



EDUCATION INSTITUTE

ei atlantic provinces library association **ei** british columbia library association **ei** library association of alberta
manitoba library association **ei** newfoundland library association **ei** northwest territories library association
nova scotia library association **ei** nunavut library association **ei** ontario library association
québec library association **ei** saskatchewan library association **ei** yukon library association

JANUARY – APRIL

WINTER 2015

COURSE CALENDAR

the
PARTNERSHIP

The Provincial and Territorial Library Associations of Canada

Important Information

About the Education Institute

The Education Institute was created by the Ontario Library Association in 2003. Today it operates under the Partnership, a collective effort of Canada's provincial and territorial library associations. Education Institute programming is offered year-round and is developed for professionals from all library sectors from coast to coast. One-hour webinars and longer web courses are offered virtually to save you time and money. Visit us online at www.educationinstitute.ca.

Pricing

The Education Institute offers single-site registrations for one-hour webinars for the usual fee of \$45 for members and \$55 for non-members. Prices for courses vary depending on length and subject matter. Connection instructions are sent to participants the day before the presentation and are not to be forwarded or shared. If you are interested in an institutional subscription, please contact us at education@accessola.com.

Group viewing

We encourage participants to use these webinars as collective professional development opportunities. Register, project the webinar in your meeting room, and have a group learning experience with your team – a great value for money.

Archived sessions

After the webinar, registrants will receive a link to a streamed recording of the session, which can be viewed for up to one year after the live session date. If you missed a session, you can access the recording from our website for a small fee. Please note that not all sessions will be recorded.

Technical requirements

Education Institute sessions are conducted using the Adobe Connect web conferencing platform. Log in as a guest; no password is required. No software or equipment is needed to participate in a session, other than an Internet browser and computer speakers. Please refer to the connection instructions for testing and troubleshooting information.

Refunds and credits

EI does not offer refunds for missed sessions. If you are unable to attend a session, please refer to the recording. If a session is cancelled, registrants will receive a credit for a future session. Please note that dates are subject to change.

Continuing Education Certificate (CEC)

EI sessions count as credits for the Partnership's Continuing Education Certificate program. Please visit www.thepartnership.ca or the CEC webpage at www.cec.laa.ca for more information.

Contact us

We are always looking to improve. If you have feedback on a session, ideas for session topics or presenters, or wish to get in touch, contact the Education Institute team at education@accessola.com.

Register now at www.educationinstitute.ca

Table of Contents

COLLECTIONS & RESOURCES

- 7 **How To Talk To Faculty About Questionable Journal Publishing**
Lisa Goddard and Lise Brin
- 9 **Discover Government Publications and Legislative Libraries via the GALLOP Portal**
Greg Salmers
- 13 **Cataloging Partners: Collaboration Across the Library**
Amy S. Jackson and Rebecca L. Lubas
- 12 **The Future of Graphic Novels**
Douglas Davey and Cecilia Vespa
- 17 **No Stereotypes Allowed: Building LGBTQ Collections for Kids and Teens**
Ingrid Abrams
- 19 **Engagement and Outreach in Scholarly Communications Initiatives**
Roger Gillis and Michael Nason

MANAGEMENT & ADMIN

- 9 **Is It Possible To Have Too Many Friends?**
Laura Dick
- 13 **Mindful Leadership: Powerful Theory in Practice**
Dr. Kathleen DeLong
- 14 **Motivation and Teamwork: The Cornerstones of Organizational Success!**
Gerry Call
- 17 **25 Ways To Run A Thriving Library On A Shoestring Budget**
Catherine Coles and Bessie Sullivan

PROGRAMS & SERVICES

- 5 **Remix the Web! Using Mozilla Webmaker for Library Workshops & Programming**
Cynthia Ng and Tamarack Hockin
- 8 **Grey Literature: Google for It and More**
Sarah Bonato

- 18 **Building Your Early Years Programming Toolbox**
Lindsey Krabbenhoft and Dana Horrocks

- 19 **Gender Representation in Adolescent Literature: A Reflection of Social Evolution**
Dr. Beth Brendler

RESEARCH & ASSESSMENT

- 18 **Shaping Library Services With User Behaviour Data From Discovery Services**
Roën Janyk

STAFFING, TRAINING & MENTORING

- 14 **Hiring For 21st Century Libraries: Research-Based Insights**
Alison Black

TEACHING & LEARNING

- 11 **Learning Leaders Series: Providing Engaging Online Learning Experiences through Design**
Jenni Hayman
- 15 **Get Smarter About Money**
Christine Allum

TECHNOLOGY & SOCIAL MEDIA

- 5 **Making Web Services Accessible with Universal Design**
Cynthia Ng
- 11 **iPads In Youth Programming: Hands-On Ideas For Tablet Programming In Your Library**
Joel Nichols
- 12 **Marketing Library Collections Through Pinterest**
Gillian Nowlan and Barbara Nelke
- 15 **Policies 2.0: Rules for the Social Web**
Doug Johnson
- 20 **Library Polices: The Good, The Bad, and The Ugly**
Michael Sauers

January

Monday	Tuesday	Wednesday	Thursday	Friday
			1	2
			New Year's Day	
5	6	7	8	9
12	13	14	15 Remix the Web! Using Mozilla Webmaker for Library Workshops & Programming 1 PM ET	16
19	20	21	22 Making Web Services Accessible with Universal Design 1 PM ET	23
26	27	28	29	30
Ontario Library Association Super Conference 2015				

Colour Legend



Collections & Resources



External Events



Management & Admin



Marketing



Programs & Services



Research & Assessment



Staffing, Training & Mentoring



Teaching & Learning



Technology & Social Media

January



REMIX THE WEB! USING MOZILLA WEBMAKER FOR LIBRARY WORKSHOPS & PROGRAMMING

Thursday, January 15 @ 1 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

Learn about the Mozilla Webmaker Suite, an online set of tools to make, edit, and remix webpages and videos. Webmaker is great for teaching users, staff, and yourself how to build and interact with some of the Web's fundamentals—including HTML, CSS, Javascript, and web literacy concepts.

