



The Changing Landscape of Citation Management Tools: York University Faculty & Students Survey Results

Rajiv Nariani, Science Librarian

York University

OLA SC 2016



York University

- Founded 1959
- Located in Toronto, ON, Canada
- 3rd largest University
- 53,000 students
- 7000+ faculty & staff
- 40+ Librarians
- 11 Faculties
- 9 Colleges at YU



York University is helping to shape the global thinkers and thinking that will define tomorrow. York is Canada's third largest university, with a commitment to excellence which reflects a rich diversity of perspectives and a strong sense of social responsibility that sets us apart.



Search this site

York U At A Glance

About York U



- York U is the 2nd largest university in Ontario, 3rd largest in Canada
- 280+ university partnerships across the globe
- \$1 billion operating budget

Our Community

47,000
undergrad
6,000
grad
STUDENTS

- 7,000+ faculty and staff
- 275,000+ alumni
- 5,190 international students from 171 countries

Quick Links

[York U's mission](#)

[Strategic Mandate Agreement](#)

York U at a Glance (PDF)



Our campuses



Keele Campus

Located 30 minutes from downtown Toronto, the **Keele Campus** offers a rigorous academic foundation balanced by real-world experiential education. Our 53,000 students, from across the world, are enrolled in 160+ undergraduate and 59 graduate programs.



Glendon Campus

Set on the historic Wood family estate, the **Glendon campus** is a lush parkland in the heart of Toronto offering an intimate learning community. Home to 2,700 students, Glendon specializes exclusively in the liberal arts, and is the only campus in Canada to do so in more than one language.

Academic Excellence

- 11 Faculties
- 5,000 courses, 200+ undergraduate and graduate degree programs
- 12,043 degrees granted in 2014
- The Schulich School of Business ranked first among Canadian schools in The Economist
- Home to Canada's largest



- Osgoode Hall Law School internationally renowned as one of Canada's largest and most distinguished law schools
- Home to Canada's only Space Engineering program
- Largest psychology program in North America
- The Disaster & Emergency Management program is the leading program of its kind in



Discussing today....

- Citation Management Programs at YU
- Mendeley: The Certification Process
- What was done during the Certification
 - **Citation Management Survey**
- Post-Certification & developments in 2016

Mendeley Certification Program for Librarians

Mendeley Certification Program for Librarians

Become a Certified Mendeley Librarian and secure a Mendeley Premium Upgrade for 500 users at your institution – at no cost.

Mendeley is a free reference manager and academic social network that helps researchers to organize their research, share and discover papers and collaborate with others. Mendeley is used by over 3.8 million researchers worldwide.

Do you often receive questions about Mendeley from your patrons and would like to know more about it? Please read on...

[> Sign up today!](#)

I love any development programme that is aimed at enhancing Librarians. I am hoping that enthusiastic shelvees like myself who are willing to learn more will be given a chance.

— Librarian from South Africa

This program is for YOU if you'd like to:

- Learn as much as possible about Mendeley so you can confidently train others;
- Be recognized for your efforts by becoming certified & receiving valuable benefits (including additional material and an account upgrade);
- Receive additional support from the Mendeley team;
- Be able to do all this – at no additional cost to your institution!

Thanks for offering this wonderful opportunity to Librarians! Just what I need!

— Librarian from South Africa

IN A NUTSHELL, the certification program is:



- An opportunity to deep-dive into Mendeley while following a structured, self-paced, self-study program that will take you approximately 15-20 hours to complete;
- Divided into three levels, each level offers a valuable benefit for your library and user community (see chart below)
- Renewable: Each year, upon successful completion of our upgrading requirements, you get to continue your premium Mendeley access at no additional cost.

Level	Topic	Benefit	Approx. Time Requirement
1	Get to know Mendeley	Join "Certified Librarians" Mendeley group with premium-access upgrade, early previews upcoming product releases	2-6 hours
2	Dive Deeper into Mendeley	Mendeley promotional material (value \$250)*	4-8 hours
3	Promote Mendeley	1 year Mendeley upgrade for 500 users**	2-6 hours
Annual Refresher	New Mendeley features and various library sciences topics such as altmetrics, open access, collaboration, etc.	Maintain certification status and continue premium access	4 hours (attendance at 3 sessions, each 60-90 minutes)

*Limited to three Level 2 rewards per institution per year

**Limited to two Level 3 rewards per institution per year

What we provide:

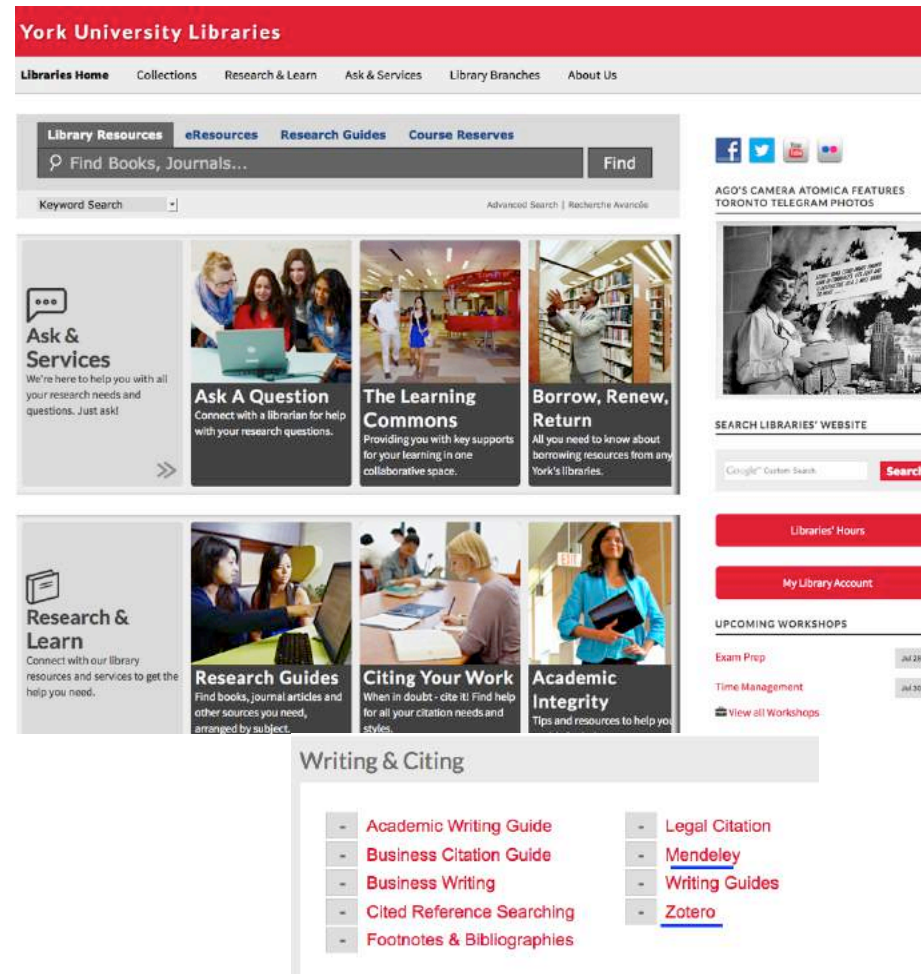
- All the learning materials you need to complete your certification program (includes technical/functional product information, user adoption strategies and planning, teaching guidance and information about other common library sciences topics);

Prior to the Certification

- RefWorks @ YUL: 2004 - 2014
- OCUL coming out of subscribed citation management programs: fall 2013
 - Citation Management Team: fall 2014
 - WizFolio, Mendeley, Zotero
- Faculty had asked about Mendeley: 2012-2013
 - Prior to exit of RefWorks
- Mendeley in 20 minutes: Bring your own Computer
 - Mendeley workshops requested
- Scopus & Mendeley (March 2015): Lunch-n-Learn
- Kinesiology foundation course: 800+ students Jan-Feb

YUL & Citation Management Programs Scenario

- RefWorks users: 43,000 +
 - 2500 (2014); 4500 (2013)
- Exit RefWorks: 2015
- Enter Mendeley & Zotero
 - Teaching
 - Promotion
 - Feedback
- *Integrate YUL survey into the Mendeley Certification Program*



