



# ALA Publishing eLearning Solutions

## eLearning Event Catalog 2018

# ALA Publishing eLearning Solutions Event Catalog 2018



**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 May 2018. The catalog will be updated 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](mailto: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

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## MARCH 2018

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

RYAN DOWD

60-MINUTE WORKSHOP ON THURSDAY, MARCH 1, 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.

### ■ Mindfulness for Librarians: Handling Stress and Thriving Under Pressure

RICHARD MONIZ & MARTIN HOUSE

4-WEEK ECOURSE, BEGINS MARCH 5

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.

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

MIRELA RONCEVIC

4-WEEK ECOURSE, BEGINS MARCH 5

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.

### ■ Mentoring Library Employees: A Beginner's Guide

CATHERINE HAKALA-AUSPERK

90-MINUTE WORKSHOP ON THURSDAY, MARCH 8, 2018 AT 2:30PM EASTERN

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.

### ■ Online Privacy & Security: Best Practices for Librarians

NICOLE HENNIG

5-WEEK ECOURSE, BEGINS MARCH 12

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.

## ■ Intro to Critical Information Literacy: Promoting Social Justice through Librarianship

DAWN STAHURA

5-WEEK ECOURSE, BEGINS MARCH 12

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.

## ■ Basic Reference Skills for Non-Reference Librarians

FRANCISCA GOLDSMITH

4-WEEK ECOURSE, BEGINS MARCH 12

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.

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

DR. STEVE ALBRECHT

90-MINUTE WORKSHOP ON WEDNESDAY, MARCH 14, 2018 AT 2:30PM EASTERN

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.

## ■ Building Great Programs for Seniors

AMY ALESSIO

90-MINUTE WORKSHOP ON THURSDAY, MARCH 15, 2018 AT 2:30PM EASTERN

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.

## ■ Liven Up Baby and Toddler Storytimes with Sign Language

KATHY MACMILLAN

90-MINUTE WORKSHOP ON THURSDAY, MARCH 22, 2018 AT 1:00PM EASTERN

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.

## ■ Basic American Sign Language for Library Staff

KATHY MACMILLAN

6-WEEK ECOURSE, BEGINS MARCH 26

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.

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## APRIL 2018

## ■ Advanced eCourse / Cataloging for Non-Catalogers\*

DR. MARY BOLIN

12-WEEK ECOURSE, BEGINS APRIL 2

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.

## ■ Engaging Teens with Digital Media

KELLY CZARNECKI

4-WEEK ECOURSE, BEGINS APRIL 2

Take your gaming nights up a notch by drawing eager creators to your workstations! Noted library gamer Kelly Czarnecki guides you through this eCourse loaded with activities for both novices and experienced participants and generously illustrated with numerous video examples. This eCourse teaches you the basic skills to get your teens started in designing, producing, and telling their stories.

## ■ Makerspaces: Embracing DIY Culture at Your Library

ELLYSSA KROSKI

90-MINUTE WORKSHOP, WEDNESDAY, APRIL 4, 2018 AT 1:30PM EASTERN

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.

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

KATIE LAMANTIA & EMILY VINCI

90-MINUTE WORKSHOP, THURSDAY, APRIL 5, 2018 AT 2:30PM EASTERN

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.

## ■ **Advanced eCourse / Children's Services Fundamentals**

PENNY PECK

12-WEEK ECOURSE, BEGINS APRIL 9

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.

## ■ **Graphic Novels for Adults: Readers' Advisory and Collection Development**

FRANCISCA GOLDSMITH

4-WEEK ECOURSE, BEGINS APRIL 9

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.

## ■ **Online Tutorials: Creating Them Easily and Effectively**

HANNAH GASCHO REMPEL & MARIBETH SLEBODNIK

4-WEEK ECOURSE, BEGINS APRIL 9

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. The instructors also cover additional tools (both free and fee-based) that may be useful for your own future projects.

## ■ **Fake News, Real Concerns: Developing Information Literate Students**

DONALD A. BARCLAY

90-MINUTE WORKSHOP, WEDNESDAY, APRIL 11, 2018 AT 2:30PM EASTERN

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.

## ■ **Using Snapchat to Reach Library Patrons**

PAIGE ALFONZO

TWO-PART WORKSHOP, EACH SESSION RUNS 90 MINUTES, THURSDAYS, APRIL 12 & 19 AT 2:30PM EASTERN

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.

## ■ How to Market Your Library

DANA BRACCIA

4-WEEK ECOURSE, BEGINS APRIL 16

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.

## ■ Storytime Shenanigans: Building Great Programs for Preschoolers

ROB REID

3-WEEK ECOURSE, BEGINS APRIL 16

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.

## ■ Music Reference Skills for Every Librarian

SARA J. BEUTTER MANUS & THE MUSIC LIBRARY ASSOCIATION

4-WEEK ECOURSE, BEGINS APRIL 16

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.

## ■ Using Change Management to Transform Your Library

CATHERINE SOEHNER

90-MINUTE WORKSHOP, WEDNESDAY, APRIL 25, 2018 AT 2:30PM EASTERN

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.

