MARIGOLD LIBRARY SYSTEM

Professional Development Resources
for Library Staff & Board Members
August 2024

Welcome to the Professional Development Resources Newsletter!

Inside, you will find a round-up of free or affordable professional development and training opportunities, including live or recorded webinars, in-person training sessions, articles, and more, on topics relevant to library managers, staff, and board members.

All webinar times indicated below are Mountain Time. Opportunities with a cost associated will be indicated with this symbol: 💰

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Advocacy

Outreach Services for Underserved Teens

ALA eLearning
eCourse| August 5 - September 8 | 10:00 AM
💰**ALA Member Price:** $188.10 **Non Member Price:** $209

When it comes to teen outreach services, underserved communities provide a variety of challenges. You can't serve them if you can't identify them, and this eCourse begins by providing a clear foundation for defining and identifying underserved teens in your community.
Jessica Snow, author of *Outreach Services for Teens: A Starter Guide* (ALA Editions, 2020), will guide you through teen outreach in the real world. You'll learn how to identify and create partnerships with organizations that aid underserved teens, how to create a core collection of materials you may use in your outreach services, and how to identify goals and outcomes for your outreach services.

Registration for this course includes a physical and digital copy of *Outreach Services for Teens: A Starter Guide*, which will be used as the main text for the course.

Through your participation in this course, you will:

- Gain a larger understanding of the definition of outreach services for teens.

- Learn principles for the creation of your own outreach services.

- Identify goals and outcomes for your own outreach services.

- Be able to construct a comprehensive outreach services plan.

Advocacy in a Polarized World

EveryLibrary Institute
Webinar

How can we effectively communicate with all decision-makers, and stakeholders about the important work happening at your library regardless of their political beliefs? In this session you will learn the principles of "The Three Languages" of politics, and how to apply them when communicating with people from across the political spectrum. We will build upon these principles and learn how to effectively use data, stories, and research to craft compelling, resonant messages.

At the end of this webinar, attendees will be able to:

- Understand how language reflects our worldviews, and how to intentionally use language to effectively speak about their passions,

values, and mission to any audience;

- Understand how to communicate with people across the political spectrum using a mix of stories, data, and research; and

- Feel encouraged and more confident in talking about their library's mission and value.

Who Should Attend: Library admin, librarians, board members, library supporters interested in strategies and tactics that help us counter attacks on libraries and librarians, and the efforts at censoring the voices and perspectives of LGBTQIA+ and BIPOC.

Digital Advocacy and Marketing Tactics for Any Library

EveryLibrary Institute

Webinar (recorded) | 💰$1 - $2,500 - By donation, you choose

If you want your libraries social media strategy to increase funding support for you library, or if your website costs more than it raises, or if you want your emails and Facebook posts to engage more people, then this webinar is for you. We designed these webinars to introduce tools, tactics, and strategies that can be used by any library. In fact, you're probably using some of them already but in this webinar we'll show you the secrets to supercharging your digital strategy.

It shouldn't come as a surprise that better websites, big data, strong email, and effective social media tactics are changing the ways that large and small organizations communicate with their communities. However, in many libraries each of these tactics exist independently and without a more holistic strategy and most notably, without harnessing the power that comes from

using digital tools. Many of these tools are free or inexpensive and can be used by libraries of all shapes and sizes to increase reach, awareness, power, and influence and engage the community to increase support.

Some of the tactics that we'll explore in this webinar include:

- Re-thinking library website strategy and platforms

- Harnessing the power of a supporter database

- Re-evaluating the our email strategies

- Improving the way we use Facebook

- Introducing some free (or inexpensive) new engagement tools

If you want to use digital platforms to raise awareness, support, donations, volunteers, or users, this webinar will show you how to bring your digital strategies together to accomplish your goals.

<div style="background-color:red; text-align:center; font-weight:bold; font-size:2em; padding:1em;">Board Topics</div>

Engaging Trustees in Executive Development: A Collaborative Model for Succession Planning

Library Journal
Article

At Columbus Metropolitan Library (CML), the commitment to developing their people goes well beyond training and annual performance evaluations. This is especially true at the executive level, where the leadership needs are

complex, and training and coaching should be tailored to the individual. Executive leadership development is imperative for the future of any organization, and this was especially pertinent to CML as the CEO's retirement announcement grew closer. This article describes how to strategically tap the expertise of our library board of trustees because of their external organizational perspectives on talent management.

