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SUPPLEMENT TO
MARCH/APRIL 2015

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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CONTENTS

AMERICAN LIBRARIES | eLearning Supplement to March/April 2015

Commentary

4 GUEST EDITORIAL

A Recipe for Success
BY COURTNEY L. YOUNG

Features

5 THE LIFE OF LIBRARIES

Continuing our work in the digital revolution
BY MICHAEL GORMAN

8 ONLINE @ ALA





A Recipe for Success

by Courtney L. Young, ALA President

A key ingredient in any professional development or continuing education plan, ALA eLearning helps us meet the Association's goal "to increase the availability of and access to continuing education, career development, and certification opportunities for librarians, library staff, trustees, and library advocates." Professional and leadership development is one of our three current strategic directions, with e-learning a critical component as we dig into how best to help library workers—at all levels and in all types of libraries—stay on top of fundamentals, advances, trends, and innovations.

In the 21st century, education and technology often go hand in hand.

Overall, 275 people are reached by ALA eLearning every day.

In a recently measured 12-month period, ALA eLearning had helped more than 55,000 active participants innovate, stay current, and be inspired through 320 different webinars, courses, and workshops.

More than 45,000 people registered for recorded sessions. Overall, that averages to 275 people reached by ALA eLearning every day of the year.

The Association's divisions, offices, round tables, and other units are continuously developing expertise to support the growing range of topics and interactive formats that you'll find highlighted in this annual *American Libraries* digital supplement, a convenient introduction to ALA eLearning options. You can tailor professional development for you, your colleagues, and your staff to help meet specific learning goals, and provide training and skills development, refreshers, and exposure to new ideas.

Experts develop and deliver learning on topics related to advocacy, collections, intellectual freedom, knowledge organization, leadership, literacy, management, policy and principles, technology, and user services. The content is delivered via webinars, e-courses, online workshops, and podcasts, with options for synchronous and asynchronous events, on-demand, one-time events or multiple-session courses, and free or fee-based sessions. CEUs are offered for participation in some eligible ALA online courses and programs, proving personal growth and achievement. Certificates of completion are available for some programs that do not offer CEUs.

Stay tuned for the launch of the new ALA eLearning Commons, which will be an invaluable one-stop source for finding, accessing, and managing your online learning. In the meantime, this supplement can help you use current ALA eLearning courses to support your own and your staffers' learning. Whether you have general professional development goals, a specific need to learn something right now so you can implement a new initiative, or just want to stay on top of what's happening in the field and be inspired by our thought leaders, the ALA eLearning website is always right at your fingertips, with quality professional development choices. Happy learning! ■

american libraries

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

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the life of libraries

Continuing our work in the
digital revolution

By Michael Gorman



here is no shortage of people prophesying the “death of libraries,” some with glee, some with sadness, and some just consumed by technolust and laissez-faire economics.

One such someone is Tim Worstall, who in a July 2014 column in *Forbes* called for the closing of public libraries and for those libraries to be replaced by free subscriptions to “Kindle Unlimited”—an Amazon.com product giving access to more than 600,000 e-texts. A more serious person, Mark Miodownik, a British materials scientist and broadcaster, stated in an interview on the BBC World Service that hackerspaces (communal workshops also known as “makerspaces”) are “more important than public libraries” and that cities should convert their public libraries to hackerspaces. He argued that people had “access to more books than they could ever want” and could download them and read them on their smartphones in their homes at any time. Also, that there is universal access to “information” but not to the skills, tools, and materials needed to make useful objects in order to transform citizens from consumers to makers and society from a culture of waste and landfills to a culture of recycling and conservation.

I wrote *Our Enduring Values*, which was published by ALA Editions in 2000. In the decade and a half since, the world has endured the savagery of September 11, 2001; the deaths of millions in wars and other conflicts, many waged in and over the cobbled-together countries that are the poisonous legacy of colonialism and imperialism; the almost complete collapse of the post-World War II financial architecture and the Great Recession that cupidity-fueled collapse caused; the ideologically and economically driven sustained attack on the public services of which libraries are such an ornament; the economic rise of China, run by communists who are much better at capitalism than the capitalists of the West; the looming and multifaceted environmental challenges of anthropogenic climate change; the promise of the Arab Spring and its repression; and a variety of other unsettling global and

national societal happenings and trends.

We have been blessed (or otherwise?) with:

- the iPod and iTunes (2001)
- Facebook (2004)
- YouTube (2005)
- Twitter (2006)
- the mass adoption of smartphones and streaming video
- devices for downloading and reading ebooks such as the Amazon Kindle (2007) and Barnes & Noble Nook (2009)
- the enormous economic reach of the advertising-company-with-a-search-engine Google, which has contrived to hit brand gold by becoming a verb that is the near-universal substitute for “use a search engine”
- Wikipedia (2001) and the whole social media, hive-mind, crowdsourcing “wisdom of the crowds” thing, felicitously summed up as “digital Maoism” by Jaron Lanier
- a huge and lucrative videogame industry
- giant flatscreen digital televisions foreshadowed by Ray Bradbury (and *The Jetsons*) decades before
- 3D “printing”

All of these digital innovations great and small add up to a complex world with endless opportunities for infotainment, commercial exploitation on a massive scale, and, to put the case for positive results, the creation of giant, ever-connected “communities” and new dimensions of education and creativity.

No library is an island, and libraries and the practice of librarianship have been rocked, socked, shaken, and stirred by these societal, economic, and technological changes. Very few libraries can say that they are better off than they were before the Great Recession eight years ago, and many, or even most, will tell you they are much worse off. Many of our col-

Librarians have a duty, now more than ever, to revisit the values that inform our profession and to organize convincing rebuttals to anti-library arguments.

leagues have lost their jobs; many have had to take jobs that pay substantially less than they and their contributions are worth; and many graduates of LIS programs cannot find jobs, have had to take part-time positions, or move to places far from where they really want to live.

For the first time in more than 50 years of working in libraries, I have hesitated when asked if I would recommend someone to enter an LIS master's program. All this when public libraries are increasingly society's only serious attempt to bridge the digital divide that threatens to deny the advantages of the brave new technological world to the poor, the rural, the armies of the unemployed, and all the others whose noses are pressed up against the windows of the glittering salons of the digerati. All this when academic libraries are under unprecedented strains of trying to do more with shrunken budgets, aggravated by the pressure of management, and IT departments obsessed with shiny new tools and lacking any vision of the ends to which their digital means are to be applied. All this when cuts in government spending and savage corporate retrenchments have attenuated or abolished many special libraries. So it goes, but libraries and librarians battle on, boats against the current, continuing to do good work and serve individuals and communities.

In the Preface to *Our Enduring Values*, I wrote of the defeated British and German troops marching away after the surrender of Cornwallis in Yorktown in October 1781. They played an old British march called "The World Turned Upside Down." Fifteen years ago, I wondered if the world of libraries had been turned upside down and if the time had come for librarians to beat a retreat. I did not believe that then, and I do not believe that now. The ideas that the digital revolution has made libraries irrelevant, that libraries can no longer be afforded, or that libraries are no longer needed seem, at best, based on ignorance and the willful avoidance of realities and, at worst, the malign triumph of ignorance, materialism, and philistinism. I believe that librarians have a duty, now more than ever, to revisit the values that inform our profession and to organize convincing rebut-



MICHAEL GORMAN
**OUR ENDURING
VALUES**
REVISITED
LIBRARIANSHIP IN AN EVER-CHANGING WORLD

tals to anti-library arguments. That is why I have revisited and rewritten a book from the last years of the 20th century. It addresses the eight core values that I advanced in 2000 in the light of the events of the last 15 years—service, stewardship, democracy, rationalism, privacy, intellectual freedom, equity of access, literacy and learning—and discusses the overarching value of the greater good, a communitarian approach to the totality of the human record that will lead to the enrichment of the lives of individuals, communities, and society as a whole.

The magnitude of the task ahead can be seen in the remarks of Miodownik, a respected and influential scholar.

He is neither an ignoramus nor a vandal. Quite the reverse, he is an advocate of an enlightened turn away from consumerism and waste in favor of communitarian effort to restore the dignity of labor that would have been familiar to, and welcomed by, the likes of William Morris. Why would such a man call for his workshops to take over public library buildings? (Rather than taking over, say, dollar stores, payday loan shops, or any of the many other institutions that prey upon the poor?) The simple answer is that he has bought into a number of cyber myths (in this case, that "everything" is available, free and freely, on the internet; that "everybody" can find what he or she wants with ease; that "everyone" can apply the critical thinking necessary for the productive use of "everything") and that he, as with the majority of even highly educated people, has only the sketchiest idea of what libraries are and what they do, and of the role of librarians.