The screenshot displays the York University Libraries website. At the top, a red header contains the text "York University Libraries". Below this, a navigation bar lists "Libraries Home", "Collections", "Research & Learn", "Ask & Services", "Library Branches", and "About Us". A secondary navigation bar includes "Library Resources", "eResources", "Research Guides", and "Course Reserves". A search bar with the placeholder "Find Books, Journals..." and a "Find" button is present. Below the search bar, there are several service tiles: "Ask & Services" (with a chat icon), "Ask A Question" (with a photo of students), "The Learning Commons" (with a photo of a library interior), "Borrow, Renew, Return" (with a photo of a person at a library counter), "Research & Learn" (with a book icon), "Research Guides" (with a photo of students at a computer), "Citing Your Work" (with a photo of a person writing), and "Academic Integrity" (with a photo of a person holding a book). On the right side, there are social media icons for Facebook, Twitter, YouTube, and LinkedIn, followed by a section for "AGO'S CAMERA ATOMICA FEATURES TORONTO TELEGRAM PHOTOS" with a photo of a woman. Below that is a "SEARCH LIBRARIES' WEBSITE" section with a search bar and a "Search" button. Further down are buttons for "Libraries' Hours" and "My Library Account". At the bottom right, there is a section for "UPCOMING WORKSHOPS" listing "Exam Prep" (Jul 28) and "Time Management" (Jul 30), with a "View all Workshops" link. A "Writing & Citing" section is also visible, containing a list of resources: Academic Writing Guide, Business Citation Guide, Business Writing, Cited Reference Searching, Footnotes & Bibliographies, Legal Citation, Mendeley, Writing Guides, and Zotero.

16.06.2015 in campus notes SHARE



Deadline looming: Libraries will phase out RefWorks access as of June 30

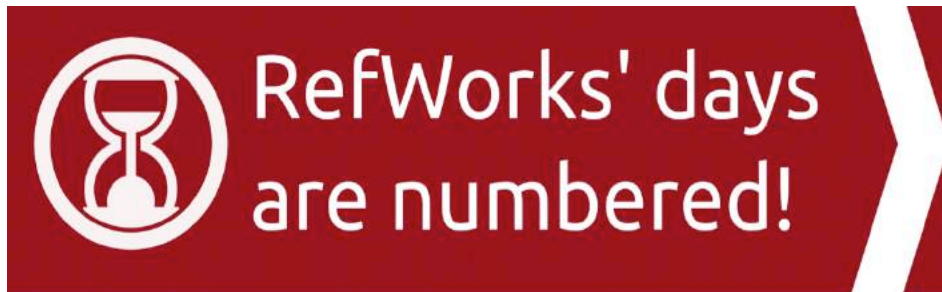
York University Libraries have provided access to RefWorks, a web-based bibliographic tool used to keep track of citations, for many years. Over the past decade citation management software has evolved considerably and today there are a number of sophisticated software options that provide users with comprehensive free accounts.

The libraries have opted to discontinue its license with RefWorks as of June 30 and will instead be supporting two free alternative products: Zotero and Mendeley. York users with pre-existing accounts should have received an email notification about the discontinuation of the Libraries' RefWorks license in early March 2015.

Free alternatives to RefWorks

Zotero and Mendeley are well-developed and popular citation management products. To learn more about Zotero and Mendeley and determine which citation manager is best suited for your research needs, please check out the Libraries' [comparison chart](#).

Migration to the new



York University Libraries is phasing out RefWorks on June 30, 2015 & asking users to switch to Zotero or Mendeley

Attend a Migration Bootcamp

zotero

May 11, 12:30-2pm

OR

May 26, 10-11:30am

Register

<http://goo.gl/9ltcyw>

MENDELEY

May 8, 10-11am

OR

May 19, 2-3pm

Register

<http://goo.gl/Zlqro7>

Zotero vs Mendeley Comparison

CATEGORY	MENDELEY	ZOTERO
Ease of Use & Basic Product Offerings	<ul style="list-style-type: none"> Easy to use Includes a Desktop version and a web version compatible with all major web browsers 	<ul style="list-style-type: none"> Easy to use Work as a Firefox extension or as a standalone version with a connector to Chrome, Safari, Firefox and Opera
Installation Information	<p>Includes clear instructions & video tutorials for installing and using Mendeley.</p> <p>Basic Installation process:</p> <ul style="list-style-type: none"> Create an account Download desktop client for your OS (Mac, Windows, Linux) Install web importer 	<p>Includes a comprehensive guide on how to install and use Zotero.</p> <p>Basic Installation process:</p> <ul style="list-style-type: none"> Create your account Download either Zotero for Firefox or Zotero Standalone
Cost	<ul style="list-style-type: none"> Basic software is free Charges for adding additional cloud storage space Charges for collaborating with larger groups 	<ul style="list-style-type: none"> Basic software is free Charges for adding additional storage space
Storage capabilities of free version	<ul style="list-style-type: none"> 2GB of cloud storage You have to use Mendeley's cloud storage in order to have a fully functioning account. However, 2GB should provide you with significant space for your collection. 	<ul style="list-style-type: none"> 300MB of cloud storage By not syncing your Zotero account, you can maintain a library of citations and documents on ONE computer without having to use Zotero's cloud storage. However, once you sync your account with Zotero's servers, the cloud storage limitations will activate.
Does it create in-text citations, footnotes, and bibliographies?	<p>Yes</p> <ul style="list-style-type: none"> There are free plugins for Word, LibreOffice, and BibTeX. Once you have downloaded Mendeley, you can install the plugins from within the program. 	<p>Yes</p> <ul style="list-style-type: none"> The free plugin for Word and LibreOffice is included in the Zotero Standalone version Information for installing free Word (Mac & Windows) and LibreOffice Plugins for Zotero for Firefox version
How many citation styles does it support?	Both Mendeley and Zotero use Citation Style Language, which offers over 7,000	Both Mendeley and Zotero use Citation Style Language, which offers

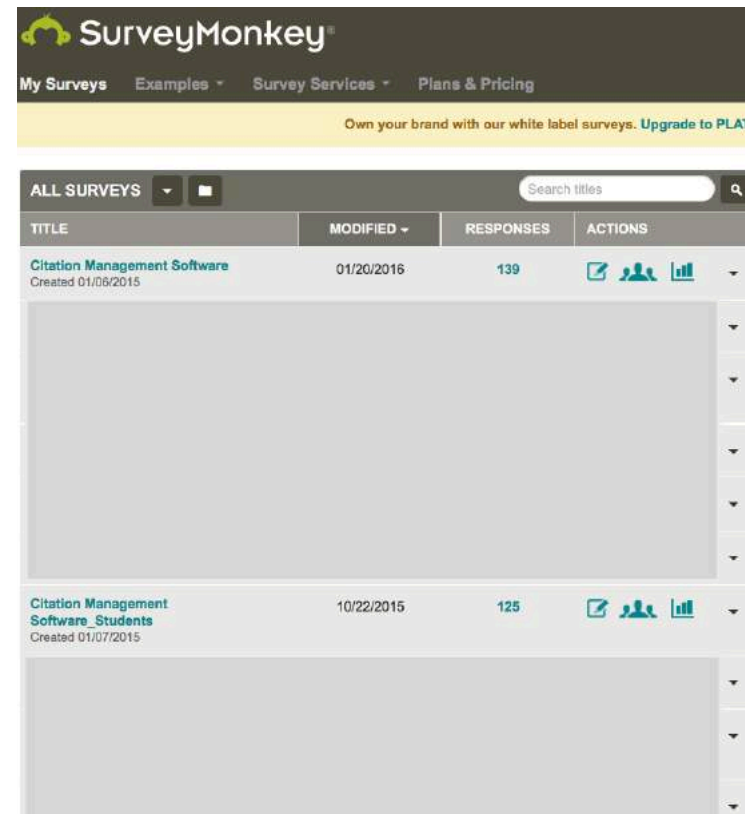
- Campus Posters: Transfer citations to Mendeley
- Can you teach Mendeley with PubMed, Scopus other databases?
 - Please show group/collaboration feature







During Mendeley Certification

- Mendeley Certification Program: March-July 2015
- 3 Stages of Assessment: Quiz, Features, & Promotion
- **Citation Management Survey: Sciences & Health Sciences - Faculty & Graduate Students:** Jan Feb 2015 – Oct 2015 – Jan 2016
 - Faculty - Arts Humanities and Social Sciences: Jan 2016

