Management and Budgeting for Librarians

SEAN GAFFNEY

4-WEEK ECOURSE

This eCourse guides you through concepts like revenue models, budgets types, internal controls, resource allocation, financial planning, acquiring outside resources, and more! Gain an understanding of both the theory and practice behind strategic financial resource management and learn about how these concepts relate to leadership, management, and overall strategic planning.

Library Director Bootcamp: Getting the Skills You Need

KATHY PARKER & KATE HALL

A THREE-PART WORKSHOP, EACH SESSION RUNS 90 MINUTES

This workshop is a primer on how to be a library director provided over three sessions that dive into key topics necessary to run a library. Covering library finances, trustee and director roles, relationships, personnel, legal issues, building upkeep, and the different types of insurance needed, these webinars will offer core competencies for every director.

Strategic Planning Made Easy

CATHERINE HAKALA-AUSPERK

90-MINUTE WORKSHOP

Library management and strategic planning expert Catherine Hakala-Ausperk offers tips and strategies on strategic planning, from who should be involved to what your finished plan should look like. She discusses how you can use strategic planning to stay current, enhance your library services, and more effectively serve your patrons.

Using Change Management to Transform Your Library

CATHERINE SOEHNER

90-MINUTE WORKSHOP

Learn the principles and techniques of change management and how you can apply them to become a leader in transforming your library. You will learn how to respond quickly and effectively to your colleagues, patrons, or employee's anxiety and possible resistance to change; how to tackle and implement big ideas; and how to establish and achieve your libraries' goals.

PERSONAL DEVELOPMENT

Advanced eCourse / Improving Interpersonal Communication*

DR. SUE ALMAN

12-WEEK ADVANCED ECOURSE

Dr. Sue Alman—an experienced instructor and expert in interpersonal communication—explores some of the factors that affect interpersonal communications. This advanced eCourse provides you with valuable tips that can help you understand different perspectives and recognize communication preferences among individuals. Alman teaches techniques that can help you resolve conflicts, improve your listening skills, and prepare you for effective communication in both virtual and in-person settings.

Basic American Sign Language for Library Staff

KATHY MacMILLAN

6-WEEK ECOURSE

Ideal for those without previous experience, this eCourse introduces you to basic American Sign Language (ASL) vocabulary and grammar appropriate for use in a library setting and provides ideas for how you can incorporate ASL into different library contexts. MacMillan places ASL within a linguistic and cultural context to enhance your ability to serve and interact effectively with deaf library users.

Being Indispensable: A School Librarian's Guide to Proving Your Value and Keeping Your Job

HILDA K. WEISBURG

6-WEEK ECOURSE

This eCourse gives school librarians concrete strategies for demonstrating and proving their worth through clear, focused leadership. Learn how to lead, how to identify the people you need to influence, and how to influence them on paper, in person, and during meetings.

Coping with Burnout: Strategies for Staying Centered

HEATHER FISHER, MICHAEL DUFFY, & THE MUSIC LIBRARY ASSOCIATION

90-MINUTE WORKSHOP

Librarians Heather Fisher and Michael Duffy teach you how to identify the signs of burnout and fatigue—both in yourself and your colleagues, so you can be proactive and take manageable steps to reverse the effects of burnout. You'll learn time and stress management strategies that are simple and easy to apply to help avoid burnout and to better cope with it when it does occur.

Creating a Culture of Usability in Your Library

KRISTA GODFREY

4-WEEK ECOURSE

This eCourse addresses the increasing need for libraries to improve user experience by concentrating on usability and usability testing. User experience expert Krista Godfrey explores usability beyond web applications into physical services and teaches you how you can put your users first, can more easily implement user-driven changes that enhance your library, and can incorporate the principles of usability and usability testing into your organization's values.

Mentoring Library Employees: A Beginner's Guide

CATHERINE HAKALA-AUSPERK

90-MINUTE WORKSHOP

In this workshop, Catherine Hakala-Ausperk shows you how you can be a mentor and how you can make sure it fits into your schedule, even if you've only got a few minutes a week. Using her experience as both a mentor and a mentee, she will guide you to become the best mentor you can be.