My forthcoming book on our professional values is intended to illuminate the present and likely future state of libraries as we adjust to a world that seems to be turned upside down with some regularity without ever being quite the right side up. ■



This excerpt is adapted from the preface of Michael Gorman's book, *Our Enduring Values Revisited* (ALA Editions, April 2015).

ONLINE @ALA

The American Library Association provides continuing education in a variety of venues and formats for librarians, library support staff, and library trustees. Check out the course list that follows for a sampling of offerings from ALA's 11 divisions as well as its Publishing Department; find even more professional development opportunities at ALA's Online Learning web page.

AASL

eCOLLAB | Your eLearning Laboratory

ARCHIVED

eCOLLAB | Your eLearning Laboratory, available to AASL members and subscribers, is a repository of webcasts, podcasts, and resources from AASL professional development events. ECOLLAB offers more than 180 webcasts and podcasts for on-demand learning. ECOLLAB also contains a read-only version of the latest issue of AASL's print journal, *Knowledge Quest*, available before the issue mails. Access to eCOLLAB is provided to AASL members as a feature of membership. Non-AASL members can purchase a yearly subscription.

COST:

- Complimentary to AASL members
- \$99 per person for nonmembers



ACRL

Beyond Worksheets: Using Instructional Technologies for Authentic Assessment of Student Learning

APRIL 7
2–3:30 PM EASTERN

Academic librarians are no strangers to assessment, but figuring out how to implement authentic assessment can be tricky. We all want our instruction to help students, but how do we know if they are actually learning? Better yet, how can we make this process enjoyable for both the educators and the students?

This webcast will discuss the importance of designing authentic learning activities tied to information literacy learning outcomes. The presenter will highlight a number of instructional technologies that provide students with the opportunity to demonstrate learning while engaging in higher-order skills such as critical thinking, synthesis, and analysis of information. Webcast participants will engage in analysis of several tech tools and assessment techniques for use in varied instructional scenarios, including one-time class sessions, trainings, and workshops. Most of the techniques discussed will be applicable for assessing students both in-person and online.

Each participant will receive an instructional technologies evaluation form that can be used to analyze the technologies highlighted in the session for use in his or her own teaching. This interactive webcast will share successful and easy-to-implement authentic assessment techniques and tools that will have students showing off their skills in no time.

REGISTRATION DEADLINE:

- April 6

COST:

- \$40 per person for student members
- \$50 per person for ACRL members
- \$75 per person for ALA members
- \$90 per person for nonmembers
- \$295 for a group



Precision Googling: Techniques to Extract Exactly What You Want from the Largest Search Engine

APRIL 22
2–3:30 PM EASTERN

Google changes its search interface and algorithms periodically, and knowing current and deprecated search functions will make your searching—and your patrons' searching—faster and smarter. This interactive webcast will include a review of advanced search techniques, syntax, and operators; explanation of recent changes to the search interface; hands-on practice with advanced search operators and tools; and real-time exploration and discussion of the algorithms that generate user-specific results.

REGISTRATION DEADLINE:

- April 22

COST:

- \$40 per person for student members
- \$50 per person for ACRL members
- \$75 per person for ALA members
- \$90 per person for nonmembers
- \$295 for a group



ACRL

What You Need to Know About Writing Data Management Plans

APRIL 27–MAY 15 *(Asynchronous)*

Demand for data management plan consultants is growing as more granting agencies add this requirement. Most presentations concerning data management do not provide practical advice on how to consult with researchers writing a data management plan for grant submission. This course teaches participants about the elements of a successful data management plan and provides practice in critiquing data management plans in a supportive learning environment where no grant funding is at stake. Join two experienced data management plan consultants with experience in liaison librarianship and information technology as they demonstrate how all librarians have the ability to successfully consult on data management plans. Each week will include assigned readings, a written lecture, discussion questions, weekly assignments, and live chats with the instructors.

Participants will examine how data and meta-data are defined, open data formats, dark archives, and secure repositories as well as specialty concerns such as how to securely preserve information related to at-risk populations, etc. Selection of effective long-term data preservation and sharing strategies will also be examined. Lastly, participants will evaluate sample data management plans from the sciences, social sciences, and the arts and humanities as a final project. Critiques of each plan will be presented during the final chat session at the end of the course.

REGISTRATION DEADLINE:

- April 27

COST:

- \$60 per person for student members
- \$135 per person for ACRL members
- \$175 per person for ALA members
- \$195 per person for nonmembers



ALCTS

Fundamentals of Acquisitions

MAY 4–JUNE 12
JULY 20–AUGUST 28
SEPTEMBER 14–OCTOBER 23
NOVEMBER 9–DECEMBER 18

This course provides a broad overview of the operations involved in acquiring materials after the selection decision is made. Registration for the fall will open in May

REGISTRATION DEADLINE:

- One week prior to the start date

COST:

- \$109 per person for ALCTS members
- \$139 per person for nonmembers



Fundamentals of Electronic Resources Acquisition

APRIL 13–MAY 8
JULY 27–AUGUST 21
SEPTEMBER 28–OCTOBER 23
NOVEMBER 16–DECEMBER 11

This course provides an overview of acquiring, providing access to, administering, supporting, and monitoring access to electronic resources.

REGISTRATION DEADLINE:

- One week prior to the start date

COST:

- \$109 per person for ALCTS members
- \$139 per person for nonmembers



Fundamentals of Collection Development and Management

MARCH 9–APRIL 3
APRIL 27–MAY 22
AUGUST 3–AUGUST 28
OCTOBER 5–OCTOBER 30
NOVEMBER 16–DECEMBER 11

This course introduces the fundamental aspects of collection assessment in libraries and is designed for those who are responsible for or interested in collection assessment in all types and sizes of libraries.

REGISTRATION DEADLINE:

- One week prior to the start date

COST:

- \$109 per person for ALCTS members
- \$139 per person for nonmembers



Fundamentals of Collection Assessment

MARCH 9–APRIL 17
MAY 11–JUNE 19
JULY 27–SEPTEMBER 4
SEPTEMBER 28–NOVEMBER 6

This course introduces the fundamental aspects of collection assessment in libraries and is designed for those who are responsible for or interested in collection assessment in all types and sizes of libraries. Registration for the fall will open in May.

REGISTRATION DEADLINE:

- One week prior to the start date

COST:

- \$109 per person for ALCTS members
- \$139 per person for nonmembers



ALCTS

Fundamentals of Preservation

APRIL 20–MAY 15
AUGUST 3–AUGUST 28
OCTOBER 5–OCTOBER 30

This course introduces participants to the principles, policies, and practices of preservation in libraries and archives.

REGISTRATION DEADLINE:

- One week prior to the start date

COST:

- \$109 per person for ALCTS members
- \$139 per person for nonmembers



Fundamentals of Cataloging

SEPTEMBER 14–OCTOBER 23
NOVEMBER 9–DECEMBER 18

This course is an introduction to library cataloging through its function in the library, looking at both old and new standards, with a discussion of creating bibliographic descriptions. Registration for the fall will open in May. Additional spring sessions to be scheduled.

REGISTRATION DEADLINE:

- One week prior to the start date

COST:

- \$109 per person for ALCTS members
- \$139 per person for nonmembers



ALCTS WEBINARS

ALCTS offers webinars on important and timely topics in library technical services and collections throughout the year. New online learning opportunities are being added all the time. Visit the [ALCTS Online Learning page](#) for a list of upcoming webinars, including the following:

Transforming MARXML Records Using XSLT

MARCH 4
2 PM EASTERN

Catalogers have become fluent in information technology such as web design and programming languages. The knowledge gained from learning information technology can be used to experiment with methods of transforming one metadata schema into another using various software solutions. Violeta Ilik from Galter Health Sciences Library at Northwestern University in Chicago will present on the use of eXtensible Stylesheet Language Transformations (XSLT) for repurposing, editing, and re-formatting metadata.

REGISTRATION DEADLINE:

- The day of the webinar

COST PER WEBINAR:

- \$43 per person for ALCTS and international ALA members
- \$59 per person for nonmembers
- \$99 per person for a group of members
- \$129 per person for a nonmember group



Workflow Maps: Tools for Insight and Enhancement

MARCH 9
2 PM EASTERN

Workflow mapping can be a powerful approach to understanding the systems and processes libraries already have in place and a great first step in figuring out how to improve them. Kristen Wilson from North Carolina State University will discuss basic workflow mapping syntax, software, and techniques for creation. This webinar is part three of a six-part series on continuing resources.

REGISTRATION DEADLINE:

- The day of the webinar

COST PER WEBINAR:

- \$43 per person for ALCTS and international ALA members
- \$59 per person for nonmembers
- \$99 per person for a group of members
- \$129 per person for a nonmember group



Persistence: "Got Yours?" Preserving Scholarship

MARCH 11
2 PM EASTERN

As more and more content is made available only in an electronic format, ensuring that the scholarly record remains intact in the event of a technological or natural disaster is critical. Victoria Reich from Lots of Copies Keep Stuff Safe (LOCKSS) and Katherine Skinner from Educopia will discuss the importance of digital preservation, rights and responsibilities of all stakeholders, and what you can do to ensure that key research remains readily available. This webinar is part four of a six-part series on continuing resources.