Ingredients of Effective Meetings

Alberta Non-Profit Learning Centre
Online Course

Meetings are one of the main ways that we get work done with others. People are pressed for time in today's busy world, so it is important that we respect that time by designing purposeful and effective meetings. Effective meetings will not just happen on their own, it will take some advanced planning and preparation, but the trade-off in productivity during the meeting is well worth the upfront effort.

In this course, we will look at several different tips and tools to help you design effective meetings to create consistency, flow, improve engagement and deliver on the outcomes of your meeting.

Communications & Marketing

100+ Ways to Market You and Your Media Center

ALA eLearning
Recorded Webinar
💰**ALA Member Price:** $71.10 **Non Member Price:** $79

What makes US and our Media Centers exceptional and future ready? Join us as we introduce you to over 100 innovative ideas to market and make your Library Media Center extraordinary.

We will provide you with creative ideas for marketing your reading programs, transforming your reading spaces and MakerSpaces, motivating your teachers, funding your projects, transforming your Media Center into a digital hub and more. You will leave with ideas that can be implemented immediately and goodies too!

Library Storytelling: How to Find Memorable Library Stories to Use for Marketing and Promotion

Novelist
Asynchronous Online Course | 💰 $199

You know the power of storytelling. After all, you work in a building where you are surrounded by some of the best stories in the world. So why is it so hard for libraries to tell their own stories? It's because we often get stuck at the very first step in the process: finding the most memorable stories to share with our community. The quest for library stories that have emotion and a compelling story arch perfect for library advocacy is more difficult than it sounds.

In this course, you'll learn how a good story becomes good marketing, and practical tips to find stories that you can use for advocacy and promotion.

The 5 Best Free Keyword Research Tools to Find the Perfect Keywords for Your Library Promotions

Library Marketing Expert
Article/Video Tutorials

The internet is a giant swirling vortex of content. According to Master Blogging, there are 7.5 million blog posts published every single day.

When you factor in social media posts, videos, website content, emails, etc., it's no wonder your library has a hard time breaking through the noise. A search by anyone for anything is likely to turn up hundreds of results.

So how do you make sure your library content reaches the people who need it most?

Diversity, Equity & Inclusion

Becoming an Ally: Active Bystander Workshop

Maskwacis Cultural College Online Microlearning Series
Webinar | August 21 | 9:00 AM - 12:00 PM

Through interactive activities and discussions, this workshop explores the roots of harassment experienced by those with intersectional identities,

particularly the 2SLGBTQ+ community, and provides strategies to address discrimination, prevent harassment, and highlight the role of bystanders.

This workshop provides an overview of power and privilege, interactive opportunities to reflect on attitudes and beliefs around gender and sexual diversity and practical tools for being an engaged bystander. Participants will leave this training prepared to address harassment and discrimination in a way that empowers the person experiencing harm, while calling people who perpetuate harm into productive discussions.

Tackling Controversial Topics with Kids in the Library

ALA eLearning
Webinar | August 21 | 11:30 AM - 1:00 PM
💰**ALA Member Price:** $71.10 **Non Member Price:** $79

Librarians and educators are often called upon to serve a young reader going through a crisis—whether it's family separation, divorce, death, or natural curiosity and confusion about race, sex, gender, and religion. It can be daunting to know what to say in the moment, how much to say, and how to preserve the child's privacy without undermining parents and family. This art-based workshop offers practical strategies for engaging and supporting a child in their own exploration of a tough topic or experience from a place of integrity, compassion, and with healthy boundaries.

In a time of book bans and direct threats to librarians and libraries, responding appropriately to children's curiosity or personal disclosures is a big responsibility. This session offers participants a chance to reflect on forbidden information—whether it's about us or someone else—by drawing

out relevant childhood experiences from our own lives. Using collage alongside directed conversation, the session will help cut through the politicized din and reconnect participants to their instincts when it comes to being a first responder and trusted facilitator of knowledge.
After participating in this workshop, learners will be able to:

- Respond to a child in need with appropriateness, confidence, and compassion.