This session will provide an introduction and overview to Webmaker, and will include real-world program and workshop examples. Learn the basics and bring great programming to your library with this free, easy-to-use suite of tools. While the focus will be on use in public libraries, we will also discuss possible use cases in other types of libraries.

This is an introductory session with no prior experience expected, primarily focused on public library cases.

Key outcomes:

- Understanding of Webmaker's functional mechanics in an easy to follow format
- Knowledge of simple library applications of Webmakers and how libraries can utilize it
- Plus, takeaway guides to further assist you in Webmaker and resources for future reference

Presenters:

Cynthia Ng is a Mozilla Webmaker Mentor and librarian knowledgeable in and experienced with web content and development. Making use of her teaching background, she contributes tutorials and instructional material, among other work, to the Webmaker community. Currently, she is working as the Content Coordinator for the National Network for Equitable Library Service (NNELS), providing accessible format books to print disabled Canadians. Contact her through about.me/cynthiang or on Twitter @TheRealArty. **Tamarack Hockin** is a Library Technician with Surrey Libraries. Tamarack spent 2014 launching new teen library programs to encourage young makers, and is excited to share the Webmaker Tools suite with others in the library community. Contact her at tamahoc@gmail.com, or on Twitter @tamahoc.



MAKING WEB SERVICES ACCESSIBLE WITH UNIVERSAL DESIGN

Thursday, January 22 @ 1 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

Building and maintaining web services in an accessible way is not simply a way of serving those with disabilities and meeting policy. Using universal design principles, we can make web services for all users, devices, and situations. Fulfilling this goal need not be onerous by starting small and moving forward iteratively. No prior knowledge or experience is even needed to begin stepping in the right direction to providing better services for everyone.

The goal is to change our thinking from tacking on considerations for users with disabilities to building that into the process. We will cover background and concepts, as well as practical methods and tools to push towards greater accessibility.

Key outcomes:

- Increased knowledge on the important topic of accessibility, including related legislation
- Different perspective on how to integrate accommodations for people with disabilities
- Practical methods to increase accessibility of web services that can be applied at participants' institutions

Presenter:

Cynthia Ng is a librarian and web developer, who has worked on making services more accessible. She is currently on contract as the Content Coordinator for the National Network of Equitable Library Service (NNELS) at the BC Libraries Cooperative in Vancouver, and is working on making library materials more accessible to people with print disabilities.

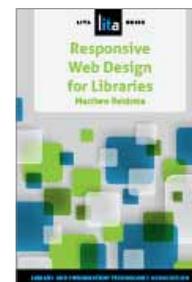
OLASore RELATED TITLE

Save 10% on related titles by entering promotion code **EIW15** at checkout

Responsive Web Design for Libraries

9781555709945

Price \$72.00



February

Monday	Tuesday	Wednesday	Thursday	Friday
2	3	4	5 How To Talk To Faculty About Questionable Journal Publishing 12 PM ET	6
9	Grey Literature: Google for It and More 10:30 AM ET 10	11	Grey Literature: Google for It and More 10:30 AM ET 12	13
Family Day (BC)				
16	Grey Literature: Google for It and More 10:30 AM ET 17	18	Grey Literature: Google for It and More 10:30 AM ET 19	20
Family Day (AB, ON, SK) Louis Riel Day (MB) Islander Day (PE)				
23	Is It Possible To Have Too Many Friends? 2 PM ET 24	25	Discover Government Publications and Legislative Libraries via the GALLOP Portal 2 PM ET 26	27

Colour Legend



Collections
& Resources



External Events



Management
& Admin



Marketing



Programs
& Services



Research
& Assessment



Staffing, Training
& Mentoring



Teaching
& Learning



Technology &
Social Media

February



HOW TO TALK TO FACULTY ABOUT QUESTIONABLE JOURNAL PUBLISHING

Thursday, February 5 @ 12 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

cec credits: 1

Recently, we've heard a lot of talk about questionable scholarly journal publishing, much of which has extended well beyond scholarly blogs and journals. Mainstream publications have profiled Jeffrey Beall and his ever-increasing list of "predatory publisher;" *Science* published a widely cited investigative report into the quality of peer review in open access journals; the DOAJ changed the standards required for publishers; and here in Canada the Tri-Agency OA mandate will soon be a reality. In turn, academic librarians are having to develop strategies for communicating about this topic, and assist our faculty in navigating the choppy and unknown waters of assessing emerging journals. In this session, we will offer suggestions for communicating with faculty about current trends and pitfalls of journal publishing.

Key outcomes:

- Familiarize yourself with the issues surrounding questionable scholarly publishing
- Learn ways to frame the discussion of questionable publishers with faculty
- Learn strategies for supporting faculty in assessing emerging journals

Presenters:

Lisa Goddard is the Scholarly Communications Librarian at Memorial University of Newfoundland. She manages Memorial's Research Repository and Open Access Author's Fund. Lisa is a lifelong hockey player who has recently joined the roller derby. **Lise Brin** is the Scholarly Communications Librarian at St. Francis Xavier University (StFX) in Nova Scotia. Although this is a brand new position, Lise and her colleagues have been promoting Open Access at StFX for several years. Prior to becoming a librarian, Lise worked in film and video production and in film festival management.