REGISTRATION DEADLINE:

- The day of the webinar

COST PER WEBINAR:

- \$43 per person for ALCTS and international ALA members
- \$59 per person for nonmembers
- \$99 per person for a group of members
- \$129 per person for a nonmember group



Ebook Cataloging Using a Shared Mailbox

MARCH 16
2 PM EASTERN

Acquiring and cataloging ebooks presents a unique challenge to librarians accustomed to print material. Nancy Mitchell Poehlmann from the University at Albany (N.Y.) will show participants how to plan and create a workflow for processing these orders using a shared mailbox. This webinar is part five of a six-part series on continuing resources.

REGISTRATION DEADLINE:

- The day of the webinar

COST PER WEBINAR:

- \$43 per person for ALCTS and international ALA members
- \$59 per person for nonmembers
- \$99 per person for a group of members
- \$129 per person for a nonmember group



ALCTS

Cataloging Continuing Resources in a Changing Landscape

MARCH 18
2 PM EASTERN

This webinar is the concluding part of a six-part series on continuing resources. The cataloging of continuing resources has weathered the change to RDA, but unresolved issues remain and new issues have surfaced. Regina Romano Reynolds from the Library of Congress will explore continuing resources cataloging from the perspectives of ISSN, RDA, and FRBR; introduce an alternative model, PRESSoo; highlight questions raised by BIBFRAME; and examine RDF output from the ISSN records in the ISSN International Centre's ROAD database.

REGISTRATION DEADLINE:

- The day of the webinar

COST PER WEBINAR:

- \$43 per person for ALCTS and international ALA members
- \$59 per person for nonmembers
- \$99 per person for a group of members
- \$129 per person for a nonmember group



ALSC

ALSC Online Education

ONGOING

No matter your schedule, ALSC has a professional development opportunity for you. From hourlong webinars to multiweek online courses, there are a variety of formats to meet the needs of all learners.

ONLINE COURSES

ALSC offers quarterly online courses that are perfect for busy librarians. Courses are from four to six weeks in length and many are now CEU-certified. All courses are offered asynchronously, so there's no need to log in at a certain time.

WEBINARS

ALSC's webinars are the perfect solution for someone who wants and needs educational information but doesn't have a lot of time or resources. These short (one-to-two hours) interactive sessions take place in Adobe Connect and give librarians and library support staff an opportunity to learn right at their desks.

WEBCASTS

Webcasts are webinars that have already taken place but are still available for only a fraction of the cost, presented as on-demand videos that can be watched by the purchaser at any time. These are perfect for trainings and for viewing multiple times.

STUDENT SESSIONS

Held quarterly, these are free, one-hour virtual workshops. Hosted by the ALSC Membership Committee, student sessions are focused on topics of interest to students or early career professionals.



Accessible Literacy Online: Options for Patrons With Disabilities That Affect Print Reading

MARCH 19
3–4:30 PM EASTERN
ARCHIVED

Library staffers will learn how patrons with disabilities that affect print reading can access books and periodicals for independent reading online using computers, smartphones, or even landline phones. We'll cover four popular collections: BARD, Bookshare, Learning Ally, and Newsline. You'll learn what each collection offers; what equipment is necessary to access collection materials; and what to do when requested materials can't be found in an accessible format.

COST:

- \$40 per person for ASCLA members
- \$45 per person for student and retired members
- \$50 per person for ALA members
- \$65 per person for nonmembers

GROUP RATES:

- \$99 for a single login
- \$38 per person for multiple logins (minimum of two people)



Free and Affordable Apps for Accessibility

MARCH 26
2–3:30 PM EASTERN
ARCHIVED

Library personnel are the greatest resource in providing outreach services to those with special needs. Free and low-cost applications for smartphones and tablets have gone beyond simply games and utility functions and can be used to increase accessibility for library users of all ages. These apps and how to implement them in a library's existing outreach resources will be discussed and demonstrated in this webinar, with a focus on free or low-cost apps useful in serving special populations of all ages. This technology adds an option to library services already in place to serve special populations. Library staff can use special-needs apps such as a communication board, understanding and using sign language, and magnification to provide services. Whether on the local level, network or cooperative level, or state level, many apps are useful in training library staff to better serve adults and youth who are blind or have low vision, are deaf or hard of hearing, have communication issues, are diagnosed with autism, and so on.

COST:

- \$40 per person for ASCLA members
- \$45 per person for student and retired members
- \$50 per person for ALA members
- \$65 per person for nonmembers

GROUP RATES:

- \$99 for a single login
- \$38 per person for multiple logins (minimum of two people)



ASCLA

One Size Doesn't Fit All: Building a Collection for Youth With Disabilities

APRIL 21
11 AM–12:30 PM EASTERN
ARCHIVED

Seeing more families with special needs visiting your library? Have you offered sensory storytimes but want to meet their needs in your collection development, too? In this webinar, we'll discuss how to meet the collection needs of youth with special needs, ages 2–14. Gain a basic understanding of some of the more common disabilities and disorders that children in your community may have (i.e., Down's syndrome, ADHD, autism, dyslexia) and what materials your library can provide to support those families better. Learn how to collaborate with special-needs educators and therapists to determine your collection needs and ways to fund it. Determine ways to circulate mixed media of all sizes and develop a marketing strategy that will reach out to this very busy and often stressed group in your community. Handouts of resources and existing special-needs collections will be included. You will leave this webinar with the tools to start building a special-needs collection.

COST:

- \$40 per person for ASCLA members
- \$45 per person for student and retired members
- \$50 per person for ALA members
- \$65 per person for nonmembers

GROUP RATES:

- \$99 for a single login
- \$38 per person for multiple logins (minimum of two people)



Successful Initiatives in Library Services for People Who Are Incarcerated

MAY 5
11 AM–12:30 PM EASTERN
ARCHIVED

This webinar is relevant to ASCLA's members who serve incarcerated youth and adults, focusing on work public libraries and state prisons are doing. The work is tied together as they face challenges both internally within their own institutions as well as in their work with special populations. The topic supports ASCLA's mission to provide a framework of best practices for delivering services and programs to incarcerated youth and adults.

COST:

- \$40 per person for ASCLA members
- \$45 per person for student and retired members
- \$50 per person for ALA members
- \$65 per person for nonmembers

GROUP RATES:

- \$99 for a single login
- \$38 per person for multiple logins (minimum of two people)



ASCLA

Improving Library Services to People With Disabilities

MARCH 2–29 (Asynchronous)

Library staff members provide services to people with disabilities, from the part-time aide charging out library materials to the library director determining policies. Because of this, staff skills and attitudes are crucial for a satisfactory library experience. All libraries have a plan for serving people with disabilities, whether it is the installation of ramps or the creation of special-needs storytimes. But improvements are always possible. Library staffers who enroll will review the current level of service to people with disabilities then explore materials and sources that provide additional support or new ideas.

COST (ALL FEES INCLUDE \$20 COST FOR CEU OFFERING):

- \$120 per person for student and retired members
- \$150 per person for ASCLA members
- \$195 per person for ALA members
- \$230 per person for nonmembers



An Introduction to Correctional Librarianship

MARCH 16–APRIL 25 (Asynchronous)

This course will serve as an introduction for both professional librarians and assistants looking to gain knowledge of prison librarianship. Participants will be challenged as they learn collection development, budgeting (sometimes on a shoestring), reference services, legal materials, technical services, intellectual freedom, working with mental health factors, security, interpersonal communication, and programming as it pertains to the correctional field. Also covered will be best practices and tips on navigating the prison library and institutions in general, motivational interviewing, and evidence-based practice. The course will use scholarly articles, web resources, and print and electronic resources. Readings and discussion of those works and use of other resources will be essential to encouraging participation during the course.

COST:

- \$100 per person for student and retired members
- \$130 per person for ASCLA members
- \$175 per person for ALA members
- \$210 per person for nonmembers



ASCLA

Going to Jail: How Juvenile Books Portray the Prison Experience

APRIL 13–MAY 17 (Asynchronous)

Few people discuss experiences of incarceration for family, friends, or even themselves. Yet it is estimated that 2 million children in the US have one parent incarcerated, and more than 70,000 youth under the age of 18 are in detention facilities. How do young people learn about life behind bars? Books for children and young adults can portray how jail sentences impact individuals, their children, their parents, and their community. In this course, we will read several juvenile books—from picture books to teen novels—that explore the prison experience. In an online book discussion, we will analyze the books and discuss age-appropriate information that should be provided for youth. At the same time, we will look at statistics about who goes to jail and consider the role that libraries can play in assisting patrons dealing with these issues.