Mindfulness for Librarians: Handling Stress and Thriving Under Pressure

RICHARD MONIZ & MARTIN HOUSE

4-WEEK ECOURSE

Moniz and House share tips and tricks to better handle stress and become more mindful in the workplace. This eCourse introduces mindfulness, discusses its significance and how it relates to the library profession, and teaches you techniques to put theory into practice.

New on the Job

HILDA WEISBURG

6-WEEK ECOURSE

This eCourse provides you with the tools and tactics needed to be a successful school librarian from day one and tips to continue to build on that success. You'll come out of the eCourse with strategies for success from applying for the job through building relationships with students, teachers, administrators, and your community.

Researching Prospective Donors: Get More Funding for Your Library

SUSAN SUMMERFIELD HAMMERMAN

4-WEEK ECOURSE

Learn how to find prospective donors for your library. Susan Summerfield Hammerman, a successful prospect researcher, provides you with the tools to research these individuals and their wealth. Using the strategies outlined in this course, your library's fundraising staff can focus their time and attention on the best donors and potential donors in your community.

Rethinking Social Media to Organize Information and Communities

PAUL SIGNORELLI

4-WEEK ECOURSE

Join social media guru Paul Signorelli in this four-week, highly-interactive eCourse as he explores a variety of social media tools in terms of how they can be used to organize information and communities. Together, you will survey and use a variety of social media tools, such as Delicious, Diigo, Facebook, Goodreads, Google Hangouts, LibraryThing, Pinterest, Twitter, and more!

Solutions for Challenging Workplace Relationships: Working through Incivility and Conflict with Emotional Intelligence

DR. RICHARD MONIZ & JO HENRY

5-WEEK ECOURSE

This eCourse addresses some of the thorniest problems that staff may face such as lack of civility, bullying, dysfunctional culture, emotional intelligence shortcomings, and challenges associated with conflict management. Using *The Dysfunctional Library: Challenges and Solutions to Workplace*

Relationships as the core text, you will engage you in discussion centered on overcoming a dysfunctional culture and provide you with practical solutions to manage conflict and reduce staff stress.

Stress Management for Library Workers: Real Tools for Your Life, Career, and Workplace

DR. STEVE ALBRECHT

90-MINUTE WORKSHOP

In this workshop, Steve Albrecht, an HR expert and longtime meditation practitioner, offers you and your staff insights on how to keep stress in your work and personal life under control. We will discuss life and work stress, and how both affect you physically, emotionally, and even biologically. You'll leave with practical strategies that you can implement right away to help relieve stress.

PROGRAMMING, OUTREACH, MARKETING, AND CUSTOMER SERVICE

40+ New Revenue Sources for Libraries and Nonprofits

ED ROSSMAN

4-WEEK ECOURSE

Learn how to administer and promote over 40 types of revenue-generating methods designed to help your organization attain a better financial position. Using familiar examples from the media, Ed Rossman illustrates existing opportunities in libraries that can help strengthen your library's revenue and community partnerships. The eCourse shares valuable tips on how to utilize new technologies, such as crowdfunding, and provides you with an understanding of legalities and tax issue concerns, which are reinforced by real-world case studies.

Advanced eCourse / Children's Services Fundamentals*

PENNY PECK

12-WEEK ADVANCED ECOURSE

Designed for librarians who have been tasked with providing services to children, but who may have limited or no experience working with children in a library setting, this advanced eCourse teaches you the fundamentals of children's services—from tips on how to best interact with kids one-on-one to how to run library programs for kids.

Advanced eCourse / Winning Support and Influencing Communities for Library Funding*

PATRICK SWEENEY

12-WEEK ADVANCED ECOURSE

In this twelve-week advanced eCourse, Patrick "P.C." Sweeney provides you and your staff with the necessary information to understand these local power structures and get the tools you need to build support for your library. Through his experience at EveryLibrary, the nation's first and only library advocacy Political Action Committee (PAC), Sweeney shares the secrets of major national PACs, campaign consultants, community organizers, and local and presidential campaigns that can help you build relationships to sustain or increase funding for your library.