February



GREY LITERATURE: GOOGLE FOR IT AND MORE

Tuesdays and Thursdays, February 10, 12, 17, 19 @ 10:30 - 11:30 AM ET

Two-week online course

Individuals: \$150 for members / \$180 for non-members

CEC credits: min. 4

Participants with MLS or equivalent will receive credit for 4 continuing education hours from the Medical Libraries Association's AHIP accreditation.

Resources such as Open Access journals, government publications, association publications, and other publications that do not fall under the umbrella of peer-review/scholarly journals can contain valuable information. How do we, as information professionals, locate and retrieve it? This course is an excellent starting point or refresher to using search tools and databases for grey literature publications.

This course provides an overview of the types of grey literature, selected searching tools for locating grey literature, evaluating the best searching grey literature searching process for particular types of reference requests and different types of search methods to locate diverse documents from both national and international sources. Learn how to quickly apply quality filters to search results and critical appraisal of grey literature publications. A special focus will be on the importance of actively searching for grey literature sources from diverse geographical locations. Participants will have opportunities for hands-on practice and take-home exercises will be given at the end of each session.

The series comprises four one-hour sessions over a two-week period (February 10, 12, 17, 19) 2015 @ 10:30 - 11:30 AM EST). The course will be 45 minutes of course material and 15 minutes of course work discussion.

Session 1

- Definition of grey literature
- Traditional/untraditional sources of grey lit
- Grey lit: What is the added value?
- Keeping track of grey lit search results
- Organization Checklists for grey literature
- Institutional repositories for grey literature

Session 2

- Grey literature for research on prescription drugs
- Grey literature for health services research
- Databases for Grey Lit
- Google for Grey Literature: Strengths and weaknesses
- Using country specific Google search engines to locate diverse search results
- Specific domains searches in Google for Grey literature searches, including gov.org

Session 3

- Google Custom Search engines for grey literature search results
- Google Filters for grey literature search results
- Alternatives to Google (DuckDuckGo and Startpage)
- Deep web searching for grey literature

Session 4

- Other nontraditional tools for grey lit
- Best practices guidelines for grey literature searching-do they exist?
- Critical Appraisal of grey literature search results
- Delivering and annotating grey literature search results
- Wrap up, discussion and questions

Presenter:

Sarah Bonato works at the Centre for Addiction and Mental Health (CAMH) as a Information Specialist/Librarian. Her session, *Googling the Grey Literature: Resources for Health Research*, in July 2014 was so successful that the Ontario Health Libraries Association (OHLA) is running this session again in February 2015.

February



IS IT POSSIBLE TO HAVE TOO MANY FRIENDS?

Tuesday, February 24 @ 2 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

As a fairly new joint tenant library/YMCA facility, we are faced with a number of interesting dilemmas: what happens when everyone wants to partner with us, how do we plan joint programming when one partner provides fee-based service and the other does not, and how do we cope with an ongoing flood of customers?

In this webinar, participants will discover how to make a seemingly impossible situation not only possible, but hugely successful!

Key outcomes:

- Learn how to successfully partner with fee-based agencies
- Uncover strategies for coping with the joys and challenges of too many opportunities
- Discover when it's okay to say no and how to say it

Presenter:

Laura Dick has worked for the Waterloo Public Library for more than two years as the Manager of Branches. She lives at the shiny, new John M. Harper Branch where a typical day ranges from working on the floor assisting customers to dealing with policy issues to watering the tree in the library's courtyard. A manager's life is never dull. Laura graduated from library school with a Masters of Library Science from the University of Western Ontario before the Internet (it was that long ago).



DISCOVER GOVERNMENT PUBLICATIONS AND LEGISLATIVE LIBRARIES VIA THE GALLOP PORTAL

Thursday, February 26 @ 2 PM ET

One-hour webinar

Free for members and non-members

CEC credits: 1

This session will describe how to locate government publications in electronic formats available from the legislative libraries of Canada via the APLIC (Association of Parliamentary Libraries in Canada) GALLOP Portal. Topics will include background about APLIC; how the GALLOP Portal was created; how the Portal works; and news about its future. A live demonstration will be included.

This session will be essential for anyone working with government publications, and will also be relevant for school, public, academic, and special librarians who find themselves searching for government publications. It will be of interest to anyone concerned about collaborative efforts to preserve and make available electronic government publications in Canada. Reference librarians will learn how to use this reliable source of Canadian content. Library school students may find value in this session regarding ways libraries are cooperating to navigate the ongoing shift from paper to electronic resources and manage print collections economically.

Key outcomes:

- Learn about APLIC and how GALLOP was created
- Discover how the portal works via a live demonstration
- Hear news about its future in the context of collaborative government documents preservation efforts

Presenter:

Greg Salmers is Director of Support Services, Saskatchewan Legislative Library, Regina. His career of 32 years involves experience in public, regional, aboriginal, and legislative libraries. In his current role he helps contribute content to GALLOP and he created the material used by APLIC to promote the GALLOP Portal.