COST (ALL FEES INCLUDE \$20 COST FOR CEU OFFERING):

- \$120 per person for student and retired members
- \$150 per person for ASCLA members
- \$195 per person for ALA members
- \$230 per person for nonmembers

 REGISTER HERE

The Reader-Friendly Library: Evaluating the Visitor Experience

APRIL 20–MAY 31 (Asynchronous)

What does your library offer to somebody in a hurry? Which display works best, and how could it do better? What's the first impression people get from your library? Could small changes improve your visitors' experience? This course offers a range of reader-centered research tools, supporting material, and background theory, and puts them all to use in the participants' own libraries. They will use their findings to identify appropriate and effective small-scale changes that actively improve the library experience of targeted groups of visitors. The course introduces reader-centered observational techniques that help measure how different areas and features of the library are used and by whom, what library patrons see, and what messages the library welcome gives new visitors. The techniques can assess the average length of a visit and whether people in a rush find something they want. They help staffers see which features encourage browsing and borrowing, and which are failing to attract any attention and why.

COST:

- \$100 per person for student and retired members
- \$130 per person for ASCLA members
- \$175 per person for ALA members
- \$210 per person for nonmembers

 REGISTER HERE

LLAMA

Webinars

ONGOING

LLAMA offers bimonthly webinars presented by experts on leadership and management topics for all types of libraries. Recent presentations include identifying your personal management style; managing intergenerational teams; library fundraising; project management; library safety and security; creating multimedia spaces; cover letter and résumé tips; facilities management; and change management. Each webinar offers

participants the opportunity to have their questions answered and includes a link to an archived version for future viewing. LLAMA members can also access a complete archive of past LLAMA webinar recordings.

 REGISTER HERE



PLA

On-Demand Webinars

ARCHIVED

On-demand webinars from PLA offer affordable access to archived PLA webinars at any time. These recorded webinars feature public library professionals tackling topics such as customer service, community outreach, website development, and strategic planning.

COST:

- \$28 per person, with 10% discount for ALA/PLA members
- \$119 for groups, with 10% discount for ALA/PLA members



Service Response Online Workbooks

ARCHIVED

Based on the management concepts delineated in PLA's bestselling Results series of publications, the Service Response Online Workbooks are intended to help library planners identify the many possibilities that exist for matching their services to the unique needs of their communities. These are not traditional online courses and there are no assignments or grades. Instead, they

are self-directed online workbooks with tools to assess your current services in a specific area or topic and to identify what would be required to expand those services. Workbooks covering 18 areas of service are offered.

COST:

- \$15 each



Turning the Page Online

ARCHIVED

Turning the Page Online is a free library advocacy training course developed and presented by PLA with generous support from the Bill & Melinda Gates Foundation. It is available any time you are inspired to invest in your library's future. In this self-paced series of 11 courses, library staffers and supporters will learn how to create and tell their library's story; deliver effective presentations; develop a compelling case for support; and build and sustain partnerships along the way. Participants are encouraged to come prepared with a specific, self-determined advocacy goal for their libraries. By the end of the training, they'll have a complete advocacy work plan to guide their efforts. All of the training is online and self-paced and should take 12–15 hours to complete.

COST: Free to all



PUBLISHING

AMERICAN LIBRARIES

American Libraries knows how essential it is to stay up to date on new developments in our field. American Libraries Live (AL Live), a free streaming video broadcast that you can view from your home, library, or favorite Wi-Fi spot, allows viewers to watch one-hour programs in real time about library issues and trends and interact with hosts via a live chat, offering immediate answers to all of your pressing questions. Every episode is later archived for your convenience.

The Future of Libraries
MARCH 12
2-3 PM EASTERN

The Present and Future of Ebooks
APRIL 9
2-3 PM EASTERN

Integrated Library Systems
MAY 14
2-3 PM EASTERN

COST: Free to all



BOOKLIST WEBINARS

TUESDAYS, 2-3 PM EASTERN

Booklist offers 30-40 free, hourlong webinars per year, moderated by *Booklist* editors and special guests, and including presentations from numerous publishing and librarian experts. Attendees receive a list of titles discussed, a PDF of the PowerPoint presentation, and a certificate of completion. Registrants receive a notification when the video archive is available for viewing. The wide range of topics include youth and YA announcements; reluctant/struggling readers; crime fiction; graphic novels; audiobooks; series nonfiction; multicultural literature; book group topics; cookbooks, crafts, and gardening; poetry; and special topics such as resources on bullying.

COST: Free to all



PUBLISHING

ALA EDITIONS

Engaging Teens with Digital Media: Creating Stories and Games

MARCH 2–30 (*Asynchronous*)

After participating in this e-course, you will be able to:

- navigate Machinima, one of the top video entertainment networks for gamers, and incorporate it into library programs or digital media labs
- develop a game-design document
- compare game-creation software and identify the best options for your needs
- understand alternate-reality games and how they relate to libraries and trans-media storytelling
- generate ideas for creating library games for mobile devices
- create digital-media library programs that develop 21st-century skills

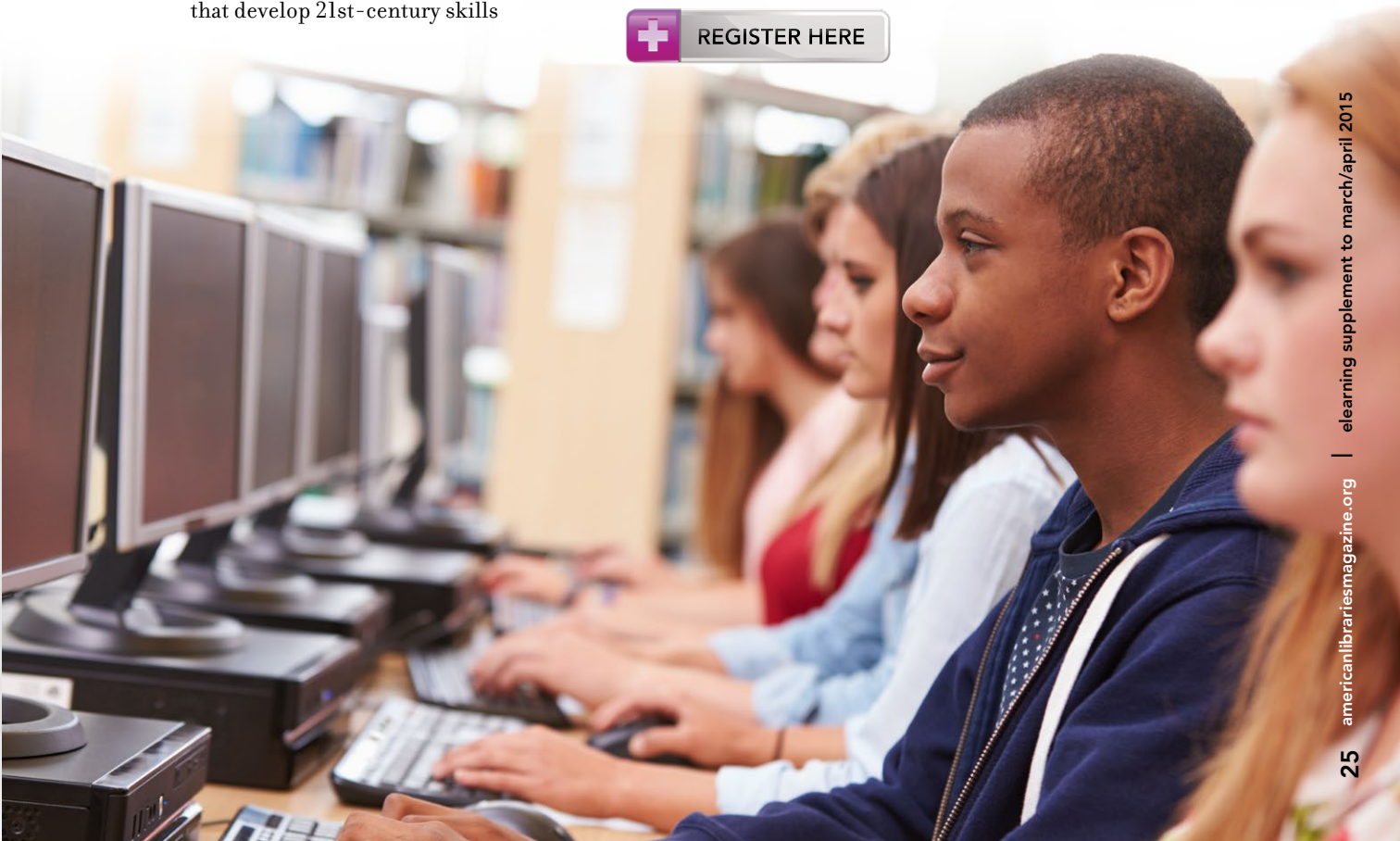
Take your gaming nights up a notch by drawing eager creators to your workstations. Library programs in game design and interactive media are proving to be immensely popular with teens. What's more, educators tout their value in teaching 21st-century skills. Noted library gamer Kelly Czarnecki will be your guide in this e-course loaded with activities for both novices and experienced participants and generously illustrated with numerous video examples. You'll learn the basic skills to get your teens started in designing, producing, and telling their stories. Your purchase includes the PDF version of "Digital Storytelling in Practice," Czarnecki's October 2009 issue of *Library Technology Reports*.