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## MAY 2018

## ■ Transforming the Library with User Experience

AMY DESCHENES

90-MINUTE WORKSHOP, WEDNESDAY, MAY 2, 2018, STARTING AT 2:30PM EASTERN

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.

### ■ Developing Effective Community Partnerships

PAUL SIGNORELLI & ANDREW SANDERBECK

90-MINUTE WORKSHOP, THURSDAY, MAY 3, 2018 AT 2:30PM EASTERN

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.

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

KATHY MACMILLAN

6-WEEK ECOURSE, BEGINS MAY 7

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.

### ■ Web Design Basics for Librarians

DIANE KOVACS

4-WEEK ECOURSE, BEGINS MAY 7

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.

### ■ New on the Job

HILDA WEISBURG

6-WEEK ECOURSE, BEGINS MAY 7

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.

### ■ How to Deliver Great Library Customer Service

LAURIE BROWN

90-MINUTE WORKSHOP, WEDNESDAY, MAY 9, 2018 AT 2:30PM EASTERN

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.

### ■ Cataloging Video Resources with RDA

KELLEY MCGRATH

TWO-PART WORKSHOP, EACH SESSION RUNS 75 MINUTES, THURSDAYS, MAY 10 & 17 AT 2:30PM EASTERN

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.

## ■ Rethinking Digital Literacy to Serve Library Staff and Users

PAUL SIGNORELLI

4-WEEK ECOURSE, BEGINS MAY 14

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.

## ■ Collaborating with Teens to Build Better Library Programs

JENNIFER VELÁSQUEZ

4-WEEK ECOURSE, BEGINS MAY 14

Velásquez presents useful approaches for giving teens the lead in developing high-appeal collections and services. She teaches you how to draw from the insights of teens to create an online presence that is both relevant and effective. This eCourse supplies you with tactics to make teen programming a fully integrated library service that fosters teen participation.

## ■ Strategic Planning Made Easy

CATHERINE HAKALA-AUSPERK

90-MINUTE WORKSHOP, WEDNESDAY, MAY 23, 2018 AT 2:30PM EASTERN

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.

## ■ Creating a Social Media Policy for Your Library

LAURA SOLOMON

90-MINUTE WORKSHOP, WEDNESDAY, MAY 30, 2018 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.

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

KATIE LAMANTIA & EMILY VINCI

90-MINUTE WORKSHOP, THURSDAY, MAY 31, 2018 AT 2:30PM EASTERN

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.

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## 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.

#### ■ **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.

#### ■ **Cataloging with RDA: Resource Description and Access**

MAGDA EL-SHERBINI

4-WEEK ECOURSE

In this eCourse, RDA expert Magda El-Sherbini will get you started with hands-on RDA training that focuses on print monographs and will cover both description and access.

#### ■ **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 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.

### ■ Using and Understanding Library of Congress Classification

ROBERT 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 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.

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## COLLECTION DEVELOPMENT

### ■ Book as iPad App: Multimedia, Multi-Touch E-Books and Their Future in Libraries

NICOLE HENNIG

4-WEEK ECOURSE

In this eCourse, Nicole Hennig provides guidance for integrating iPads into your library's programs and services by facilitating demos of important titles from the most innovative publishers; offers benchmarks for evaluating book apps and writing reviews of them; and leads you in conversation about book apps as you share your reviews with the class.

### ■ 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.

### ■ 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 administrative 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.

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## 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 / Library Technology for the Low-Tech Librarian\*

TIMOTHY J. DICKEY

12-WEEK ADVANCED ECOURSE

This 12-week advanced eCourse is divided into three four-week modules. In each one, instructor Timothy Dickey introduces you to a specific area of library technology, then delves deeper to teach the basics of how that key technology functions, how it applies to librarianship, and how you can evaluate the potential use of it in your institution. This eCourse provides you with essential knowledge to work in today's tech-savvy environment and helps build confidence in working with library technology.

### ■ 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.

### ■ **Apps for Librarians: Empower Your Users with Mobile App Literacy**

NICOLE HENNIG

5-WEEK ECOURSE

In this five-week eCourse, Nicole Hennig teaches you about the most useful apps available on tablet and mobile devices and how they can be applied in your library to create the best learning experiences for your patrons and students.

### ■ **Customizing Google Analytics and Google Tag Manager**

TABATHA FARNEY

5-WEEK ECOURSE

This four-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.

### ■ **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.

### ■ **Using Apps to Manage Information and Stay Organized**

NICOLE HENNIG

5-WEEK ECOURSE

In this eCourse, Nicole Hennig teaches you how to use four types of mobile apps in depth that can help you and your users manage information and boost productivity. You'll gain tips on how to use the knowledge from this eCourse to create workshops for your users, so you can advise patrons and students how to securely manage and organize their information.