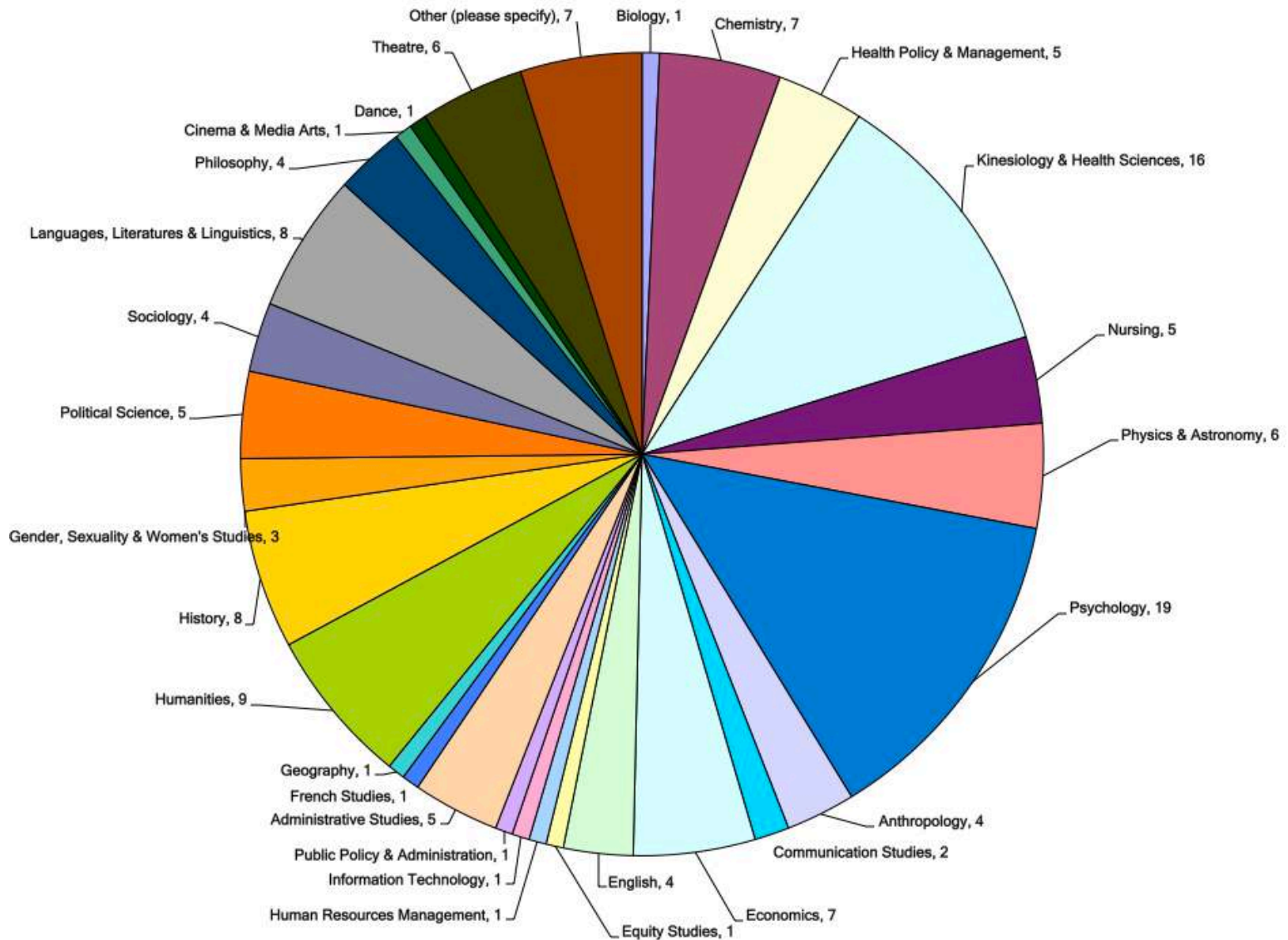
Citation Management Survey

- Jan-Feb 2015 – Oct 2015 – Jan 2016
- Survey Monkey
- E-mails sent
- Survey respondents
 - 139 Faculty members
 - 125 Graduate students



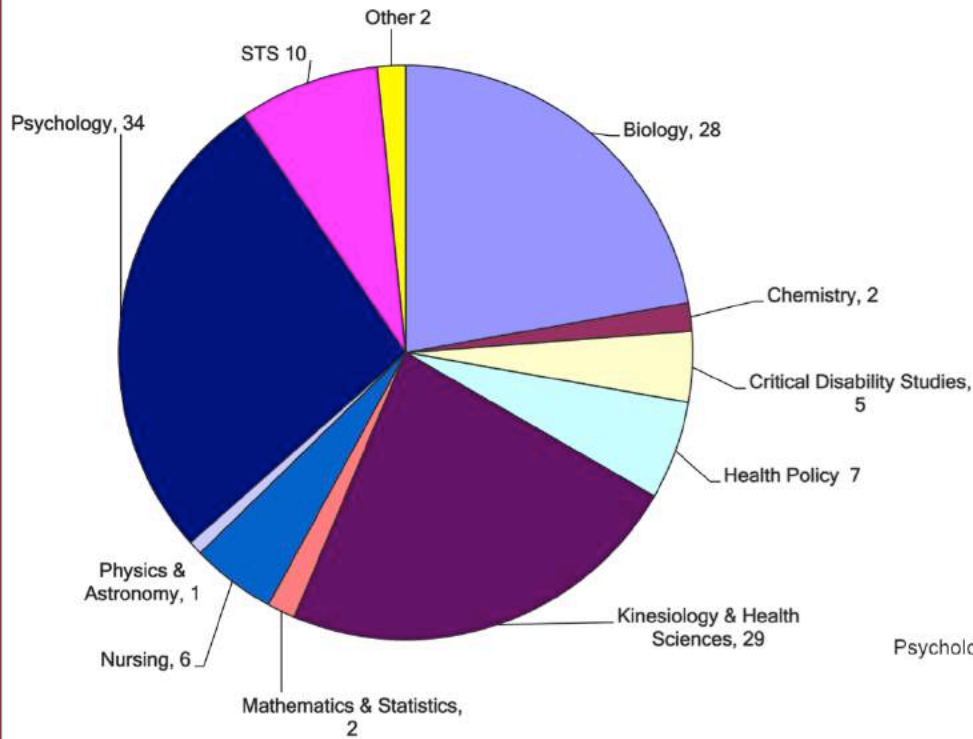
TITLE	MODIFIED	RESPONSES	ACTIONS
Citation Management Software Created 01/06/2015	01/20/2016	139	  
Citation Management Software_Students Created 01/07/2015	10/22/2015	125	  

York Faculty: Online survey: 2015-16 (Arts, Humanities, Sciences)