REGISTRATION DEADLINE:

- March 9

COST:

- \$157.50 per person for ALA members
- \$175 per person for nonmembers



PUBLISHING

Serving Children With Autism Spectrum Disorder

MARCH 19 AND 26
2:30 PM EASTERN
ARCHIVED

Autism is now the second most commonly diagnosed serious developmental disability, and the number of children identified as autistic continues to grow. In this workshop, Lesley Farmer, professor at California State University Long Beach, will take you through the basics of autism spectrum disorder (ASD), explaining the forms the condition can take and how diagnosed children tend to be unique. You will learn the library-specific challenges of dealing with this population, as well as best practices for both interacting with children one-on-one and making the library environment, as a whole, more friendly. You will learn about resources and instructional strategies.

Topics include:

- identifying youth with ASD and understanding their developmental challenges
- making your library environment comfortable for youth with ASD
- strategies for successful one-on-one interaction
- understanding the print and digital resources available to librarians

REGISTRATION DEADLINE:

- March 19

COST:

- \$67.50 per person for ALA members
- \$75 per person for nonmembers

GROUP RATES:

- \$135 per person for ALA members
- \$150 per person for nonmembers



Basic American Sign Language for Library Staff

MARCH 2–APRIL 13 (*Asynchronous*)

American Sign Language (ASL) is an invaluable skill for library professionals. A basic grasp of ASL enhances your ability to serve deaf library users and opens up a new world of possibilities for baby storytime programs. It's also a marketable professional skill that can translate to public service jobs beyond the library world.

After completing this e-course, you will:

- know and be able to use approximately 20–30 signs
- have a basic understanding of deaf culture and how to interact effectively with deaf patrons
- understand multiple applications of ASL in different library contexts
- understand how the library can use ASL as a service that ties into the broader community

Ideal for those without previous experience, in this e-course, librarian and ASL interpreter Kathy MacMillan will use readings, multimedia resources, and online discussion boards to introduce basic ASL vocabulary and grammar appropriate for use in a library setting. MacMillan will place ASL within a linguistic and cultural context, aiding participants in improving library services.

REGISTRATION DEADLINE:

- March 9

COST:

- \$175.50 per person for ALA members
- \$195 per person for nonmembers



PUBLISHING

How to Improve Your Library Instruction: Assessment in Five Minutes

MARCH 4, 2:30–4 PM EASTERN

When you've got a one-hour, one-shot library-instruction session scheduled, speedy and accurate student assessments are of paramount importance. Information literacy expert Sarah Steiner will share how five minutes of skilled, targeted assessment is all that's needed to give you a precise understanding of students' needs, learning, and retention. Drawing from real-life examples, Steiner will discuss how to write the best assessment questions and use inexpensive survey tools to gauge learning while you interact with students.

Topics include:

- how to write effective learning outcomes
- how to ask questions that get you useful information
- examples with analysis on what other academic libraries are doing
- choosing an assessment model
- selecting appropriate assessment tools

REGISTRATION DEADLINE:

- March 4

COST:

- \$49.50 per person for ALA members
- \$55 per person for nonmembers

GROUP RATES:

- \$85.50 per person for ALA members
- \$95 per person for nonmembers



Fair Use: Guidelines and Best Practices

MARCH 11, 2:30–4 PM EASTERN

As musicians share remixes and mashups, and big media cast a net of takedown notices over piracy, misunderstandings on fair-use guidelines abound. At worst, a restrictive view of the guidelines can stifle creativity and research in your library's community. Attorney and librarian Gretchen McCord will demonstrate productive interpretations of fair-use guidelines for libraries. You will learn how to empower your patrons with statements of best practices used independently and along with the fair-use guidelines.

Topics include:

- the purpose and philosophy of fair-use guidelines and statements of practice
- thinking critically and constructively in your interpretations of the policy
- how to use fair-use guidelines as a starting point, not a limitation
- how guidelines and best practices fit in your institution's risk-management approach
- selecting appropriate assessment tools

REGISTRATION DEADLINE:

- March 11

COST:

- \$54 per person for ALA members
- \$60 per person for nonmembers

GROUP RATES:

- \$108 per person for ALA members
- \$120 per person for nonmembers



PUBLISHING

Using WordPress to Build Library Websites

MARCH 16–APRIL 27 (*Asynchronous*)

WordPress is an open-source content management system that helps you create, develop, and maintain a website. Its intuitive interface means that there's no need to learn complex programming languages—and because it's free, you can do away with purchasing expensive web development software.

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

After completing this e-course, you will have the:

- ability to use WordPress to build and manage your library website
- understanding how WordPress organizes content types
- skills to effectively apply your WordPress knowledge to library content
- ability to use navigation and other features to create a user-friendly website structure

REGISTRATION DEADLINE:

- March 23

COST:

- \$225 per person for ALA members
- \$250 per person for nonmembers



Advanced WordPress: Taking Your Web Presence to the Next Level

MARCH 16–APRIL 27 (*Asynchronous*)

If you've used WordPress to build a library blog or website, you know what an incredible tool it can be. But there's much more to WordPress than building a site. More advanced users can use WordPress to create resources such as advance registration and scheduling tools, integrate web-based programs, or allow your website to interface with other software through an Application Programming Interface (API).

If you're eager to move from basic proficiency to advanced skills in WordPress, knowing where to start is crucial. In this e-course, Michael Schofield, a web developer who specializes in library sites, will help you focus your attention so you can decide how to proceed. You'll learn about the advanced capabilities of WordPress and how they can apply to your library, along with steps for putting them in place.

After participating in this e-course, you will:

- have a working knowledge of the many advanced WordPress tools, helping you determine which ones will enhance your library website
- gain a thorough understanding of WordPress' hooks and actions, themes and plug-ins, and how they can be extended programmatically, as well as a working knowledge of PHP
- understand pressing and ancillary issues like content silos, APIs, and COPE (create once, publish everywhere) systems
- discover forums, websites, and literature that can help you stay current on emerging WordPress trends

REGISTRATION DEADLINE:

- March 23

COST:

- \$225 per person for ALA members
- \$250 per person for nonmembers



PUBLISHING

ALA TECHSOURCE

The Paperless Professional

MARCH 18

2:30–4 PM EASTERN

Instructors Rebecca Miller, Carolyn Meier, and Heather Moorefield-Lang will explore apps and mobile sites for managing projects, organizing PDFs and other resources, and conducting research. This will be an interactive session, so please come prepared with questions. And we encourage you to share your best tips and tricks for using technology to stay organized and work smarter.

Topics covered will include:

- strategies for improving all types of communication
- methods and apps for sharing files and other resources
- apps for project and task management
- apps for note-taking and reading
- apps for delivering presentations
- apps for scheduling
- suggestions and strategies for conducting research with mobile devices
- suggestions and strategies for keeping up with professional trends and news
- overall best practices for using tablets and other mobile devices in a professional setting

After this workshop, you will be able to:

- explain how tablets and other mobile devices can empower library professionals to enhance and improve their productivity and organization
- identify and evaluate appropriate apps, mobile sites, and other resources appropriate for use in professional activities and initiatives
- describe the best practices and strategies for using mobile devices to manage day-to-day work in libraries and other professional settings
- develop and implement personal strategies for increasing your own productivity through the use of tablets and other mobile devices

REGISTRATION DEADLINE:

- March 18

COST:

- \$54 per person for ALA members
- \$60 per person for nonmembers

GROUP RATE FOR THREE OR MORE:

- \$108 per person for ALA members
- \$120 per person for nonmembers



Boomerang Library Users: Implementing Effective, Enriching, and Educational Library Programs for Target Users to Learn and Return

MARCH 18
11:30 AM–12:45 PM EASTERN
ARCHIVED

Recent trends show that academic and public libraries not only need to introduce their services to patrons but also need to perform outreach through creative library programming that makes a connection with the library's collections. This webinar will help inspire ideas for library programming and give useful tips for reaching out to community speakers who can provide insightful and educational lectures geared toward a library's target users.