- Use collage and artmaking to create opportunities for the child to explore their questions guided by their own observations and lived experience.

- Be grounded in their own childhood sense of what worked and didn't when they needed support from an adult for coping with tough topics (presence, listening, regard for the questioner regardless of the questions or their answers).

- Access a new network of peers with whom they shared this training and from whom they can seek advice in the future.

How to Build a Library Culture of Belonging

Library Journal & School Library Journal

Two-week online course + workshop | September 17 and 24

11:00 AM - 2:00 PM | 💰 $219-$261 - Discounts available

Through this 2-week online course, you'll learn about the concrete actions library experts are taking to help cultivate belonging in their libraries. You will

also be guided through sensitivity training to help better equip you to serve your local community with cultural humility and compassion.

This course will be relevant for all librarians generally, and will be most specifically relevant for those who are newer to concepts of belonging and inclusion.

A Community-Centered Approach to Digital Collections
WebJunction
Self-paced Course

Digital collections offer a way to preserve local history and artifacts while showcasing the diverse stories and voices in your community that might be absent from your physical collection.

Creating and curating a diverse collection requires intentional work, but before beginning the process, it's important to pause and take stock of narratives that might have been left out of the popular stories in your community. To best represent the many voices and narratives of your community in your digital collections, you'll need to build and sustain respectful relationships that focus on mutual support and trust.

This course describes approaches that have proven successful for other libraries, archives, and museums, and illuminates a path forward to build collections that represent the voices of many different communities. Whether you're brand-new to digital collections or ready to further your learning, this course can support your efforts to collaborate with your community as you build your collections.

"That's Not Real Reading" Making the Case for Graphic Novel Inclusion in Every Classroom

ALA eLearning
Recorded Webinar
💰**ALA Member Price:** $71.10 **Non Member Price:** $79

Despite their continuous growth in popularity in and out of the classroom, graphic novels still have the reputation as not being on par with traditional texts.

This presentation will breakdown why graphic novels should be considered "real" academic reading, illustrate the relevancy of their use in secondary curricula, and provide attendees with methods for staying informed of the newest titles.

Human Resources

Developing an Effective Onboarding Program

HR Professionals

Webinar | August 5 | 11:00 AM | 💰$149

Employee orientation is the process of introducing employees to their new jobs and work environments. Orientation provides an opportunity for new employees to become acclimated to their new company, department, colleagues and work expectations. Research has supported the idea that effective onboarding can have a dramatic effect on job performance and

satisfaction, organizational commitment, and retention. Recent evidence also suggests that a poor organizational socialization process can result in a new hire's emotional exhaustion and job burnout.

It is important to make sure the employment relationship starts off on the right foot, since the first experiences of a new employee in your organization are critical.

If executed correctly, a successful onboarding program will maximize your new employees' understanding of their specific roles and responsibilities, boost their confidence, and help them to become active and welcome participants in your organization and its unique culture. This webinar will outline the steps to developing an effective employee orientation program that will lay the foundation for new employees' entire careers.

Performance Reviews: A Step-By-Step Process for Conducting them Meaningfully and Effectively

HR Professionals

Webinar | August 6 | 9:00 AM | 💰 $149

One of the most critical areas of employee relationships and one of the biggest challenges management faces today is conducting effective performance appraisals and determining appropriate merit increases. Learn to give performance appraisals that help motivate employees to achieve goals and increase their value to the organization.

Since both managers and employees often view performance appraisals with anxiety, attention is given to preparing for and conducting performance discussions that are objective, complete, and defensible. You'll also share

experiences and participate in various exercises with other participants to better understand how to obtain the best possible performance from employees.

Building an Amazing Workforce Through Upskilling and Skills-Based Hiring

Pryor Learning

Webinar Course 💰 **$199**

Designed for HR professionals, managers and supervisors, this 1-hour live interactive webinar is an essential guide for anyone eager to implement a skills-based hiring program while upskilling their current workforce. In this comprehensive session, you'll delve into what skills-based hiring entails and discover how it revolutionizes your approach to acquiring new talent and enhancing the abilities of your existing employees.