March

Monday	Tuesday	Wednesday	Thursday	Friday
2	3 iPads In Youth Programming: Hands-On Ideas For Tablet Programming In Your Library 2 PM ET	4 Learning Leaders Series: Providing Engaging Online Learning Experiences Through Design 12 PM ET	5 The Future of Graphic Novels 2 PM ET	6
9	10 Marketing Library Collections Through Pinterest 2 PM ET	11	12 Mindful Leadership: Powerful Theory in Practice 2 PM ET	13
16	17 Cataloging Partners: Collaboration Across the Library 2 PM ET	18	19 Hiring For 21st Century Libraries: Research-Based Insights 2 PM ET	20
23	24 Motivation and Teamwork: The Cornerstones of Organizational Success! 12 PM ET	25	26 Policies 2.0: Rules for the Social Web 12 PM ET	27
30	31 Get Smarter About Money 12 PM ET			

Colour Legend



Collections
& Resources



External Events



Management
& Admin



Marketing



Programs
& Services



Research
& Assessment



Staffing, Training
& Mentoring



Teaching
& Learning



Technology &
Social Media

March

IPADS IN YOUTH PROGRAMMING: HANDS-ON IDEAS FOR TABLET PROGRAMMING IN YOUR LIBRARY

Tuesday, March 3 @ 2 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

This presentation will orient children's and youth services librarians to library programming options with iPads and other tablet computers. It will demonstrate a variety of active and passive programming that promote creativity and critical thinking while encouraging youth to engage with tablets and other devices. Topics will include: stop-motion video, homework support, digital puppet shows and more.

Key outcomes:

- Learning to promote new or special collections with visual appeal
- Connecting with your community via social media
- Managing the promotion of new materials

Presenters:

Joel Nichols is the author of *iPads in the Library: Using Tablet Technology to Enhance Programs for All Ages* and *Teaching Internet Basics: The Can-Do Guide*. He is a supervisor in the Strategic Initiatives Department at the Free Library of Philadelphia. He previously managed a library branch as well as the Free Library Techmobile, a digital literacy outreach vehicle, and has taught college English.

LEARNING LEADERS SERIES: PROVIDING ENGAGING ONLINE LEARNING EXPERIENCES THROUGH DESIGN

Wednesday, March 4 @ 12 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

This session will explore participants' existing knowledge about teaching and learning methods and philosophies, while recommending techniques that support effective online teaching. A demonstration of technology tools designed to increase interaction and engagement will be covered. Topics will include:

- Teaching philosophy: How do you learn? How do you teach?
- Elements of interaction in course design
- Time management for online teachers
- Ed tech tools that serve adult learners
- Where to learn more about online teaching practices

Key outcomes:

- Participants will be provided with a peer support group to talk about their teaching philosophies
- You will be encouraged to discuss interests and concerns in transitioning to online teaching, learn more about online teaching practices
- You will learn about tools and techniques that will facilitate interaction and engagement for learners in online learning experiences

Presenter:

Jenni Hayman is an experienced, and award-winning online instructional designer. She has a Master of Education (M.Ed) from Athabasca University and loves partnering with educators as they explore the new opportunities of online interaction with learners.

OLASore RELATED TITLES

Save 10% on related titles by entering promotion code EIW15 at checkout

iPads® in the Library

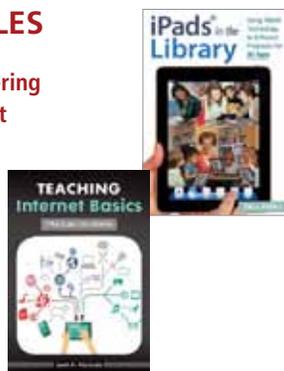
9781610693479

Price \$51.95

Teaching Internet Basics

9781610697415

Price \$56.50



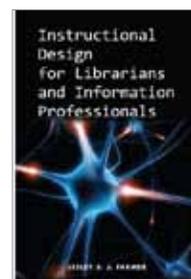
OLASore RELATED TITLE

Save 10% on related titles by entering promotion code EIW15 at checkout

Instructional Design for Librarians & Information Professionals

9781555707361

Price \$96



March

THE FUTURE OF GRAPHIC NOVELS

Thursday, March 5 @ 2 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

Where are graphic novels now, and where are they headed in the future? Join a librarian and a novelist-librarian for a discussion of digital graphic novels and their distinct appeal, and a sneak peek at this fast-changing format's new features and platforms. Plus we'll talk about how to collect digital graphic novels and how to incorporate them into your library programming.

Key benefits:

- Review the current state of graphic novels
- Gain an understanding of the emerging format of digital graphic novels
- Learn how to incorporate these materials into collections and programs

Presenters:

Douglas Davey is the children's and youth services librarian for Halton Hills Public Library. A frequent presenter on the topic of graphic novels in libraries, he is also the author of the young adult novel *M in the Abstract* and *Switch*, out this fall. **Cecilia Vespa** is a community librarian at Burlington Public Library. She has served on the OPLA Reader's Advisory Committee. She has been passionate about graphic novels ever since she was first introduced to Archie comics as a child, and has become very knowledgeable about Manga thanks to her children's interest in the format.

MARKETING LIBRARY COLLECTIONS THROUGH PINTEREST

Tuesday, March 10 @ 2 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

This session will focus on how you can market your library collections through Pinterest, a social media platform. Pinterest is a digital pinboard that allows you to share, add, and organize images into specific categories.

In this presentation, you will learn how to use Pinterest and set up digital pinboards by topic, how to add images, how to connect with your libraries community, some best practices, how to manage your account, and more.

Key outcomes:

- Learning to promote new or special collections with visual appeal
- Connecting with your community via social media
- Managing the promotion of new materials

Presenters:

Gillian Nowlan is a Liaison Librarian for music, film and education at the University of Regina in Regina, Saskatchewan. Her research interests include mobile technologies, information literacy, and social media and its applications in academic libraries and higher education. **Barbara Nelke** is the Head of Library Technical Services and Collections at the University of Regina Library. She holds an MLIS from Dalhousie University in Halifax. Currently her primary responsibilities are in the area of electronic resources management and collections and her main interest centers on improving access to electronic resources and creating a positive seamless access experience for users.