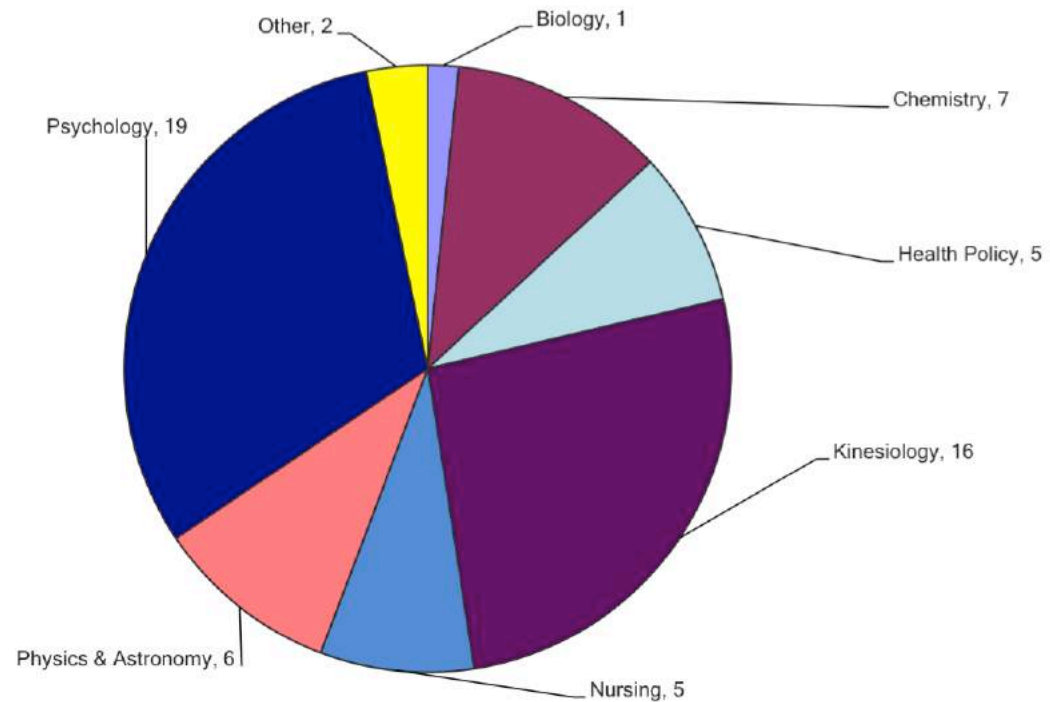


125 Science Students

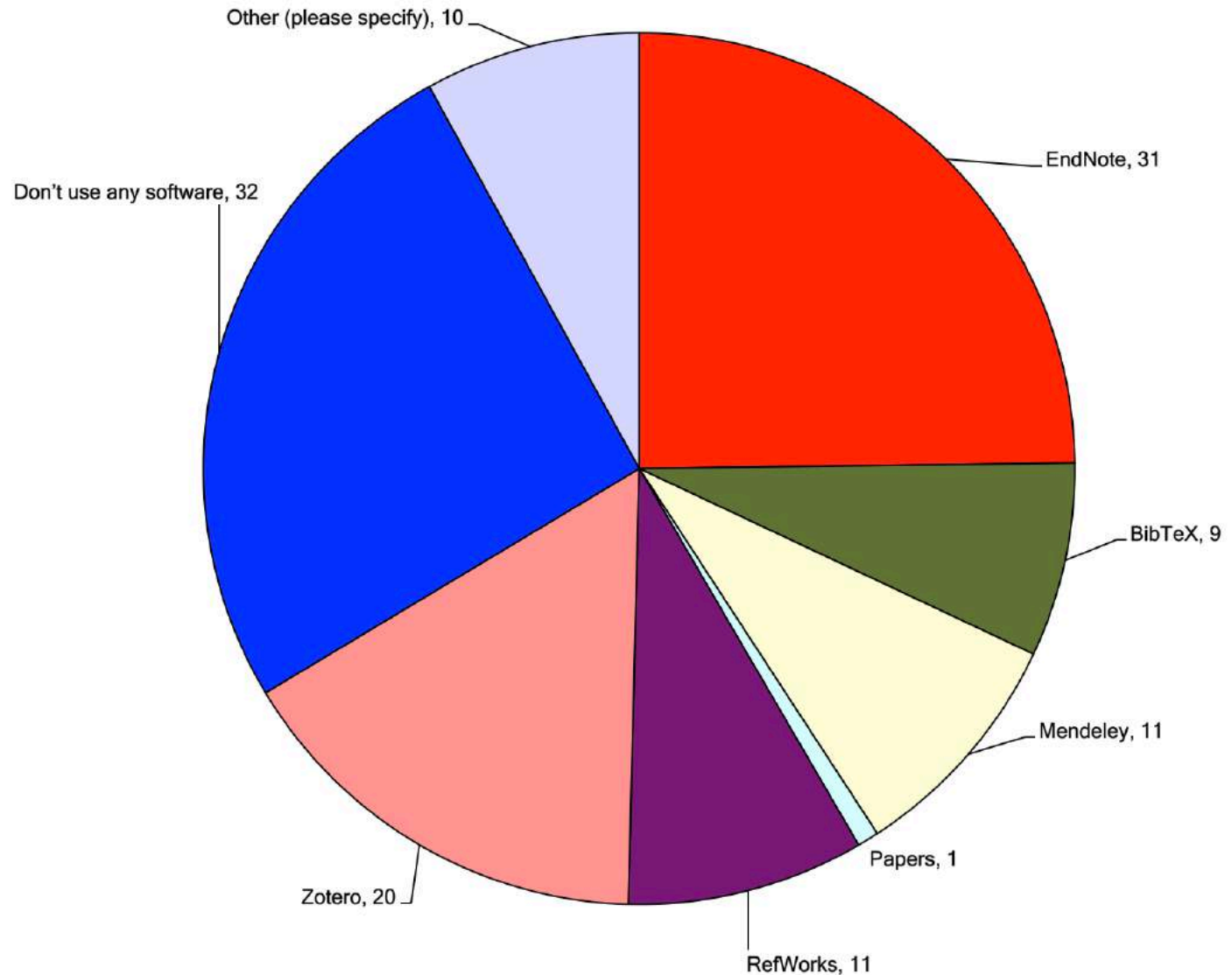
Where from?



61 Science Faculty

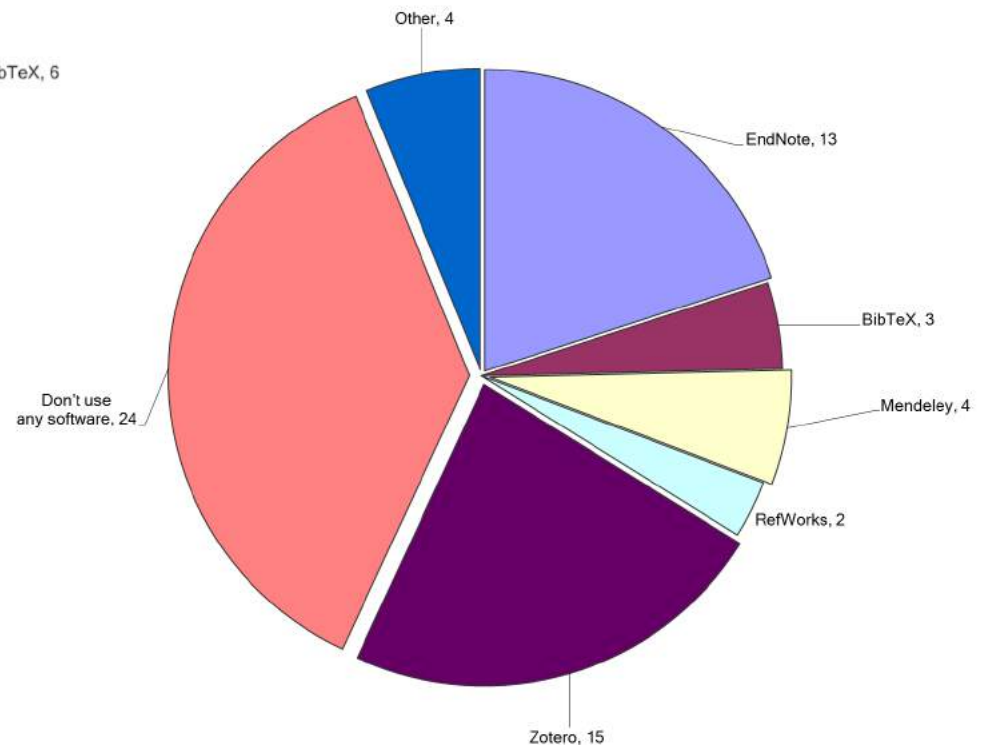
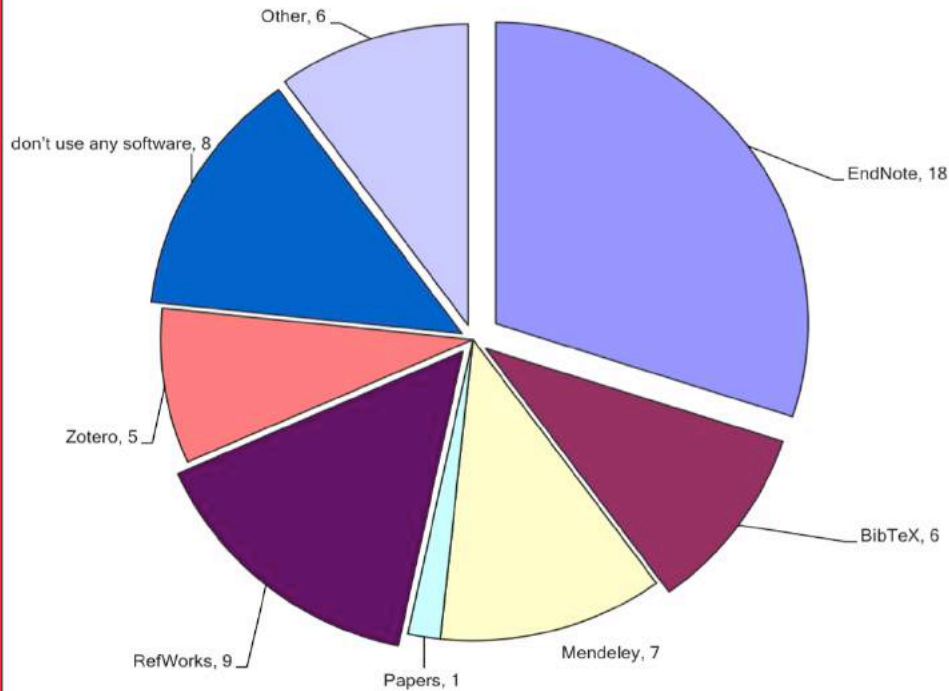


Faculty: Primary Citation Management Program used?