Learn to integrate skills-based hiring principles across your recruitment process, including how to optimize job descriptions and redefine background check procedures. We'll help you assess the needs of your workforce, both present and future and identify which roles are best suited for this new hiring approach.

Assess both current and future workforce needs to pinpoint ideal roles for skills-based hiring and identify skill gaps in your existing team. Learn about the most effective professional development tools and programs to bridge these gaps.

The webinar also focuses on developing a robust skills-based screening process, employing skill-based assessments and leveraging data-driven

metrics for comprehensive insights. You'll acquire skills in crafting fair and equitable job offers and engaging in transparent communication, setting clear expectations for both employers and potential employees.

Indigenous Resources

Is Your Organization Ready for a New Era of Indigenous Inclusion - Your Indigenous Management Scorecard

Indigenous Works

August 29 | 11:00 AM | 💰$40.95

This webinar focuses on a review of the current state of relations between Indigenous and non-Indigenous peoples, businesses, and communities with a particular on building the management and organizational skills needed to guide your employment and workplace strategies in a landscape which has grown in its complexity in recent years.

Many new developments have taken place in recent years and a reminder of the significant legal, social, economic, and political changes is the basis for a common framework to 'move beyond the checkmark' to increase your Indigenous workforce. Learn what these changes have been and learn the implications of the trends and events which are shaping the current labourmarket landscape. What new states of organizational readiness are needed to build more effective and authentic employment engagements and partnerships in Canada today?

Learn about a new Indigenous Inclusion Management Scorecard Exercise which can help your organization develop the management and

organizational competencies needed to move beyond the checkmark and build more authentic and effective employment practices in a new era of Indigenous inclusion.

Intellectual Freedom & Censorship

Copyright Essentials for Libraries, Archives, and Cultural Institutions

ALA eLearning

eCourse | August 5 -September 15 | 10:00 AM

💰**ALA Member Price:** $260.10 **Non Member Price:** $289

A working knowledge of copyright is crucial for modern library staff. As librarians, our work increasingly encompasses copyright-intensive programs and projects. In the age of AI, we are confronted with crucial questions about topics like digitization, public domain, fair use, e-media, scholarly publishing, streaming, and more.

Copyright Essentials for Libraries, Archives, and Cultural Institutions trains learners in an immersive-style program emphasizing practical copyright law. The course empowers learners with a grounding in well-established library law and policy that will help reduce copyright risk at their institutions and serve to create an informed, empowered community for the library and their patrons.

With these challenges, libraries and cultural institutions also have an opportunity to harness the powers given to staff through the federal copyright statute. Under the law, libraries represent the carefully crafted balance in copyright: serving both the "economic" and "access" purposes of copyright. Libraries are, therefore, a part of the economic engine that

underlies copyright law's creator rights through purchase of materials while also satisfying copyright's Constitutional purpose in "promoting the Progress of Science and the Useful Arts" through knowledge distribution.

After participating in this course, learners will be able to:

- Explain the basics of copyright law, with a focus on library roles in copyright

- Evaluate a work as copyrightable or unprotectable

- Determine if a proposed use falls under fair use

- Empower a library's use of the special library and archive exceptions in copyright

- Examine if a work is under copyright or in the public domain

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Virginia Girl Scout Kate Lindley Discusses Her Year of Activism and the Importance of Fighting Book Bans

School Library Journal
Article

Kate Lindley spoke to *SLJ* at ALA Annual, sharing the original goal of her Gold Award project, the reason fighting book banning is so important to her, and what's next for her after an extraordinary year.

Leadership & Management

9 High-Trust Behaviors for Effective Leadership

Great Place to Work
Article

High-trust cultures help employees thrive, which fuels company performance in all areas — from referrals and retention to productivity and revenue.

It's impossible to create a great workplace for all employees without trust. That's what our **30 years of research** about company culture has told us.

Trust is woven into our daily interactions at work, just as it is outside of work among family and friends. It's built on many moments — moments that our research has broken down into nine behaviors that can build or break trust.

Public Library Director Crash Course: Getting the Skills You Need

ALA eLearning
Three-part Webinar | September 26, 23 & 30 | 12:30 PM
💰**ALA Member Price:** $170.10 **Non Member Price:** $189.00

A three-part webinar series taking place Mondays, September 16, 23, and 30, 2024 at 11:30am Pacific/12:30pm Mountain/1:30pm Central/2:30pm Eastern each session.