OLASore RELATED TITLE

Save 10% on related titles by entering promotion code EIW15 at checkout

Read On...Graphic Novels for Every Taste

978-1-59158-825-2

Price \$48



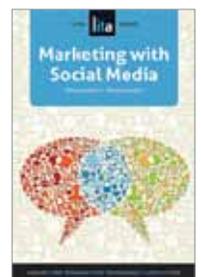
OLASore RELATED TITLE

Save 10% on related titles by entering promotion code EIW15 at checkout

Marketing with Social Media

9781555709723

Price \$78



March

MINDFUL LEADERSHIP: POWERFUL THEORY IN PRACTICE

Thursday, March 12 @ 2 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

This session will define mindful leadership within leadership theory and discuss how mindful leadership impacts organizational life as well as its effect on organizational culture and change. Presenters will also speak about some of the practical ways that mindful leadership can be used to guide library organizations through constant change and uncertainty.

Key outcomes:

- The definition of mindfulness as well as theories of mindful leadership will be explained to session participants
- Mindful leadership principles will be discussed in the light of organizational culture and change
- Participants will understand how mindful leadership competencies and behaviours can be active sources for transformation of organizations
- Overall, participants will learn how mindful leadership can be a powerful tool for leading library organizations through change and uncertainty

Presenter:

Dr. Kathleen DeLong is the HR Officer for the University of Alberta Learning Services portfolio, which includes the University of Alberta Libraries, in Edmonton, AB. She has a PhD in Librarianship from Simmons College and studied various leadership theories. She still wakes in the middle of the night and is certain that she has forgotten to complete an assignment that means that her PhD won't be awarded!

OLASore RELATED TITLE

Save 10% on related titles by entering promotion code EIW15 at checkout

Leadership for the 21st Century

9781610691963

Price \$78



CATALOGING PARTNERS: COLLABORATION ACROSS THE LIBRARY

Tuesday, March 17 @ 2 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

This presentation will provide practical advice and strategies for becoming more effective partners with your colleagues and for leveraging cataloging expertise. The presenters will examine the relationships and potential with other technical services partners (such as acquisitions and collection development); branch out into public services collaborations; and finally address how catalogers can take an active role in the growing area of digitization services.

Key outcomes:

- Form ideas for collaboration between departments and other technical services departments
- Gain an understanding of how and why public service departments use catalog records
- Understand how to become active participants in digitization services
- Plus, a discussion regarding new collaborative challenges in the RDA environment

Presenters:

Amy S. Jackson is the Performing Arts and Digital Arts Librarian and Associate Professor at the University of New Mexico (UNM). Her MLIS is from Simmons College in Boston, and she is a co-author of *The Metadata Manual*. **Rebecca L. Lubas** is Associate Dean of The Claremont Colleges Library where she works with Collection Services and Scholarly Communications, Information Resources, and Special Collections and Libraries. She is the editor of *Practical Strategies for Cataloging Departments* and co-author of *The Metadata Manual*.

OLASore RELATED TITLE

Save 10% on related titles by entering promotion code EIW15 at checkout

RDA Made Simple

9781610694858

Price \$56.50



March



HIRING FOR 21ST CENTURY LIBRARIES: RESEARCH-BASED INSIGHTS

Thursday, March 19 @ 2 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

cec credits: 1

Public libraries are essential contributors to civic life, yet there is a significant gap in the literature concerning the important individuals who work in them. As an increasing number of experienced librarians prepare for retirement, and job descriptions are altered in response to organizational changes and fiscal restraint, the topic of human resource management is of particular importance for public libraries.

Our research addresses the gap in understanding through a focused study of human resources using the lens, in particular, of hiring and retention practices.

This session contributes new information, pertinent for many types of library across Canada, on succession planning, recruitment and retention, collective agreement considerations, and the search for that “ideal” candidate.

Key outcomes:

- Learn about the key drivers behind library hiring: from filling immediate vacancies to supporting longer-term strategic goals
- Provided with a landscape of current hiring trends and challenges, including collective agreement considerations, hiring for a diverse workforce, and designing entry-level positions
- Learn examples of what library managers are looking for, in terms of education, experience, and personal qualities

Presenter:

Alison Black is an Adult Services Librarian at the Halifax Central Library. Alison and her research colleague, Dr. Fiona Black (no relation), Professor and Associate Vice President Academic at Dalhousie University, were recipients of the 2012 APLA Memorial Trust Research Grant for their study, “Professional staffing for 21st century public libraries: Atlantic Canadian perspectives.” Since graduating with her MLIS in 2007, Alison has worked in a number of public library systems and positions, and is keen to share her experiences and tips with new graduates.



MOTIVATION AND TEAMWORK: THE CORNERSTONES OF ORGANIZATIONAL SUCCESS!

Tuesday, March 24 @ 12 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

cec credits: 1

Only 13% of employees worldwide are engaged at work, according to a Gallup 142-country survey, *The State of the Global Workplace*. In other words, only about one in eight workers are psychologically committed to their jobs.

Motivated people provide the building blocks for effective teamwork. Teams exist in many forms and perform many functions. We sometimes call them committees, task forces, project groups and other names. The essential requirements are that people work effectively together to get more from the team than just the sum of their individual contributions.

We will discuss what really motivates people, and how we can use this knowledge to get the most from other people, perhaps even more than they thought they could give. We will build on individual motivation to discuss how people can work effectively in teams to leverage productivity and achieve extraordinary results.

Key outcomes:

- Understand the essential practices for positively influencing human performance
- Have a solid understanding of their team’s group processes and determine how to develop and enhance team participation
- Realize the essentials of organizing a team and making it effective
- Spot and deal effectively with team dynamics that affect every team

Presenter:

Gerry Call is a consultant, trainer, speaker and facilitator, with strong capabilities to motivate and entertain audiences. He is noted for his positive and humorous attitude. Gerry’s academic credentials include both BA of Commerce and MBA degrees. For nearly four decades he has worked with a wide range of organizations. He is President of GCA Productive Consulting and Training, a company providing consulting and training services to help organizations and individuals improve productivity and performance.