Comparing CMPs used by faculty

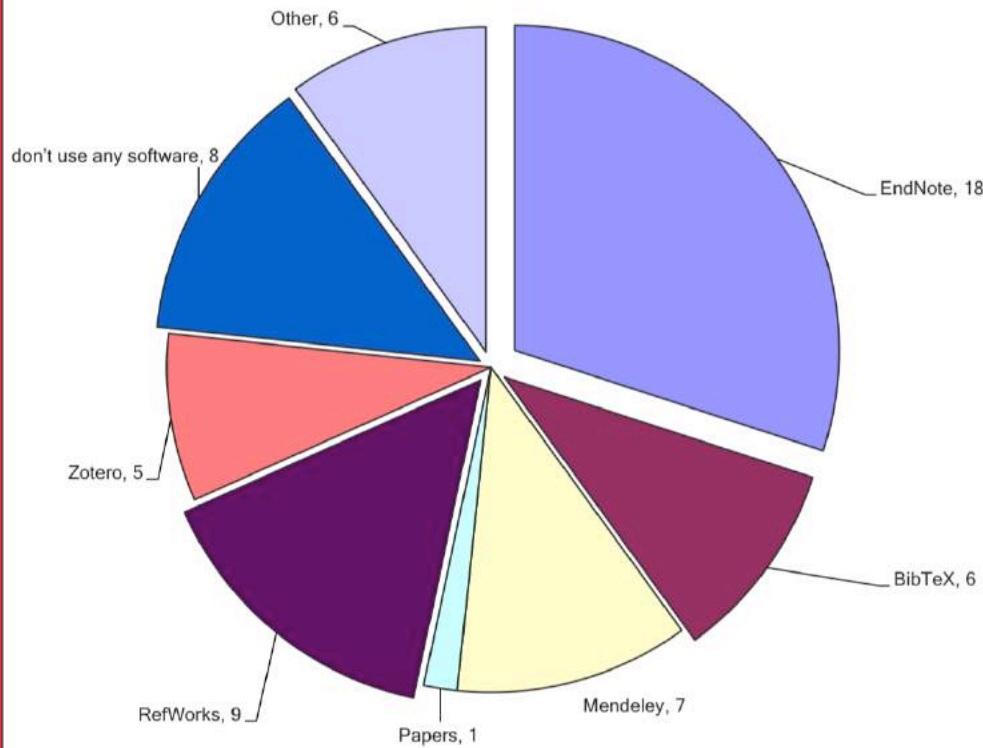
60 Science Faculty (Jan Feb 2015)



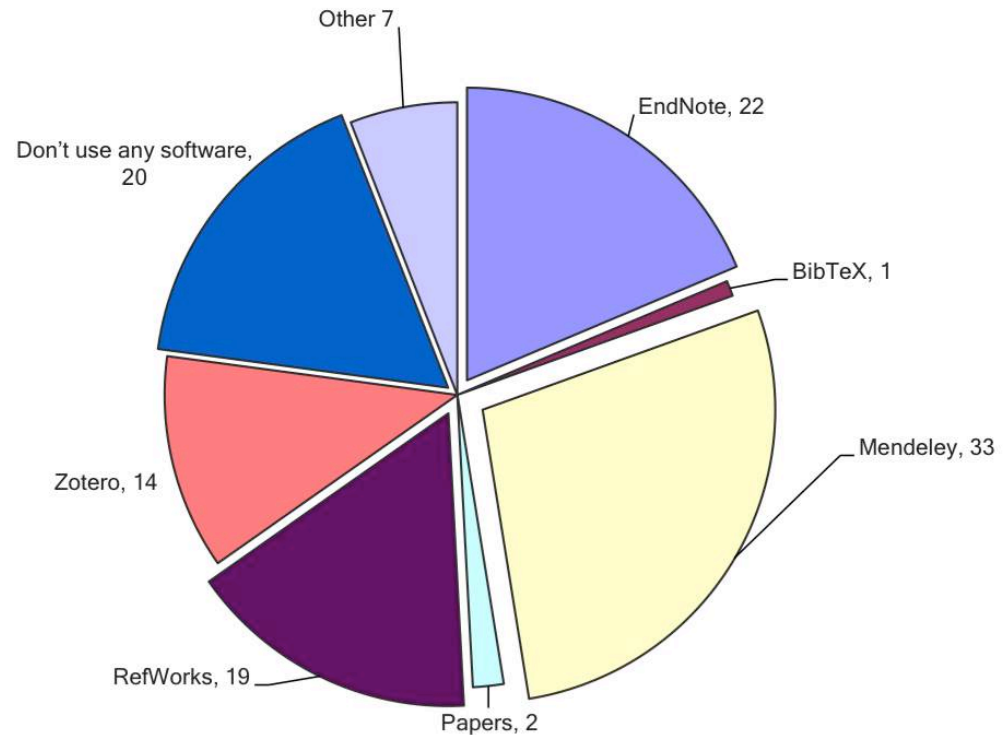
65: Liberal Arts & Prof. Studies
Dance (2106)

Most often used?

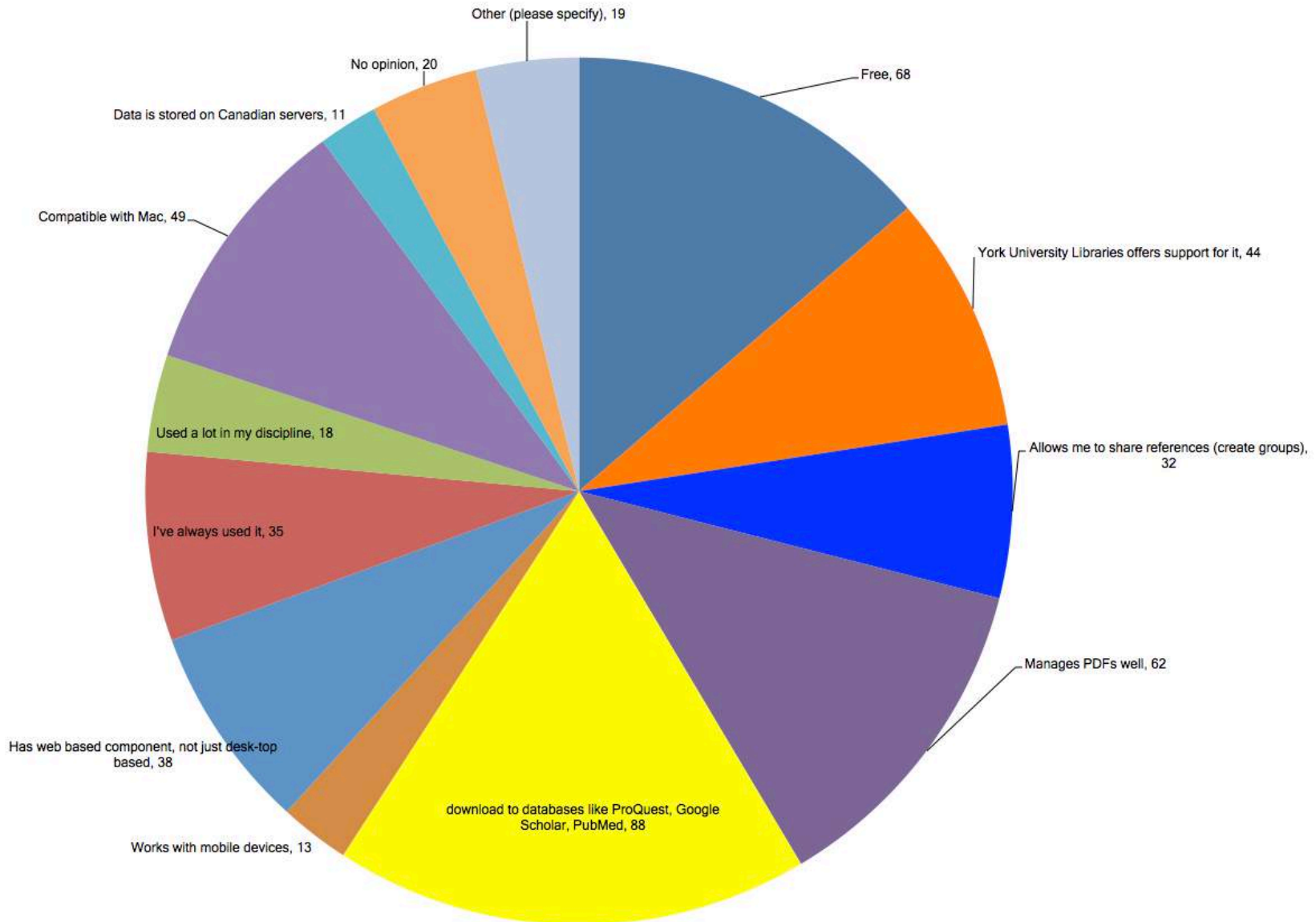
126 Science Students (118)