Adult Programming: Planning for Success

AMY ALESSIO

3-WEEK ECOURSE

In this three-week eCourse, Amy Alessio helps you plan a calendar year of events for adults in several different age groups. Alessio presents the best programming resources for everything from planning to marketing and provides strategies to enhance your library's offerings while keeping space, time, budget, and staffing realistic.

Avoid Programming Burnout: Tap into Your Interests to Stay Engaged

KATIE LAMANTIA & EMILY VINCI

90-MINUTE WORKSHOP

Katie LaMantia and Emily Vinci provide you with practical strategies for avoiding burnout in the best possible way—by incorporating your authentic self into your programs. By being true to your own interests and passions, you'll be able to provide the best services for your patrons while finding professional satisfaction for yourself.

Building Great Programs for Patrons in their 20s and 30s

KATIE LAMANTIA & EMILY VINCI

90-MINUTE WORKSHOP

To plan for your library's present and future, it's essential to target patrons in their 20s and 30s. In this workshop, Katie LaMantia and Emily Vinci present strategies and resources for reaching the 20s and 30s demographic. Using the insight they've gained throughout their careers, they also share ideas and examples of effective programs and marketing approaches.

Building Great Programs for Seniors

AMY ALESSIO

90-MINUTE WORKSHOP

By building programs that engage and attract active seniors to your library, you can help reinforce your library's status as an important community center for residents of all ages. In this workshop, Amy Alessio provides you with several programming ideas and tips on how to market these programs, so that you can build successful programs that attract more seniors into your library.

Business Outreach for the Public Librarian

BARBARA ALVAREZ

4-WEEK ECOURSE

This four-week eCourse equips you with a step-by-step action plan that can help you effectively take your business connections to the next level through embedded networking and tailored library services. Through guided instruction, you'll get started with embedded librarianship in your business community and learn how to establish sustainable, long-term partnerships.

Creating a Digital Media Space for Today's Teens

COREY WITTIG

A TWO-PART WORKSHOP, EACH SESSION RUNS 60 MINUTES

Digital media expert Corey Wittig knows what it takes to build an effective, popular lab, and he'll share his knowledge with you in this comprehensive, two-part workshop. You will learn steps for getting started, including planning and getting buy-in from library stakeholders, budgeting, scheduling staff time effectively, and securing funding.

Creating Escape Room Programs and Other Immersive Experiences in Libraries

ELLYSSA KROSKI

90-MINUTE WORKSHOP

Ellyssa Kroski, author of *Escape Rooms and Immersive Experiences in Libraries*, shows you how you can create an escape room experience at your library from scratch, regardless of your level of personal experience.

Creating a Social Media Policy for Your Library

LAURA SOLOMON

90-MINUTE WORKSHOP

Learn how to craft a social media policy that will help ensure that you and your staff are getting the most out of these resources and that you are protecting your community and patrons in the process. You'll learn what you might need in a policy for staff versus what you might need to spell out for patrons.

Creating Early Literacy Programs: Connecting with Early Childhood Development

R. LYNN BAKER

4-WEEK ECOURSE

Early care expert and education trainer R. Lynn Baker's successful approach to school readiness programming connects school readiness indicators and early childhood standards with early literacy best practices. In this four-week eCourse, Baker guides you through the ins and outs of developing early childhood programs through discussion boards, pre/post-tests, assignments, and readings.

Creating Meaningful Programs for Infants and Caregivers

R. LYNN BAKER

4-WEEK ECOURSE

Early literacy expert R. Lynn Baker shares the benefit of her many years of experience and provides information and hands-on practice to help you create intentional programs for infants and caregivers based on a basic understanding of infant development. You'll also learn how to select resources and create activities that are developmentally appropriate for infants.

Dealing with Substance Abuse in the Library: A Guide to Helping Patrons and the Community

DR. STEVE ALBRECHT

90-MINUTE WORKSHOP

The opioid crisis is destroying lives, and many libraries are witnessing this problem first-hand amongst their patrons, with some librarians even being trained to administer doses of anti-overdose drugs. In this workshop, former detective and security and HR expert Steve Albrecht helps you build a strategy for

dealing with this crisis that works. You will gain practical solutions that will help you and your staff become more engaged and proactive.