March



POLICIES 2.0: RULES FOR THE SOCIAL WEB

Thursday, March 26 @ 12 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

In the fast-changing online world of social networking, online predators are the topic of nightly news programs, and young adults travel as avatars to virtual worlds where anything can happen. What policies do schools and libraries need to set and how do they set them? What skills must schools and libraries help students master to be good digital citizens?

Key outcomes:

- Gain and understanding of how social networking has impacted the skills needed by young library patrons to become good digital citizens
- Give libraries tools to help examine Internet related policies currently in place and those that may be necessary in the future
- Provide a list of practical resources, including ethical use scenarios, for ongoing discussion

Presenter:

Doug Johnson is the Director of Technology for the Burnsville-Eagan-Savage (MN) Public Schools. His teaching experience has included work in Grades K-12. He is the author of nine books, columns in *Educational Leadership* and *Library Media Connection*, the *Blue Skunk Blog*, and articles published in over forty books and periodicals. Doug has worked with over 200 organizations around the world and has held leadership positions in state and national organizations, including ISTE and AASL.



GET SMARTER ABOUT MONEY

Tuesday, March 31 @ 12 PM ET

One-hour webinar

Free for members and non-members

CEC credits: 1

This session will highlight why financial literacy is important and what resources are available to help consumers and youth develop their money management skills. The resources and tools include articles, quizzes, videos, calculators and more. This unbiased content covers everything from budgeting to home renovation to financial planning. We'll explore the resources available for consumers, parents and educators; review topics covered by some of Canada's most respected financial experts; and assess our own financial knowledge.

Key outcomes:

- Gain a greater knowledge of how they can manage their finances
- Know where they can find free, unbiased, independent information for themselves and for teaching others
- Learn about the habit and needs of Canadians related to personal finance and money management
- Access information that investors need and want from understanding registration to how to work with a financial adviser to how to protect financial information

Presenter:

Christine Allum is Manager, Education Programs with the Investor Education Fund in Toronto.

OLASore RELATED TITLES

Save 10% on related titles by entering promotion code EIW15 at checkout

The Indispensable Librarian

9781610692397

Price \$48

Good Digital Citizenship Poster

50501511

Price \$21.50



April

Monday	Tuesday	Wednesday	Thursday	Friday
		1	2 No Stereotypes Allowed: Building LGBTQ Collections for Kids and Teens 2 PM ET	3 Good Friday
6 Easter Monday	7 25 Ways To Run A Thriving Library On A Shoestring Budget 3 PM ET	8	9 Building Your Early Years Programming Toolbox 1 PM ET	10
13	14 Shaping Library Services With User Behaviour Data From Discovery Services 1 PM ET	15	16 Engagement and Outreach in Scholarly Communications Initiatives 2 PM ET	17
20	21 Gender Representation in Adolescent Literature: A Reflection of Social Evolution 1 PM ET	22	23 Library Polices: The Good, The Bad, and The Ugly 12 PM ET	24
27	28	29	30	

Colour Legend



Collections & Resources



External Events



Management & Admin



Marketing



Programs & Services



Research & Assessment



Staffing, Training & Mentoring



Teaching & Learning



Technology & Social Media

 **NO STEREOTYPES ALLOWED: BUILDING LGBTQ COLLECTIONS FOR KIDS AND TEENS**

Thursday, April 2 @ 2 PM ET

One-hour webinar

\$45 for members/\$55 for non-members

CEC credits: 1

All public libraries should have the LGBTQ population well represented in their juvenile and teen collections. However, quality titles can be difficult to locate and the collection development process can be frustrating. With the advent of the #weneeddiversebooks movement on Twitter, a nuanced collection that includes all parts of the gender identity spectrum as well as people-of-colour characters is more important than ever. In addition, there are literary stereotypes and clichés that librarians need to be aware of in order to maintain a more diverse collection.

This session will introduce titles that will appeal to readers from Grade 1 through high school, as well as strategies to stay on top of this exciting area of library collections.

Key outcomes:

- Become aware of collection development tools
- Discover titles that embrace all parts of the LGBTQ spectrum including those that feature non-white characters
- Identify clichés, stereotypes, and plotlines to avoid

Presenter:

Ingrid Abrams is a children’s and teen librarian at the Brooklyn Public Library’s Central Youth Wing in Brooklyn, NY. She earned her MLS from Queens College in 2008. She is a member of the Rainbow List Book Committee and director-at-large of the GLBT Round Table of the American Library Association. She blogs at magpielibrarian.wordpress.com.

OLASore RELATED TITLES

Save 10% on related titles by entering promotion code **EIW15** at checkout

Rainbow Family Collections

978-1-59884-960-8

Regular Price \$52.95

Gay, Lesbian, Bisexual, Transgender and Questioning Teen Lit

978-1-59158-506-0

Regular Price \$54

 **25 WAYS TO RUN A THRIVING LIBRARY ON A SHOESTRING BUDGET**

Tuesday, April 7 @ 3 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

Rural libraries often face tremendous growth as they pick up the slack where other social and government agencies have reduced service. Of course, this extra demand has typically not been matched by library budgets. This session will outline twenty-five replicable ways the Haliburton County Public Library and the Lennox and Addington Public Libraries have managed to provide top-notch services and programming, all by creatively stretching their modest small-town budgets.