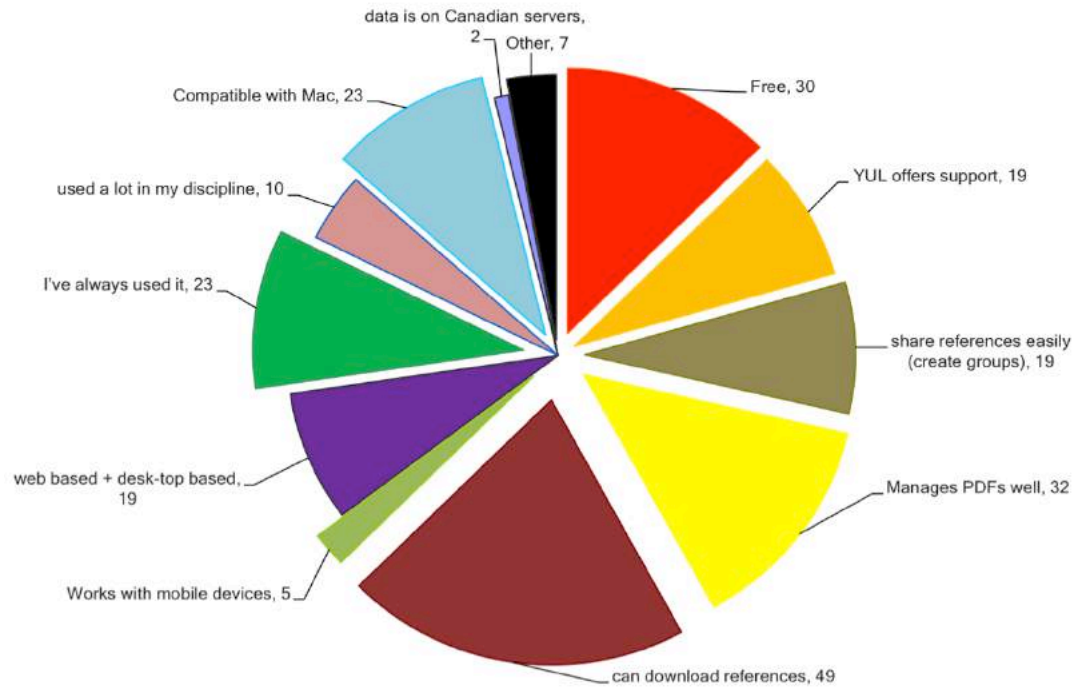
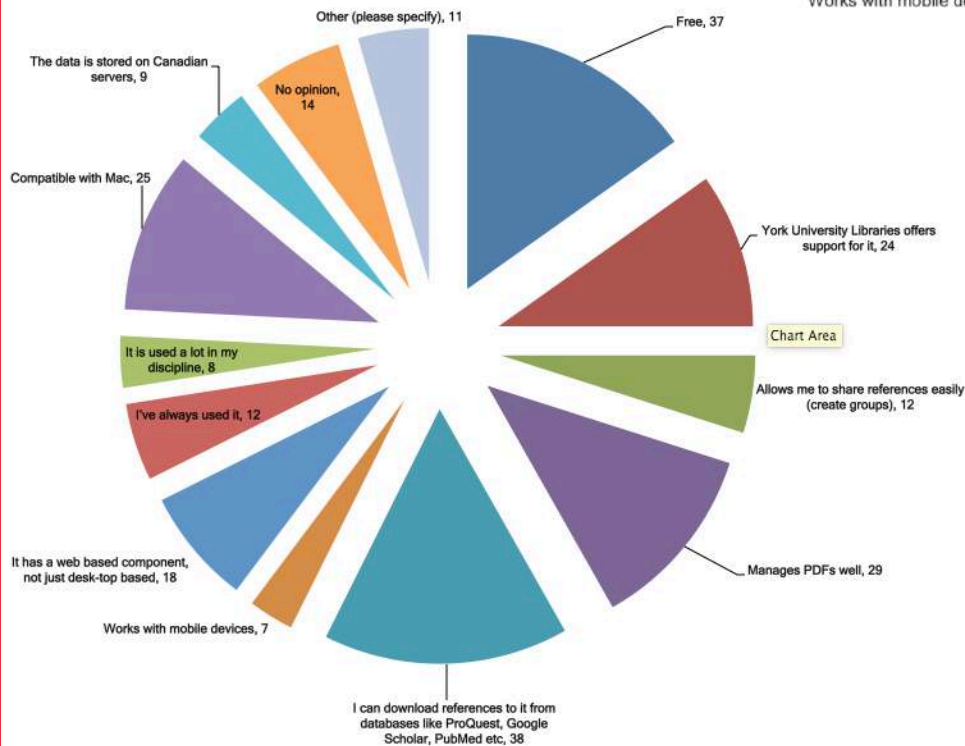
60 Science Faculty