Natalie Lopez—a librarian, archivist, curator, and instructor at Cal Poly Pomona (Calif.) University Library and chair of its National Library Week Committee and the Library Welcome Week Committee for the past two years—will present examples from the successful programming of these events for incoming students and the campus community. Participants will receive surveys and data from the development stages of program ideas, from how they were selected and planned to the implementation.

This webinar will provide a more structured approach to assessing a community of library users and their needs and awareness of valuable library services. This webinar will also offer tools for a postmortem assessment of library programs to analyze successes and shortcomings.

Learning outcomes:

- identify target library users and assess needs for community programming
- create and design effective programs for educational purposes and personal enrichment
- use assessment data to change and improve implementation of future programs

REGISTRATION DEADLINE:

- 24 hours prior to webinar

COST:

- \$35 per person for student and retired members
- \$40 per person for RUSA members
- \$50 per person for ALA members
- \$65 per person for nonmembers

GROUP RATES:

- \$99 single login
- \$38 per person multiple logins (minimum of two people)



No Thumbs Required: Strategies for a Superior SMS/Text Reference Service

MARCH 24
3–4:15 PM EASTERN
ARCHIVED

Providing friendly, clear, and helpful service in line with RUSA's professional guidelines is an essential part of successful library reference. However, in the increasingly popular reference medium of SMS/text messaging, it's not always easy to know how to provide both the requested information and the ideal professional service markers. This webinar—taught by Erin Dorris Cassidy and Michelle Martinez, who have worked in reference, instruction, and collection development at Sam Houston State University's Newton Gresham Library—will help participants recognize the unique complications of SMS and learn to apply new strategies to provide the best service possible in this medium.

This webinar connects the principles of the RUSA guidelines to the practical realities of the SMS/text medium. Participants will receive an overview of the standards for reference performance. They will also learn the unique characteristics of SMS/text, which include the fairly obvious limit to message length and less obvious issues concerning the cost to patrons of extra messages; patron perception of the medium's

RUSA

synchronicity; the use of text speak; and the different capabilities of smart versus “dumb” phones.

Most important, participants will gain practical strategies that improve their SMS/text reference service. Real SMS/text patron questions will be used to demonstrate a variety of issues in this reference medium, and participants will determine the most effective response to each question.

Participants will also learn about some of the findings from Gresham Library’s SMS/text reference service assessment project and receive a copy of the instructors’ rubric instrument.

REGISTRATION DEADLINE:

- 24 hours prior to webinar

COST:

- \$35 per person for student and retired members
- \$40 per person for RUSA members
- \$50 per person for ALA members
- \$65 per person for nonmembers

GROUP RATES:

- \$99 single login
- \$38 per person multiple logins (minimum of two people)



Universal Design for Learning, Information Literacy, and Libraries

APRIL 1
2–3:15 PM EASTERN
ARCHIVED

Universal Design for Learning (UDL) provides an excellent framework for classroom technique and theory for librarians and teachers at all levels. Information Literacy Instruction impacts our classrooms, communities, and colleagues. UDL allows learners to more fully engage with information literacy instruction by using design strategies that allow flexibility and multiple

methods of engagement. Using the new ACRL Framework as a lens, presenters Sarah Burns Gilchrist, research and instruction librarian for education and visual arts in Towson (Md.) University’s College of Education, and Sarah Espinosa, residency librarian at Towson’s Albert S. Cook Library, will provide an introduction to UDL tools and resources.

This webinar will provide an overview of UDL, its relevance to information literacy programs, and the resources available to librarians. The overview will focus on the basic ideas behind Universal Design for Learning, including its application in K–12 schools and higher education, and research based on neuroscience and psychology.

The webinar will provide information about how the UDL guidelines and principles relate to information literacy, including a comparison with the information literacy draft framework and the idea of threshold concepts, as well as specific examples of how the guidelines could inform instruction, reference, and learning objects.

The resources segment will discuss the communities, tools, and resources available to librarians including CAST; UDL Connect; UDL Exchange; the book *Universal Design for Learning: Theory and Practice*; and websites that tie UDL to institutions of higher education with specific technologies available to the instructor.

REGISTRATION DEADLINE:

- 24 hours prior to webinar

COST:

- \$35 per person for student and retired members
- \$40 per person for RUSA members
- \$50 per person for ALA members
- \$65 per person for nonmembers

GROUP RATES:

- \$99 single login
- \$38 per person multiple logins (minimum of two people)



What Is Content Marketing + Should You Be Using It at Your Library?

APRIL 3
3–4:15 PM EASTERN
ARCHIVED

This webinar is for librarians who want to know what content marketing is, why it's something that libraries can and should be taking advantage of to reach their audiences, and how libraries can effectively add it to their toolkit for outreach, promotion, and communications. Learn what mistakes to avoid and the six types of content every organization needs.

Libraries are recognizing the importance of planning, strategy, and a variety of tactics for stronger outreach and communications to key audiences.

"Content marketing," "inbound marketing," and "pull communications" are hot words in marketing today and apply beyond the business world. Jennifer E. Burke, president of IntelliCraft Research LLC and an independent information professional and strategic marketing consultant for libraries, will share how libraries can take advantage of this new way of communicating with core audiences and make use of the resources, skills, and energy they already possess. Repurpose, reuse, remake, revitalize.

Learning outcomes:

- understand and identify what content marketing is and the role of content strategy
- be able to select at least one key content format to focus on in your library's marketing/communications
- be able to use templates, guides, and other tools to create content, including a content calendar for at least the next quarter

REGISTRATION DEADLINE:

- 24 hours prior to webinar

COST:

- \$35 per person for student and retired members
- \$40 per person for RUSA members
- \$50 per person for ALA members
- \$65 per person for nonmembers

GROUP RATES:

- \$99 single login
- \$38 per person multiple logins (minimum of two people)



Reference Interviewing: Best Practices in Action

APRIL 6
1–2 PM EASTERN
ARCHIVED

This session will examine real chat transcripts that have been anonymized to demonstrate "good" and "great" examples of how librarians ask open-ended questions and engage with online patrons to provide the best possible service and answers in the virtual reference environment. This session—led by Cynthia Johnson, head of reference at the University of California, Irvine, and a member of the University of California Systemwide Digital Reference Operations Team, and Caitlin Plovnick, first-year instruction and outreach librarian at Sonoma State University—will be interactive, using polls and providing time to discuss what makes certain reference interactions go from good to great.

This presentation addresses how to provide excellent customer service in an online environment, where visual and physical cues are lacking not just for the librarian but also for the patron. This practical session uses real-life transcripts to demonstrate how language can create a welcoming environment and the importance of asking open-ended questions. It also provides examples of how navigation as-

RUSA

sistance, as well as instruction, can easily occur in the online environment through language and technology. Specific examples of great reference transactions are used to clarify reference interview best practices and inspire ideas for how to implement them.

REGISTRATION DEADLINE:

- 24 hours prior to webinar

COST:

- \$35 per person for student and retired members
- \$40 per person for RUSA members
- \$50 per person for ALA members
- \$65 per person for nonmembers

GROUP RATES:

- \$99 single login
- \$38 per person multiple logins (minimum of two people)



Spice It Up With Pura Belpré! Using Award-Winning Titles and Other Resources to Celebrate the Hispanic Influence in Literature for Youth

APRIL 30
11 AM–NOON EASTERN
ARCHIVED

Librarians are in a unique position to support the Hispanic English Language Learner by utilizing Pura Belpré Award–winning books and linked activities for collaborative efforts and library instruction. This session celebrates these winning titles and demonstrates how to enhance multicultural collections, as well as contribute to instructional strategies.

The number of Hispanic students within our nation's classrooms is growing at a significant rate. These students require resources conducive to English language learning, which also

honor the Hispanic/Latino culture. Out of 3,400 books received by the Cooperative Children's Book Center in 2011, only 52 were penned or created by Latino authors/illustrators. This insufficiency is an enormous challenge to those who strive to empower the Hispanic student population and promote cultural diversity among all students.

School and public librarians can support Hispanic students by familiarizing themselves with Belpré Award–winning titles. This accolade is presented annually by ALA to a Latino/Latina writer and illustrator whose work “best portrays, affirms, and celebrates the Latino cultural experience in an outstanding work of literature for children and youth,” embodying the essence of the Latino culture.

Deborah Parrott, assistant professor and program coordinator for school library media at East Tennessee State University, will present on how Belpré titles, the delivery of correlated instructional activities, and the use of online resources enrich the literacy accomplishments of Hispanic learners.