Key outcomes:

Participants will leave the session with tips that:

- Save money
- Are cost effective or efficient
- Provide enhanced service at a lower cost or free

Presenters:

Catherine Coles is the Manager of Library Services/ County Librarian for the County of Lennox and Addington. Prior to moving to the L&A Libraries in July 2013, she was Branch Services Librarian for the Haliburton County Public Library. **Bessie Sullivan** has been the CEO of Haliburton County Public Library since 2009, an eight branch system that operates within a land mass the size of Prince Edward Island. Bessie has been a professional librarian since 1999 and has worked for two organizations, both multi-branch systems.

OLASore RELATED TITLES

Save 10% on related titles by entering promotion code **EIW15** at checkout

The Shoestring Library

9781586835200

Price \$48

Staff Development on a Shoestring

9781555707309

Price \$80.50



April



BUILDING YOUR EARLY YEARS PROGRAMMING TOOLBOX

Thursday, April 9 @ 1 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

This session is an opportunity to rethink early years programming for children ages birth to five. Starting with babies and working our way up to preschoolers, we will share specific program ideas for deepening and enriching storytime. We will also showcase programs that allow you to go beyond storytime while still supporting the five early literacy skills. Rounding things out we will finish with ways to support caregivers and yourselves as early literacy professionals.

Key outcomes:

- New and ready-to-implement program ideas for children and their caregivers
- Strategies for reaching families who can't attend traditional storytimes
- A refreshed knowledge of early brain development and early literacy tips

Presenters:

Lindsey Krabbenhoft is a Children's Librarian at the Vancouver Public Library. A former English teacher, she graduated from the University of British Columbia in 2013 with her MLIS. She runs Jbrary, a storytime blog and YouTube channel with Dana. She tweets @lmkrabbenhoft. **Dana Horrocks** completed her MLIS at the University of British Columbia in 2013 and currently works at the Vancouver Public Library as a Children's Librarian. Before Jbrary, Dana studied Interdisciplinary Leadership at the University of New Brunswick and interned at the Greater Boston Bigfoot Research Institute.

OLASore RELATED TITLES

Save 10% on related titles by entering promotion code EIW15 at checkout

Read, Rhyme, Romp

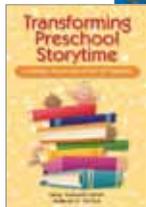
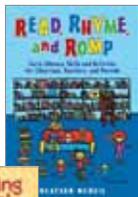
9781598849561

Price \$41.95

Transforming Preschool Storytime

9781555708054

Price \$63.50



SHAPING LIBRARY SERVICES WITH USER BEHAVIOUR DATA FROM DISCOVERY SERVICES

Tuesday, April 14 @ 1 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

CEC credits: 1

Okanagan College Library introduced Google Analytics to EBSCO Discovery Service as a mechanism to track user search practices. The library gathered a much wider array of both quantitative and qualitative data on user behaviour. Learn how user search behaviour has implications for collection development, interface design, faculty involvement, and information literacy.

Key points for discussion will include key trends, common search strings, the use of search refinements, the depth of student searches, the implications of common search practices for academic libraries, and how user behaviour data can contribute to evidence-based decision making.

Key outcomes:

- Learn how Google Analytics can provide detailed information about search practices of library users
- Understand how qualitative data on student search habits supports and develops evidence-based library services and systems
- Encounter different ways user behaviour data can shape current and future library practices

Presenter:

Roën Janyk is the Web Services Librarian at Okanagan College in Kelowna, BC. As a Millennial, she has a strong interest in people's behaviours in the online environments. Her knowledge of online library services includes electronic resources management, library systems, online user behaviour, usability, and information literacy. Roën is also an avid equestrian.

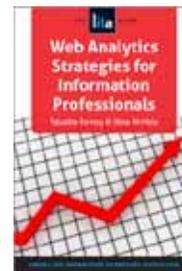
OLASore RELATED TITLE

Save 10% on related titles by entering promotion code EIW15 at checkout

Web Analytics Strategies for Information Professionals

9781555708979

Price \$80.50





ENGAGEMENT AND OUTREACH IN SCHOLARLY COMMUNICATIONS INITIATIVES

Thursday, April 16 @ 2 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

cec credits: 1

In this joint presentation, the presenters will explore outreach issues surrounding Scholarly Communication initiatives from the perspectives of a smaller undergraduate institution (Mount Saint Vincent University) and a larger institution – the University of New Brunswick.

The presenters will explore this topic more in depth as they look at their own experiences in scholarly communication projects at their own institutions and beyond. They will also share their experiences and ideas surrounding outreach to university community members in different scholarly communications-related projects, such as institutional repositories, journal-publishing, and related initiatives. The presentation will cover such issues such as: How are faculty engaged by these types of initiatives? What appeals to them about these types of projects? How are these partnerships developed and maintained over time? What should libraries be doing to be engaging more with these communities?

Key outcomes:

- Learn about the issues involved in scholarly communications initiatives at academic libraries and how outreach factors into these initiatives
- Learn about factors contributing to and participation (or lack thereof) in scholarly communications initiatives
- Learn about strategies and pitfalls for engaging various different audiences in scholarly communications initiatives at Academic Libraries

Presenters:

Roger Gillis is the Archives and Scholarly Communications Librarian at Mount Saint Vincent University in Halifax, Nova Scotia where he has worked since 2009. **Michael Nason** is the Scholarly Communications Librarian at the University of New Brunswick. Michael holds a MLIS degree from Western University, as well as an MA in History.