Developing Effective Community Partnerships

PAUL SIGNORELLI & ANDREW SANDERBECK

90-MINUTE WORKSHOP

Paul Signorelli and Andrew Sanderbeck draw on their extensive experience building relationships between libraries and community partners to show you how to overcome the initial challenges and avoid the common pitfalls that hold many people back.

Festivals and Fandoms for Everyone: Community Events at Your Library

AMY ALESSIO, KATIE LAMANTIA, & EMILY VINCI

3-WEEK ECOURSE

Festivals and fandom events are becoming more and more common in library programming. This course in depth into how to host festivals and fandom events for tweens, teens, adults, and families. You'll gain resources for everything from planning to marketing, so you can design a program that best fits your community's needs and interests.

Getting Started with Library Service Design

JOE J. MARQUEZ & ANNIE DOWNEY

4-WEEK ECOURSE

Service design is a holistic, co-creative methodology that puts the user at the center of the service delivery model to create user-centered services. This eCourse explores the service design methodology as a valuable toolkit that librarians and administrators can use to assess, revise, and create library services, spaces, and workflows.

Getting the Most Out of Library Volunteers

CATHERINE HAKALA-AUSPERK

90-MINUTE WORKSHOP

Catherine Hakala-Ausperk, a former library director with extensive experience navigating the staff-volunteer dynamic, guides you through this workshop and teaches you how to launch and maintain a volunteer program. You'll walk away from this workshop knowing how to better work with volunteers to enhance your library's offerings and how to grow an effective volunteer program.

Hosting Your Own Comic Con: The Ultimate All-Ages Program

KATIE LAMANTIA & EMILY VINCI

90-MINUTE WORKSHOP

Popular duo Katie LaMantia and Emily Vinci teach you the "ins" and "outs" of hosting your own comic con so you can draw new and returning patrons into your library. They provide tips that will work for an array of budgets and library spaces. You'll leave this workshop with the tools to create your own plan for a comic convention tailored to your library.

How to Deliver Great Library Customer Service

LAURIE BROWN

90-MINUTE WORKSHOP

Laurie Brown draws on 20 years' experience as a trainer and coach to show you how to create a welcoming, friendly experience for your library users. In addition to learning how to fulfill the expectations of the people who use your library, you will also get pointers on listening and communications skills to help handle difficult conversations with patrons as gracefully as possible.

How to Market Your Library

DANA BRACCIA

4-WEEK ECOURSE

Gain a comprehensive foundation in library marketing—from social media and PR campaigns to designing new library programs and enhancing the experience of your library's users. This eCourse teaches you how to successfully draw patrons in and get them interested in the products and services you provide. This eCourse covers integrating marketing into a number of library service areas, including promotion of your services, program planning, branding, web content, public relations, analytics, social media, and overall in-building experience.

Liven Up Baby and Toddler Storytimes with Sign Language

KATHY MACMILLAN

90-MINUTE WORKSHOP

In this interactive workshop, Kathy MacMillan—American Sign Language (ASL) interpreter, librarian, and storyteller—uses video examples to provide easy-to-learn signs that can be retaught and incorporated into stories, rhymes, and songs. You will be able to use the skills learned in this workshop to create programs that will help you, your staff, and parents communicate better with children.

Makerspaces: Embracing DIY Culture at Your Library

ELLYSSA KROSKI

90-MINUTE WORKSHOP

Veteran library technologist Ellyssa Kroski shows you what you need to get started with your own makerspace. In this workshop, you'll learn about how makerspaces can be launched in a variety of physical, community and financial settings and how they can best benefit your patrons.

Offering Service and Support to the LGBTQIA Community and Allies

JESSICA JUPITUS

90-MINUTE WORKSHOP

In this workshop, Jupitus provides you with informative ways on how you can create a warm and welcoming space with visible allies to serve the lesbian, gay, bisexual, transgender, queer, intersex, and asexual (LGBTQIA) community and help develop your library services all at the same time. You'll come out of the session with great programming ideas and strategies to get your administration and community on board.