REGISTRATION DEADLINE:

- 24 hours prior to webinar

COST:

- \$35 per person for student and retired members
- \$40 per person for RUSA members
- \$50 per person for ALA members
- \$65 per person for nonmembers

GROUP RATES:

- \$99 single login
- \$38 per person multiple logins (minimum of two people)



Exploring Partnerships With Faculty and Other User Groups for Digital Humanities Projects

MAY 12
3–4:30 PM EASTERN
ARCHIVED

This webinar—featuring Chella Vaidyanathan, curator of post-1800 historical collections and a liaison librarian for history at the Sheridan Libraries of Johns Hopkins University; Caitlin Christian-Lamb, associate archivist of Davidson College, near Charlotte, North Carolina; and Mary Elings, head of digital collections at the Bancroft Library on the University of California Berkeley campus—demonstrates how librarians can form successful partnerships with their user groups and play an active role in digital humanities projects.

This webinar provides specific examples of how two academic librarians created successful digital humanities projects with different user groups. Librarians have always worked closely with faculty and other departments or groups on campus on many occasions. These projects illustrate how librarians can leverage such relationships to collaborate on digital humanities project. These kinds of collaborations offer an excellent opportunity to create an engaged and active learning environment for students. Each presenter will spend 30 minutes discussing her individual projects. The three will discuss the development of their projects and share strategies for success. At the end of the webinar, 30 minutes will be allocated for questions and discussion.

Learning outcomes:

- attendees will learn how to partner with faculty and other user groups on campus to create digital humanities projects
- attendees will learn how to identify partnership opportunities that might be available to them within their institutions
- attendees will learn about the different ways in which they can be involved in such projects

REGISTRATION DEADLINE:

- 24 hours prior to webinar

COST:

- \$35 per person for student and retired members
- \$40 per person for RUSA members
- \$50 per person for ALA members
- \$65 per person for nonmembers

GROUP RATES:

- \$99 single login
- \$38 per person multiple logins (minimum of two people)



Genealogy 101

MARCH 23–APRIL 26 (*Asynchronous*)

Genealogy 101 is aimed at reference staff with little or no experience in genealogy and will provide tools for assisting patrons with family history research. The goal of the class is to give students confidence and skill in assisting family history researchers.

This five-week online course for library students and reference staffers provides an introduction to American genealogy reference service. The course will outline basic sources and strategies, centered on a single case study. Topics covered include the US Census, vital records, immigration research, military research, and a variety of other basic genealogy sources. Students will also receive instruction in reference desk strategies and tools for further professional development. The course will cover archival material, print reference tools, and online sources.

The course will include:

- online lessons (3–4 per week)
- one optional chat session per week
- several short assignments per week

REGISTRATION DEADLINE:

- 24 hours before course

RUSA

COST PER COURSE:

- \$100 per person for student and retired members
- \$130 per person for RUSA members
- \$175 per person for ALA members
- \$210 per person for nonmembers

GROUP RATES:

15% savings for group registrations. Groups are defined as two or more librarians/staff members from a library or network of libraries who are enrolling in the same course at the same time.



Introduction to Spatial Literacy and Online Mapping

MARCH 23–APRIL 12 (*Asynchronous*)

JULY 13–AUGUST 2 (*Asynchronous*)

NOVEMBER 23–DECEMBER 13

(*Asynchronous*)

With so many people using GIS technology in their daily lives, it is time to train librarians to not only assist patrons with their inquiries but to also use the technology themselves. This three-week course will introduce students and library staffers to a variety of mapping tools and GIS technologies that are of interest to both public and academic library users. Librarians will be able to apply their newly developed web 2.0 mapping skills to their reference work and liaison responsibilities. Through hands-on exercises, demonstrations, and presentations, the librarian will receive a thorough overview of GIS-related technologies they may be exposed to in the library.

Examples of topics include geographic literacy, GIS, and online mapping (Google Earth, Google Maps, etc.).

The course will include:

- online lessons (2 hours a week)
- two assignments
- two tutorials
- one discussion question

REGISTRATION DEADLINE:

- 24 hours before course

COST PER COURSE:

- \$100 per person for student and retired members
- \$130 per person for RUSA members
- \$175 per person for ALA members
- \$210 per person for nonmembers

GROUP RATES:

15% savings for group registrations. Groups are defined as two or more librarians/staff members from a library or network of libraries who are enrolling in the same course at the same time.



Learner-Centered Reference and Instruction: Science, Psychology, and Inclusive Pedagogy

MARCH 6–MAY 17 (*Asynchronous*)

This course introduces library practitioners to empirically sound approaches to learner-centered teaching that can be applied to make decisions about how to best approach reference services and information literacy instruction to facilitate student learning.

First, the course will be devoted to understanding the current science of how students learn from the perspective of cognitive and educational psychology, and will develop concrete ways that library practitioners can apply the literature to improve learning outcomes in their own professional context.

Second, the course will deal with the affective, or motivational, aspects of learning. The central questions will be: What does psychological research say about what motivates students to learn? How can this research be used to motivate information literacy learning?

RUSA

Finally, the course will focus on understanding issues of diversity and inclusive pedagogy from within the framework of culturally responsive pedagogy. The central question will be: How can librarians create an inclusive and engaging experience for all learners?

Instructors Kevin Michael Klipfel, head of research, teaching, and learning at California State University–Chico’s Meriam Library, and Dani Brecher Cook, information literacy and learning technologies coordinator at the Claremont (Calif.) Colleges Library, will give librarians the tools to feel more confident in their instructional strategies and to support student-centered pedagogies.

REGISTRATION DEADLINE:

- 24 hours before course

COST PER COURSE:

- \$100 per person for student and retired members
- \$130 per person for RUSA members
- \$175 per person for ALA members
- \$210 per person for nonmembers

GROUP RATES:

15% savings for group registrations. Groups are defined as two or more librarians/staff members from a library or network of libraries who are enrolling in the same course at the same time.



Introduction to Instructional Design for Librarians

APRIL 20–MAY 31 (Asynchronous)

Students will learn to use the instructional design process and apply it effectively to library instruction, which includes identifying instructional problems, learner analysis, task analysis, defining instructional objectives, sequencing content, identifying instructional strategies, message

design, instructional delivery, and evaluation instruments. Taught by Carla L. James, doctoral candidate in instructional design and technology at Old Dominion University, this course will utilize the Morrison, Ross, and KEMP Instructional Design Model.

Week one

Identifying instructional problems and learner analysis: What is an instructional problem? How do we identify an instructional problem? What is a learner analysis? How is a learner analysis conducted? How do you apply the results of a learner analysis?

Week two

Task analysis: What is a task analysis? How do we perform a task analysis? Identify different types of task analysis methods. Work through a task analysis of a common task.

Week three

Instructional objectives: Content sequencing. What is an instructional objective? What is the purpose of an objective? How do you write an effective instructional objective? What is content sequencing? How do we sequence content? What should we consider? Why is content sequencing important?

Week four

Instructional strategies: What is an instructional strategy, and how do we select and apply them?

Week five

Message design instructional delivery: What is message design? What must we consider with message design? How is instruction delivered? What are the most effective delivery methods, and how do we apply them appropriately?

Week six

Evaluation instruments: How do we evaluate instruction? What are appropriate evaluation instruments? How do we apply evaluation results?

REGISTRATION DEADLINE:

- 24 hours before course

RUSA

COST PER COURSE:

- \$100 per person for student and retired members
- \$130 per person for RUSA members
- \$175 per person for ALA members
- \$210 per person for nonmembers

GROUP RATES:

15% savings for group registrations. Groups are defined as two or more librarians/staff members from a library or network of libraries who are enrolling in the same course at the same time.



Xtreme Bibliographic Searching for Interlibrary Loan and Reference

APRIL 20–MAY 17 (*Asynchronous*)

Users expect the impossible. Xtreme Bibliographic Searching for Interlibrary Loan and Reference will show you sources and techniques to make the impossible possible. Bad citations, international publications, unpublished works, and extremely old and new materials may not be lost causes for a skilled searcher with a few tricks and tools. This four-week class, taught by Christina Baich from Indiana University–Purdue University Indianapolis and Collette Mak from Notre Dame, will take you from Mansell Pre-1956 to Digital Repositories and DOAJ to Trove to HathiTrust. Don't know those terms? This course is for you!

REGISTRATION DEADLINE:

- 24 hours before course

COST PER COURSE:

- \$100 per person for student and retired members
- \$130 per person for RUSA members
- \$175 per person for ALA members

- \$210 per person for nonmembers

GROUP RATES:

15% savings for group registrations. Groups are defined as two or more librarians/staff members from a library or network of libraries who are enrolling in the same course at the same time.