### ■ **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 User Experience (UX) Design to Improve Library Services from the Web to the Circulation Desk

AMANDA L. GOODMAN & MICHAEL SCHOFIELD

6-WEEK ECOURSE

In this eCourse, UX design experts Amanda Goodman and Michael Schofield will demonstrate how you can use UX design principles to improve a wide variety of library services for both patrons and staff. Learn techniques that will help you gather and analyze data that measures user engagement and satisfaction, and gain strategies for how to use those findings to make your users happier.

## ■ 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.

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## 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.

### ■ Becoming the Copyright Specialist in Your Library

LESLEY ELLEN HARRIS

4-WEEK ECOURSE

This eCourse helps you understand what being the go-to copyright specialist means in your institution and provides strategies for evaluating copyright issues. Harris supplies you with the knowledge you need to complete daily activities within the confines of copyright law.

### ■ Demystifying Copyright: How to Educate Your Staff and Community

LESLEY ELLEN HARRIS

4-WEEK ECOURSE

In this four-week eCourse, Lesley Ellen Harris guides you step by step through developing an effective and practical copyright education program for your staff and community. Learn copyright best practices that can help protect your institution from cease-and-desist letters, time-draining threats, and lawsuits.

### ■ **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.

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## 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!

### ■ **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.

### ■ **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.

### ■ **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.

### ■ Integrating Multimedia Resources into Library Instruction and Research

JULIE A. DeCESARE

#### 6-WEEK ECOURSE

This eCourse provides an overview of the many different types of multimedia resources, online tools, and digital technologies available that can help you enhance your instruction. DeCesare prepares you with a foundation to navigate free and paid multimedia resources for teaching, learning, and research.

### ■ 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

#### 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. The instructors also cover additional tools (both free and fee-based) that may be useful for your own future projects.

## ■ 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.

## ■ Teaching Information Literacy to College Students

JOANNA M. BURKHARDT

3-WEEK ECOURSE

In this eCourse, Joanna M. Burkhardt draws from her bestselling book *Teaching Information Literacy: 50 Standards-Based Exercises for College Students* to show you how to create challenging, engaging lessons and exercises that will give college students the foundation they need to distinguish between the easiest sources to find and the best sources to use.

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## MANAGEMENT

### ■ 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.

### ■ 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.

### ■ 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.

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## 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.

### ■ 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, Storify, 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 5-week eCourse addresses some of the thorniest problems that library staff may face such as lack of civility, bullying, mobbing, 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, Dr. Richard Moniz and Jo Henry—your course facilitators and the authors of this book—engage you in discussion centered on overcoming a dysfunctional culture to create a welcoming environment 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.

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## 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.

## ■ **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.

## ■ Collaborating with Teens to Build Better Library Programs

JENNIFER VELÁSQUEZ

4-WEEK ECOURSE

Velásquez presents useful approaches for giving teens the lead in developing high-appeal collections and services. She teaches you how to draw from the insights of teens to create an online presence that is both relevant and effective. This eCourse supplies you with tactics to make teen programming a fully integrated library service that fosters teen participation.

## ■ Creating a Social Media Policy for Your Library

LAURA SOLOMON

90-MINUTE WORKSHOP

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.

## ■ 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.

## ■ 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.

## ■ Engaging Teens with Digital Media: Creating Stories and Games

KELLY CZARNECKI

4-WEEK ECOURSE

Take your gaming nights up a notch by drawing eager creators to your workstations! Noted library gamer Kelly Czarnecki guides you through this eCourse loaded with activities for both novices and experienced participants and generously illustrated with numerous video examples. This eCourse teaches you the basic skills to get your teens started in designing, producing, and telling their stories.

## ■ 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.

## ■ 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.

## ■ 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.

## ■ 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.

## ■ 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.

## ■ 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.

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## 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.

### ■ Cutting the Red Tape: Finding and Using E-Government Tools and Resources

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.

### ■ Reference Through Social Media: Developing Standards, Guidelines, and Policies

SARAH STEINER

3-WEEK ECOURSE

This eCourse guides you in writing useful, concise, legally-sound standards and guidelines for providing reference through social media. Steiner shares tips for establishing basic greeting, closing, and tone standards that reflect your user's expectations to improve patron satisfaction. This eCourse provides you with a solid foundation of best practices and practical advice on implementation and ongoing assessment that will help you and your colleagues communicate with library users in a consistent and reliable way.

## ■ 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.

KEEP YOUR LIBRARY

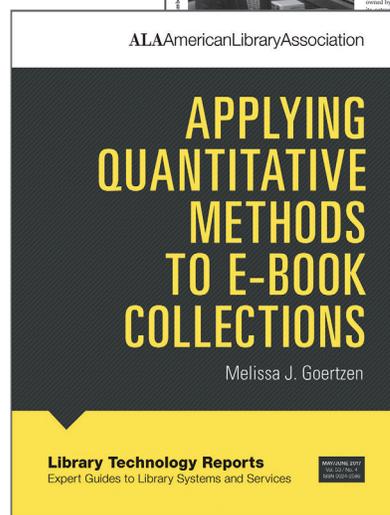


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