Planning Programs and Services for Toddlers and Preschoolers

BROOKE NEWBERRY

4-WEEK ECOURSE

This course offers you strategies and ideas for providing outstanding services to families with young children. You'll review relevant child development theory and learn how to apply it to your services; design a storytime plan that you can implement immediately; develop a library program for toddlers and/or preschoolers; and gain strategies for analyzing your current collection.

Practical Library Services for Grade School Kids (Kindergarten through Second Grade)

R. LYNN BAKER

4-WEEK ECOURSE

In this eCourse, R. Lynn Baker provides information and hands-on practice to help you create intentional, literacy-based programs for children in kindergarten through second grade. You'll gain practical knowledge and skills and an understanding of how to put them to work.

Sensory Storytime Programs

JENNIFER ROY

90-MINUTE WORKSHOP

Whether you are thinking about starting sensory storytime or are looking to enhance your existing program, this workshop provides you with practical ideas for creating an interactive and responsive program that works for your community.

Serving Children with Autism Spectrum Disorder

DR. LESLEY FARMER

TWO-PART WORKSHOP, EACH SESSION IS 90 MINUTES ON WEDNESDAYS, FEB. 13 & 20, 2019 AT 2:30PM EASTERN

In this workshop, Dr. Lesley Farmer takes you through the basics of autism, explaining the forms the condition can take and how children with this diagnosis tend to be unique. You will learn about library-specific best practices for both interacting with children one-on-one and making the library environment, as a whole, more friendly.

Sign Language for Children in Storytime or in the Classroom: A Practical Guide

KATHY MACMILLAN

6-WEEK ECOURSE

Sign Language expert Kathy MacMillan explores the benefits of signing with all children. In addition to learning basic American Sign Language (ASL) vocabulary appropriate for use with children in library and classroom settings, you will also learn to teach stories, songs, and other activities that incorporate ASL.

Snapchat Explained

PAIGE ALFONZO

30-MINUTE MICROLEARNING EVENT

In this microlearning event, you will better grasp what Snapchat is, how it works, and why it's an important marketing tool that libraries can use to reach patrons. Social media expert Paige Alfonzo will be your guide—she'll take you through what you need to know and answer all your Snapchat questions.

Storytime Shenanigans: Building Great Programs for Preschoolers

ROB REID

3-WEEK ECOURSE

Whether you're getting started in programming or are a veteran in need of a battery-charger, you'll catch the programming bug with Reid's lively, humorous eCourse. With his guidance, learn how to move past bunny rabbits and teddy bears to create unique themes, while incorporating audience participation elements that are often overlooked in picture books, including nursery rhymes, songs, fingerplays, movement activities, and crafts.

Supporting Teen Services: Fostering Community, Programming, and Outreach

JENNIFER VELÁSQUEZ

4-WEEK ECOURSE

Offering a fresh perspective on teen services, this course covers everything from programs, psychology, and physical spaces to collections and getting buy-in from young adult patrons. Jennifer Velásquez, Teen Services Coordinator for the San Antonio Public Library, teaches you how to use teen personalities, psychology, and innovative communication strategies to enhance your services and help teens take ownership of their library.

Taking STEAM Programs to the Next Level

AMY HOLCOMB

90-MINUTE WORKSHOP

Learn how to move beyond surface level programming and provide more engaging and meaningful experiences for youth around STEAM topics. Experiential Learning Supervisor Amy Holcomb teaches you inquiry-based learning techniques, provides you with specific programming ideas for varying age groups, and shares the best STEAM resources to use in your programming.

Transforming the Library with User Experience

AMY DESCHENES

90-MINUTE WORKSHOP

User experience expert Amy Deschenes teaches you the fundamentals of UX research and how it can benefit your patrons. Deschenes shows you how user research can help you make data-driven decisions and prioritize initiatives.

Using Snapchat to Reach Library Patrons

PAIGE ALFONZO

A TWO-PART WORKSHOP, EACH SESSION RUNS 90 MINUTES

Emerging quickly onto the social media scene, Snapchat has left many librarians wondering how to incorporate it into their outreach strategy. In this two-part workshop, social media expert Paige Alfonzo responds to this question and teaches you how to successfully leverage Snapchat as a marketing tool—one that can be used for readers' advisory, promotion, information dissemination, and more.