Important features: Citation Management Program



LA & PS, Arts, Media, Per. & Design

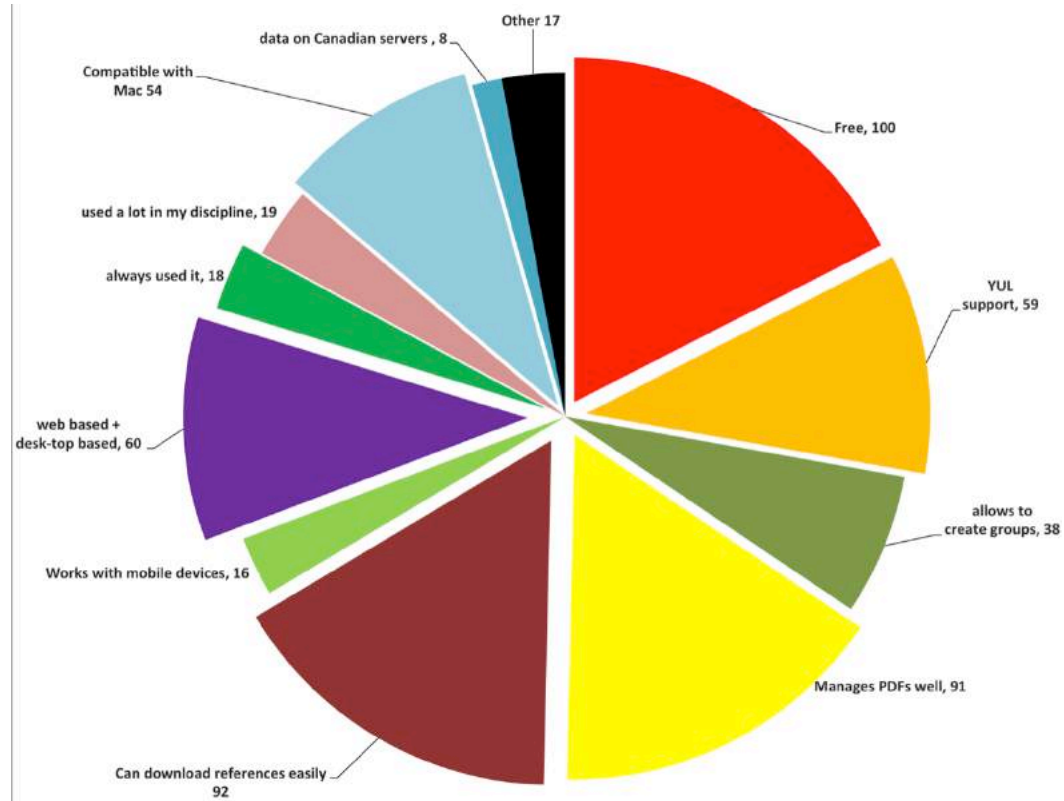


Science Faculty

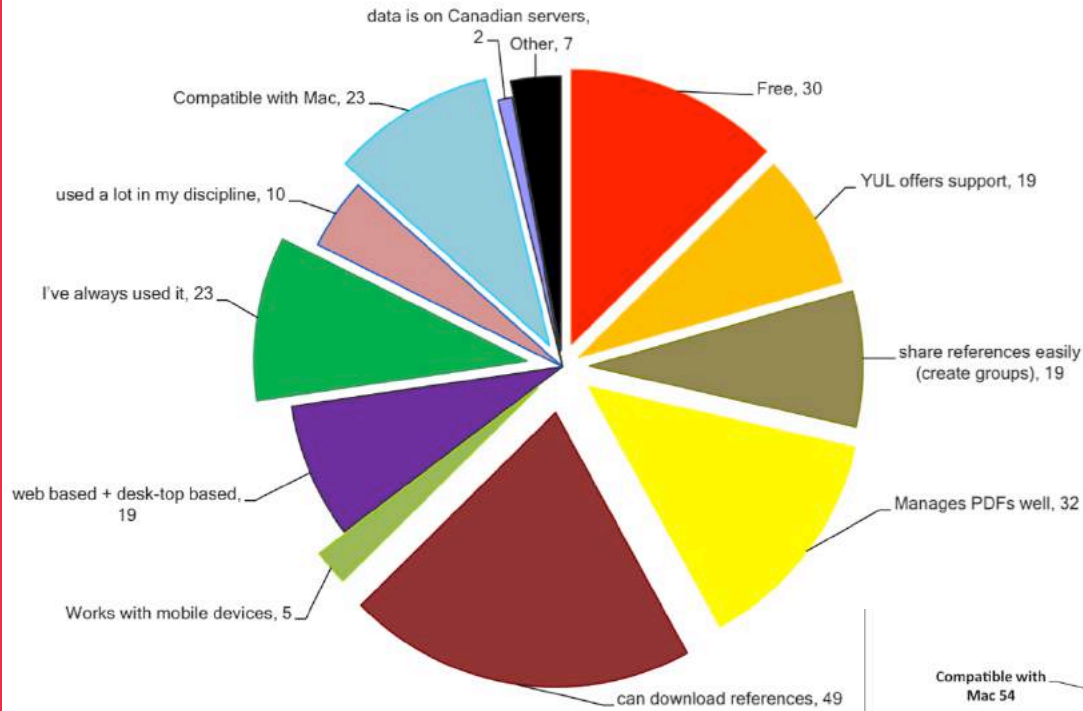
Important features?

Important features?

Science Students



Science Faculty



Offer info sessions/tutorials, pls.?

1/20/2016 2:09 PM [View respondent's answers](#) [Categorize as...](#) ▼

LA & PS, Arts (2016)

These two work well for me.

1/18/2016 10:21 PM [View respondent's answers](#) [Categorize as...](#) ▼

Please support endnote there's nothing like it.

1/18/2016 6:27 PM [View respondent's answers](#) [Categorize as...](#) ▼

I used Refworks before but it was discontinued by York Library.

1/18/2016 10:56 AM [View respondent's answers](#) [Categorize as...](#) ▼

York should stop shifting the citation system that they support. It is a lot of work to move citations from one system to another.

1/17/2016 6:25 PM [View respondent's answers](#) [Categorize as...](#) ▼

I would like training on how to use citation programs.

1/16/2016 6:33 PM [View](#)

One thing I don't like about Zotero (compared to Endnote, which I used before) is that I have not been able to define my own bibliography style. It's fine to use existing templates, but some publishers have other requirements for which there is no template, and in Endnote it was very easy to simply define a new style (e.g. based on modifications to an existing one).

1/16/2016 12:50 PM [View respondent's answers](#) [Categorize as...](#) ▼

Just that I went from RefWorks and then had to switch to Zotero, which I have hardly used. I preferred Ref Works.

1/15/2016 5:44 PM [View respondent's answers](#) [Categorize as...](#) ▼



I have used Endnote for over a decade and have a love hate relationship. For all of my personal work I will likely never abandon it but I use Zotero for collaborative work and I have downloaded Mendely to give it a try. It seems nicer on mobile devices and if we can get a free upgrade it might be worth it for future collaborative work.

1/15/2016 5:32 PM [View respondent's answers](#) [Categorize as...](#) ▼

I used to use endnotes but stopped when york stopped supporting it.

1/15/2016 5:25 PM [View respondent's answers](#) [Categorize as...](#) ▼

Citation Management Survey: Sciences (2015)

If you do migrate to another system, please choose one where it will be straightforward to transfer our lab's 1000's of references (with subfolders) over to the new system. Thanks!

1/8/2015 2:23 PM [View respondent's answers](#) [Categorize as...](#) ▼

RefWorks was also supported by my old institution and changing over to a new one just seems like too much of a hassle.

1/12/2015 9:57 AM [View respondent's answers](#) [Categorize as...](#) ▼

There are tricky issues in BibTex, it would be great if a library resource person was knowledgeable about it for occasional support. For journal submissions it generally works without problems, but textbook chapters sometimes require special formats that it won't do easily. Sometimes free help from the web exists, sometimes not.

1/16/2015 1:37 PM [View respondent's answers](#) [Categorize as...](#) ▼

Being able to easily import the reference from online databases is key, and Mendeley has a pretty good feature where it can automatically scrape information from an imported pdf file.

1/15/2015 3:36 PM [View respondent's answers](#) [Categorize as...](#) ▼

I love Zotero! It meets all of my needs for bibliographic software. I love that is free and created by scholars in the Humanities.

1/18/2016 10:29 AM [View respondent's answers](#) [Categorize as...](#) ▼



LibGuide: Mendeley @ YUL:

<http://researchguides.library.yorku.ca/mendeley>

York University Libraries

Libraries » CampusGuides » Format Guide Group » Mendeley Admin Sign In

Mendeley

Reference Management Program

Last Updated: Jul 14, 2015 | URL: <http://researchguides.library.yorku.ca/mendeley> | [Print Guide](#) | [RSS Updates](#) | [Email Alerts](#)


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[Add PDFs to Mendeley](#) | [Sync](#) | [Create Bibliography in](#)

[Home](#) | [Print Page](#)

Mendeley Researcher Edition for free!

Want more storage space and some pizza?



Quick Steps

1. register for Mendeley
2. download Mendeley Desktop
3. install Mendeley Desktop
4. install Mendeley Web Importer
5. Once you have Mendeley Desktop installed, you can create a private group in Mendeley. Invite a colleague to your group in Mendeley and add documents to this private group.
6. You can create a private group in Mendeley.
7. You can create a private group in Mendeley.
8. Mendeley [Support & Video Tutorials](#)

More Information

Mendeley

Mendeley is a tool that enables you to manage citations and PDFs using a [desktop client](#) or through your account on [mendeley.com](#). Mendeley also includes plugins for Word or OpenOffice, so you can easily create citations and/or bibliographies as you write your papers. Mendeley users can connect with other researchers in their field and discover what they are reading. There are also [groups](#) you can join that focus on particular subject areas or research projects.