Business Reference 101

MAY 11–JUNE 5 (*Asynchronous*)

Do you wish you felt more confident when faced with a business reference question? Want to demystify SIC and NAICS codes, ROI, and 10-Ks? Then Business Reference 101 is for you! This four-week, web-based professional development course is designed for academic, special, or public librarians, and other researchers and library staff who have a basic understanding of some business resources but do not work with them often enough to build expertise. The course will provide students with a framework for understanding the business reference process as well as an overview of business reference sources specific to each of the course modules:

- Introduction and Company Research (4–8 hours)
- Small Business and Industry Research (4–8 hours)
- International Business and Consumer Research & Business Statistics (4–8 hours)
- Investing/Stock Market and Course Wrap-Up (2–4 hours)

Participants will also have access to proprietary business reference databases such as Standard & Poor's NetAdvantage, Gale's Business Insights: Global, Morningstar, IBISWorld, Plunkett Research Online, and ReferenceUSA.

Business Reference 101 is a distance education, web-based course tailored for those who may feel somewhat intimidated when faced with busi-

RUSA

ness reference questions. It is a 101 approach, meaning that it is primarily targeted toward those who are not very familiar with the subject area. Seasoned business researchers could take Business Reference 101 as a refresher course to brush up on their skills.

REGISTRATION DEADLINE:

- 24 hours before course

COST PER COURSE:

- \$100 per person for student and retired members
- \$130 per person for RUSA members
- \$175 per person for ALA members
- \$210 per person for nonmembers

GROUP RATES:

15% savings for group registrations. Groups are defined as two or more librarians/staff members from a library or network of libraries who are enrolling in the same course at the same time.



Health Information 101

MAY 11–JUNE 21 (*Asynchronous*)

During this six-week course, we'll demystify and decode medical terminology, then learn the basics of evidence-based biomedical literature searching. We'll learn how to systematically evaluate a health website, then look at some of the best sites for medical, pharmaceutical, and drug information.

We'll learn about PPACA, the Centers for Medicare and Medicaid Services, HealthIT and HITECH, Meaningful Use, Physician and Hospital Rankings and Ratings, and the Personal Health Record. And finally, we'll discuss health literacy issues and how to create partnerships with hospital and academic medical librarians through the National Network of Libraries of Medicine.

By the end of the course, students will be able to:

- construct an information search using medical terminology
- formulate a search strategy in PubMed utilizing both controlled vocabulary and natural language terms
- recommend consumer health resources based on patron literacy levels
- design a shame-free environment within the library
- apply the 10 Question Consumer Health Website Evaluation Checklist when assessing consumer health website
- adopt health reference interview techniques
- describe health care reforms

Although Health Information 101 is asynchronous, participants may choose to schedule online chat time with the instructor.

This course was designed with public librarians in mind. Primary, secondary, and academic librarians will find this course useful, too.

The course is divided into six modules:

- medical terminology
- evidence-based biomedical literature searching
- literacy and health outcomes
- evaluating health and medical websites
- consumer health resources
- the business of health care

COST:

- \$120 per person for student and retired members
- \$150 per person for RUSA members
- \$195 per person for ALA members
- \$230 per person for nonmembers

GROUP RATES:

15% savings for group registrations. Groups are defined as two or more librarians/staff members from a library or network of libraries who are enrolling in the same course at the same time.



UNITED FOR LIBRARIES

How to Start a Friends of the Library Group

ARCHIVED

United for Libraries Executive Director Sally Gardner Reed presents this informative session on how to start a Friends of the Library group. Learn about how a Friends group can support your library through fundraising and advocacy. Find out the steps to getting started and how to ensure success for your new Friends group.

COST: Free to all



Engaging Today's Volunteers for Libraries and Friends

ARCHIVED

The baby boomers are retiring! And they are volunteering in large numbers in communities across the country. If libraries and Friends groups aren't successful in recruiting this special population segment, some other community agency will be. This three-part webcast series is designed to inform library Friends, trustees, and staffers about this new generation of volunteers—how they are different from volunteers in the past, what they want from service opportunities, and how libraries and Friends can attract them.

Webcast 1: Meet Today's New Volunteers

Learn what studies are showing about the baby boomers' commitment to community service, what they bring to the volunteer workforce that is unique, and how they want to spend their volunteer time. Get tips for developing strategies to recruit them.

Webcast 2: Friends and Baby Boomers—Getting New Active Members for Your Group

Find out how Friends of the Library groups can attract and retain baby boomer volunteers while ensuring that the group will remain strong and viable long into the future.

Webcast 3: Library Volunteers: Bringing in Skilled and Committed Baby Boomers

Get specific information on how librarians and those who supervise volunteers can best recruit, train, and retain a volunteer workforce that can support staff and help enhance library services.

COST:

- \$39 for a single-seat license for United for Libraries group and individual members
- \$139 for a single-seat license for non-members
- \$49 for a multiseat, single-library-site license for United for Libraries group and individual members
- \$149 for a multiseat, single-library-site license for nonmembers
- Libraries, Friends, and trustees in Kansas, Nebraska, and North Dakota have free access to all three courses through statewide partnerships.



Trustee Academy

ARCHIVED

The Trustee Academy is a series of online courses to help trustees become exceptionally proficient in their roles on behalf of their libraries. All of the online courses are taught by a professional in the field and are priced both à la carte so individual attendees can pick and choose what courses are important to them and as a full curriculum that reflects discounted pricing per course. In addition, a board of trustees can sign up for further discounts. All courses are available via recorded webcast. Trustees may request a certificate of completion.

Courses include:

- trustee basics, part I
- trustee basics, part II
- working effectively with the library director
- the library's budget
- advocating for your library

UNITED FOR LIBRARIES

- evaluating the library director
- trustee competencies

COST PER COURSE:

- \$30 per person for United for Libraries individual and group members
- \$40 for nonmembers
- \$100 per board for United for Libraries individual and group members
- \$125 per board for nonmembers
- Trustees in Kansas, Kentucky, Missouri, Nebraska, Nevada, New Jersey, North Dakota, South Dakota, Utah, and Virginia have free access to some or all of the courses through statewide partnerships.

COST FOR THE SERIES OF FIVE COURSES:

- \$115 per person for United for Libraries individual and group members
- \$150 per person for nonmembers
- \$225 per board for United for Libraries individual and group members
- \$300 per board for nonmembers



Short Takes for Trustees

ARCHIVED

United for Libraries is proud to offer a new series of brief videos designed especially for trustees to watch with their library directors. Short Takes for Trustees includes 10 short videos (8–10 minutes each) that can be shown during trustee meetings to stimulate discussion about the important role that trustees play in the governance of their libraries. Topics in the series explain the basics, such as what it means to be a trustee (discussing the broad fiduciary responsibilities of governing boards as well as the limits of an advisory board), as well as how to set policy, how to evaluate the library director (and why you should), along with board self-evaluation, and the ethical and parliamentary standards for boards—both governing and advisory.

The courses are: What It Means to Be a Trustee; Board Meetings; Board Ethics; Library Advocacy; Library Policies; Strategic Planning; Working with Friends; Evaluating the Library Director; Board Self-Evaluation; and Succession Planning and New Board Orientation.

COST:

- \$79 per person for United for Libraries members
- \$99 per person for one year for nonmembers



YALSA

Welcoming Spaces: Serving Patrons with Autism Spectrum Disorders

JULY 1–29 *(Asynchronous)*

Today's autism rates are 20 times higher than in the 1980s. This increase has profoundly changed who we serve in libraries. Library staffers aren't always aware of those on the autism spectrum, which can make serving this population a challenge. In this four-week course, Youth Services Manager at Seattle Public Library Linda Braun and Youth Services Manager for Nassau Library System in New York Renee McGrath will provide library staffers with specifics on understanding autism; tips on providing the best customer service; specific programming examples; and an introduction of emerging technologies.

REGISTRATION DEADLINE:

- June 29

COST:

- \$155 per person for YALSA members
- \$195 per person for ALA Members
- \$215 per person for nonmembers





Expand your skills: Two NEW eCourses

eCourse



Library Technology for the Low-Tech Librarian

ALA Editions / SJSU iSchool
Advanced eCourse

Advanced eCourse: Library Technology for the Low-Tech Librarian

In twelve weeks, professor and library technologist Timothy Dickey will take participants from being a tech novice to understanding the key concepts and most important issues surrounding technology in today's library.

The course is divided into three four-week modules, and in each one, Dickey will introduce you to a specific area of library technology, then delve deeper to teach the basics of how that key technology functions, how it applies to librarianship, and how to evaluate the potential use of that technology in your institution.

eCourse starts April 6, 2015

eCourse: Basic Reference Skills for Non-Reference Librarians

New to the reference desk? The ability to provide reference services can be a valuable skill for every librarian, but proper training is essential. Basic Reference Skills for Non-Reference Librarians, a fully online course designed to help librarians who have never done reference work get up to speed.

Francisca Goldsmith, an experienced reference librarian and instructor, will show you what you need to know.

eCourse starts April 6, 2015

eCourse



Basic Reference Skills for Non-Reference Librarians

with Francisca Goldsmith

Learn more at alastore.ala.org/eLearning