GENDER REPRESENTATION IN ADOLESCENT LITERATURE: A REFLECTION OF SOCIAL EVOLUTION

Thursday, April 21 @ 1 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

cec credits: 1

Literacy behaviors that we used to think were gendered are crossing genders now. This gender diversity is evident in the popularity of some types of adolescent literature. New offerings often combine action/adventure with romance, paranormal, fantasy, and science fiction elements. Twenty-two of the 28 nominations for the Young Adult Library Services Association (YALSA)'s 2013 Teens' Top Ten Titles were either fantasy or science fiction, long considered male genres.

Whether it is due to changes in gender expectations or changes in how writers are addressing teen readers, we are seeing boys who exhibit literacy behaviors that have been associated with girls and vice versa. While we will still encounter readers with more traditional preferences, many of our teen clientele may have new attitudes toward what they prefer to read. The key to improving readers' advisory is to approach every reader as an individual, recognizing that there is as much diversity within gender as across genders.

Key outcomes:

- Learn about the research that created the notion of gendered reading and how that has affected beliefs about reading and professional practices
- Access evidence of the changing nature of young adult literature, how that might alter the approach to adolescent literacy, and ways that we can reexamine reader's advisory and selection for adolescents

Presenter:

Dr. Beth Brendler is an Assistant Professor at the iSchool at the University of Missouri. Her research and expertise involves the sociocultural aspects of literacy and children's and adolescent literature, with an emphasis on gender. Prior to receiving her doctorate, she was the head of youth services at a public library in Wisconsin.

April



LIBRARY POLICIES: THE GOOD, THE BAD, AND THE UGLY

Thursday, April 23 @ 12 PM ET

One-hour webinar

\$45 for members / \$55 for non-members

cec credits: 1

All libraries have policies. But when was the last time you reviewed them and asked yourself, “Is this policy really necessary?” In this one hour session, Michael will share his experiences and stories of speaking with librarians about their policies over the past twenty years. And, even if you don’t change any of your library’s policies when it’s all over, you’ll at least be asking yourself, or your administration, “Just why do we have this policy?”

Key outcomes:

- Learn why policies are necessary
- Know how to determine who the policy is really for
- Decide who should be involved in policy-making
- Find out the single worst justification for any policy

Presenter:

Michael Sauers is currently the Technology Innovation Librarian for the Nebraska Library Commission in Lincoln, NE. He has been training and presenting to librarians of all types for twenty years and has published twelve books. He accepts that policies are necessary, but not nearly as necessary as most others do.

Faculty Index

Ingrid Abrams No Stereotypes Allowed: Building LGBTQ Collections for Kids and Teens	17	Dana Horrocks Building Your Early Years Programming Toolbox	18
Christine Allum Get Smarter About Money	15	Amy S. Jackson Cataloging Partners: Collaboration Across the Library	13
Alison Black Hiring For 21st Century Libraries: Research-Based Insights	14	Roën Janyk Shaping Library Services With User Behaviour Data From Discovery Services	18
Sarah Bonato Grey Literature: Google for It and More	8	Doug Johnson Policies 2.0: Rules for the Social Web	15
Dr. Beth Brendler Gender Representation in Adolescent Literature: A Reflection of Social Evolution	19	Lindsey Krabbenhoft Building Your Early Years Programming Toolbox	18
Lise Brin How To Talk To Faculty About Questionable Journal Publishing	7	Rebecca L. Lubas Cataloging Partners: Collaboration Across the Library	13
Gerry Call Motivation and Teamwork: The Cornerstones of Organizational Success!	14	Michael Nason Engagement and Outreach in Scholarly Communications Initiatives	19
Catherine Coles 25 Ways To Run A Thriving Library On A Shoestring Budget	17	Barbara Nelke Marketing Library Collections Through Pinterest	12
Douglas Davey The Future of Graphic Novels	12	Cynthia Ng Remix the Web! Using Mozilla Webmaker for Library Workshops & Programming Making Web Services Accessible with Universal Design	5 5
Dr. Kathleen DeLong Mindful Leadership: Powerful Theory in Practice	13	Joel Nichols iPads In Youth Programming: Hands-On Ideas For Tablet Programming In Your Library	11
Laura Dick Is It Possible To Have Too Many Friends?	9	Gillian Nowlan Marketing Library Collections Through Pinterest	12
Roger Gillis Engagement and Outreach in Scholarly Communications Initiatives	19	Greg Salmers Discover Government Publications and Legislative Libraries via the GALLOP Portal	9
Lisa Goddard How To Talk To Faculty About Questionable Journal Publishing	7	Michael Sauers Library Polices: The Good, The Bad, and The Ugly	20
Jenni Hayman Learning Leaders Series: Providing Engaging Online Learning Experiences Through Design	11	Bessie Sullivan 25 Ways To Run A Thriving Library On A Shoestring Budget	17
Tamarack Hockin Remix the Web! Using Mozilla Webmaker for Library Workshops & Programming	5	Cecilia Vespa The Future of Graphic Novels	12

Do you know how much time you spend on learning and development activities, and how much you are learning? Does your employer?

Our profession and industry is changing, and as a result our work environment is one that requires continuous learning. The articles you read and write, conferences and webinars you attend and the formal training you take all add value to your professional development.



As a member of The Partnership, Canada's network of provincial Library Associations, the Ontario Library Association is pleased to offer our members the Continuing Education Certificate (CEC) to enhance your professional development. The CEC is a national program that gives you the tools to plan, document and reveal your professional development activities, and to connect with volunteer mentors to guide your learning process.

At the end of the three year program, you receive a certificate documenting your learning activity. The registration fee is \$40 for the entire program, and your participation supports the activities of your Provincial Association.

**Find out more at <http://cec.laa.ca>
or check out the CEC-Partnership LinkedIn Group
<http://linkd.in/ZoUOIR>.**

Register and start tracking your learning today!