[Mendeley Overview](#) | [Download Mendeley Desktop](#) | [Mendeley Web](#)

Plugins

[Web Importer](#) | [MS Word Plugin](#) | [MS Word 2011 Write-n-cite Plugin for Mac \(Tutorial\)](#) | [Create bibliography in Word](#)

Collect & Cite your documents

[Find it@York for Mendeley](#) | [Add PDFs to Mendeley](#) | [Organize your library](#) | [Cite references](#)

[Export to Mendeley](#) | [Sync](#)

Related Resources

[Mendeley Resources](#)

[Mendeley & Zotero comparison chart](#)



EVENTS HOME

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Mendeley: Citation Management Workshop

Sep 25, 2015, 11am-12pm

- Experience the power of Mendeley and see how it can help with your citation management needs.
- Create in-text and final bibliography in APA, MLA, *The American Journal of Clinical Nutrition* or any other output style with one click.
- Create and manage private groups to share your work with lab members.
- Use Mendeley to find other researchers in your field.

Location: 021 Steacie Teaching Lab

Sponsor: Steacie Science & Engineering Library

Posted by: [Rajiv Nariani](#)

Web Site <http://www.library.yorku.ca/web/steacie>



All Categories

Sep/2015

Su	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



Latest Headlines

- York University unveils a new look and name for its alumni magazine
- Business leader and philanthropist Victor Phillip Dahdaleh donates \$20 million to York University
- York U to kick off United Way campaign

Events

Bibliographic Citation Management with Mendeley & Zotero

Oct 27, 2015, 12pm-1pm

In this workshop you will learn how to create a personal reference database with Zotero and Mendeley, and how to organize your references and instantly create a bibliography in the citation style of your choice (e.g. APA, MLA, Chicago).

Location: 207D Frost Library, Glendon campus

Sponsor: Leslie Frost Library

Posted by: [Dany Savard](#)

Bibliographic Citation Management with Mendeley & Zotero (English Version) at Frost Library

Feb 8, 2016, 12pm-1pm

In this workshop, you will learn how to create a personal reference database with Zotero and Mendeley, and how to organize your references and instantly create a bibliography in the citation style of your choice

Location: 207D Frost Library, Glendon campus

Sponsor: Leslie Frost Library

Email: frostref@yorku.ca

Phone: 416-487-6729

URL: <http://www.library.yorku.ca/web/ask-serv>

Gestion de références bibliographiques avec Mendeley et Zotero at Frost Library

Feb 10, 2016, 12pm-1pm Dans cet atelier vous découvrirez : Comment créer des bases de données bibliographiques personnelles en utilisant les logiciels Zotero et Mendeley. bibliographie en un ou deux clics dans un style choisi (ex. APA, MLA, Chicago).

Location: Bibliothèque Frost (campus Glendon), salle 207D

Sponsor: Bibliothèque Leslie Frost

Email: frostref@yorku.ca

Phone: 416-487-6729

URL: <http://www.library.yorku.ca/web/ask-services/instructional-workshops/>

CMP Workshops

Appreciation for Mendeley (after workshops)

- I use Mendeley and I find that it is very easy to use. I really appreciate that York offers workshops on how to use it as well. Another great feature is that it uses the document pdfs so I can highlight directly on Mendeley.

10/15/2015 4:54 PM [View respondent's answers](#) [Categorize as...](#) ▼

- My favourite parts of Mendeley is the ability to add notes, highlights, and folders, as well as create a bibliography automatically on Microsoft Word.

10/15/2015 1:51 PM [View respondent's answers](#) [Categorize as...](#) ▼

- Mendeley by far isn't perfect, but has a better sync option than zotero and endnote. It is also the most aesthetically pleasing out of the three.

1/12/2015 10:56 AM [View respondent's answers](#) [Categorize as...](#) ▼

- Mendeley is so much better than refworks!

1/8/2015 2:29 PM [View respondent's answers](#) [Categorize as...](#) ▼

- I like Mendeley because it has many different citation and bibliography styles, and you can match them with specific journals. I also like that you can just put in the PMID of an article and it will automatically import all of the articles information. However, sometimes Mendeley does not read the PDF's well, for example, NIH articles.

1/8/2015 2:20 PM [View respondent's answers](#) [Categorize as...](#) ▼

A pure citation manager makes as much work as it saves, because then notes on the book or article have to be stored somewhere else. So I mainly use AskSam, which is less adept with the bibliographic side but keeps notes and citation together.

1/15/2016 4:43 PM [View respondent's answers](#) [Categorize as...](#) ▼



Post Certification

- Librarians conducting more classes
- Promotion during Graduate Students Orientation
- Distributing Mendeley Premium Accounts
 - F.H. & F.Sc. and now across faculties
- Professional Development
 - BrightTALK, Charleston, OLA, workshops

Students: Free stuff!!



Post-Certification: Premium Account

- BIG thanks! I was paying X.xx/month to collaborate with the lab. Much appreciated!
- Rajiv - many thanks for all your help. I followed your steps and all is well. Make sure someone in your office knows what excellent support you provided.
 - Thanks Rajiv - so far I really like Mendeley.
- Thank you for the Mendeley workshop. Please reserve a spot for Mendeley Premium Account for me.
- Thanks for sharing this Rajiv. I've taken advantage of this :-)
- Thanks Rajiv. I have installed the premium version.

BrightTALK, Charleston 2015, OLA 2016

The screenshot shows the BrightTALK website interface. At the top, there is a search bar with the text 'Find free videos and webinars on BrightTALK', a 'Log in' link, and a green 'Join now' button. Below the search bar is a 'Browse communities' dropdown menu. The main content area features the webinar title 'Learning Mendeley through Certification Program for Librarians' with social media sharing icons (LinkedIn, Facebook, Twitter, YouTube, and Email). A description follows, stating that the Mendeley Certification Program for Librarians was launched in February 2015 and has received enthusiastic support from over 800 participants world-wide. It offers a flexible, 100% on-line, self-paced learning structure in a 3-leveled structure for librarians to learn about Mendeley, functionally, technically, as well as the optimal user roll-out method at their institutions. The program is designed to not only bring updated information about the product to new users but also best practices to seasoned librarians. This webinar will feature librarians from both Helsinki University and York University and their experiences and learnings through the program as well as applying Mendeley in their own environments and library strategies. A 'Watch for free' button is prominently displayed. Below the description, it says 'Recorded Aug 19 2015 | 58 mins'. The presenter information is listed as 'Presented by Tuija Korhonen and Katja Kunttu of Helsinki University and Rajiv Nariani, York University'. A 'Presentation preview:' section shows a thumbnail image of the webinar content with the Elsevier and Mendeley logos.

Thursday, November 5 • 2:25pm - 3:10pm

Learning Mendeley through Certification Program for Librarians Manage Session

<http://sched.co/4C9B>

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Mendeley launched a Certification Program for Librarians earlier this year and it has received enthusiastic support from over 800 participants worldwide. The Mendeley Certification Program for librarians offers a flexible, 100% on-line, self-paced learning structure in a 3-leveled program for librarians to learn about Mendeley functionally, technically, as well as the optimal user rollout strategy at their institutions.

Rajiv Nariani, Science Librarian, from York University will share his feedback and experience as a participant in the Certification Program. He will discuss the results of the citation management survey completed at York and how the knowledge gained by participating in the Program enabled the librarians to fit Mendeley within their overall strategy and objectives. Eventually, participating in the certification program helped in strengthening relations with science faculty and students.

Speakers



Yath Ithayakumar

Mendeley Market Development Manager, Elsevier



Rajiv Nariani

Science Librarian, York University

Rajiv is a Science Librarian at the Steacie Science & Engineering Library, York University. His subject areas include Biology, Kinesiology & Neuroscience. He is currently working on projects related to e-books, mobile devices, citation management programs & open access publishing.

[Mendeley Charleston RN 2015](#) PDF

Thursday November 5, 2015 2:25pm - 3:10pm

Ashley Room, Courtyard Marriott (125 Calhoun Street, Charleston, SC 29401)

Concurrent, PD: Professional Development

Mendeley at YUL: Future Plans

- Similar research & researchers, Altmetrics
 - Usage at York University
- Uptake after distributing Mendeley Premium Account
 - Gathering more faculty and student responses
- Selective outreach
 - Promoting to graduate students & faculty in LA & PS

Mendeley Certification Program: Need for it?

- Refresher
 - Maintaining Premium Accounts
 - Relevance of material covered
- Why continue or have similar programs?
 - Developing a relationship
 - Today's environment
 - New ways of using this program