Using Visual Arts in Early Childhood Programming

HEATHER WHITE & KATHERINE HICKEY

90-MINUTE WORKSHOP ON THURSDAY, FEBRUARY 14, 2019 AT 2:30PM EASTERN

In this workshop, children's librarian Katherine Hickey and art educator Heather White provide you with the theoretical and practical information needed to integrate visual arts into early childhood programming.

Working with Individuals Affected by Homelessness: An Empathy-Driven Approach

RYAN DOWD

60-MINUTE WORKSHOP

Gain a greater understanding of patrons affected by homelessness and their communication styles. You'll learn about how to implement empathy-driven enforcement, an approach originally developed in homeless shelters, that can help you effectively work with patrons affected by homelessness.

REFERENCE

Basic Reference Skills for Non-Reference Librarians

FRANCISCA GOLDSMITH

4-WEEK ECOURSE

This eCourse is designed to help librarians who have never done reference work get up to speed. Francisca Goldsmith, an experienced reference librarian and instructor, teaches you what you need to know about working the reference desk. You'll also learn a variety of reference interviewing tactics to use with diverse groups, including adults, youth, community members new to English, and community with communication disabilities.

Working with Government Resources in the Digital Age

DIANE KOVACS

4-WEEK ECOURSE

Experienced online instructor and consultant Diane Kovacs covers the best sites to begin researching for government information, including for business, healthcare, genealogy, history, current government, legal, regulatory, taxes, retirement, insurance, and state and local government information. This hands-on eCourse also explores the information published online by the U. S. federal government through the Government Printing Office and specific agencies and government branches.

Genealogical Research for Librarians

JUNE POWER

4-WEEK ECOURSE

In this eCourse, librarian and genealogy expert June L. Power prepares you with the expertise you need to serve the genealogically-oriented patrons in your community. You'll start with the basics and gain an understanding of how to use both free and proprietary resources, how to use public records, and how to serve communities of diverse national and ethnic backgrounds.

Music Reference Skills for Every Librarian

SARA J. BEUTTER MANUS & THE MUSIC LIBRARY ASSOCIATION

4-WEEK ECOURSE

This 4-week eCourse provides you with tools and techniques to help locate recordings and printed music as well as other sources for general information about music and musicians in various genres. You'll learn about some of the most common problems encountered in music reference and how to solve them.

Virtual Reference: An Introduction

SUJIN HUGGINS

4-WEEK ECOURSE

In this eCourse, expert Sujin Huggins walks you through the standards, processes, and pitfalls of virtual reference and teaches you how to facilitate the active use of these services where they are offered. Huggins covers the basic tenets and nuances of virtual reference, common tools used for virtual references, strategies for selecting tools, techniques for conducting reference interviews, and a variety of search strategies in the virtual environment.

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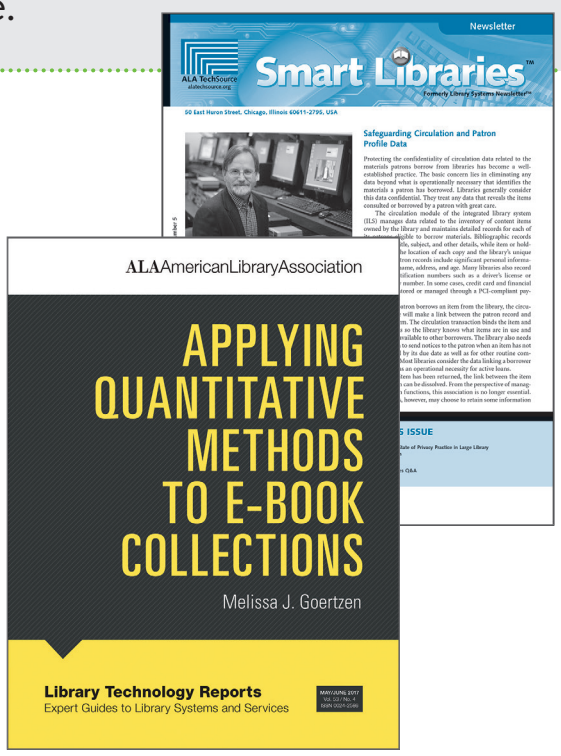

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