So you've finally made it—you're a library director…now what? You can learn about management, but it's hard to find a library school course that teaches you how to be a boss. This three-part workshop is a primer on how to be a library director provided over three sessions that dive into key topics necessary to run a library. Covering library finances, trustee and director roles, relationships, personnel, legal issues, building upkeep, and the different types of insurance needed, these webinars will offer core competencies for every director. Learn how to stay organized and set yourself up for success in each area with practical tips and checklists woven throughout the sessions.

Whether you have just become a director, want to be a director someday, or have been a director for a number of years, this workshop will answer the questions you might not have known to ask while increasing your understanding of the key topics needed to run a library.

We'll begin with understanding and preparing your financials, and then move on to trustee and director relationships. In the second session, we will dive into hiring, evaluating, retaining, and disciplining personnel and the legal ramifications that come with having staff. We will end the series with what you need to know about your building and insurance needs and review general legal practices and pitfalls to avoid. You will leave with a solid understanding of the core competencies you need to run a library in addition to checklists you can start using immediately to help ensure your success. By participating in this workshop, you will

- Gain a solid understanding of the core competencies necessary to be a library director.

- Receive answers to questions you might not have known to ask.

- Discover practical tips to effectively manage the various areas every director needs to know.

- Know why and when you need to contact an outside professional for help.

- Learn about effective resources you can use to help you become more organized and productive.

Understanding the Role of Public Library Directors
ALA
VIMEO | 11 AM - 12 PM

Public library directors fill a unique role in their organizations as leaders in both policy and culture. Whether it is a single building rural library to a multi-location big city system, all library directors face a series of similar problems as they strive to keep operations going. Between budgets, politics, policies, and staffing, no two days are the same. In this on-demand panel discussion, experienced directors will share their stories about why they chose this career path, its challenges, and their thoughts on the future of the profession.

If you are interested in becoming a director, are already a director looking for some tips, or simply want to learn more about the role, this is the panel discussion for you.

At the conclusion of this on-demand panel discussion, participants will be able to:

- Understand the role of the public library director;

- Identify the skills sets that directors need to develop to succeed; and

- Understand the challenges facing public library leadership today.

Library & Workplace Skills

The Safe Library: Security, Safety, and Service at the Moments of Truth

Innovative

Webinar | August 7 | 11 AM

Spend time online with one of the nation's leading experts on library safety and security. Dr. Steve Albrecht has trained thousands of library employees on handling challenging, entitled, eccentric, or even threatening patrons who may want to disrupt the library. His popular program offers practical and realistic communication, service, and de-escalation tools which will make your facility a better, safer place to work. Enjoy Steve's real-life experiences as a 24-year library security consultant, mixed with his use of humor. Learn safety and security measures, personal protection methods, and how to activate your "high-stress" customer service skills.

Passive Aggressive Behavior: Sources & Solutions for your Library

LibraryWorks

Webinar | September 5 | 12:00 PM - 1:00 PM | 💰$49

Passive aggressive behavior can be maddening. It catches us off guard, causes confusion, resentment and low morale. What causes it? And how can you help prevent it? This webinar will bring together research from multiple fields on how to handle passive aggressive behavior, with particular

tips for librarians. It will also explore the causes of passive aggressive behavior, the benefits of anger, gender biases around anger and more.

This webinar will discuss:
• What causes passive aggressive behavior?
• The psychology and utility of anger
• How to handle passive aggressive behavior from colleagues, supervisors, and patrons
• How to identify enabling behavior

Customer Service Training for Frontline Staff

Library Journal & School Library Journal

Half-day online course | September 25

10:00 AM - 2:00 PM | 💰 **$199-$237- Discounts available**

This half-day, online course explores the art of providing exceptional customer service tailored to diverse patron needs. Learn effective communication techniques to engage with patrons courteously and empathetically, fostering positive interactions and building lasting relationships. Discover best practices for handling inquiries, resolving complaints, and addressing challenging situations with confidence, compassion, and professionalism.

Safety and De-Escalation Foundations for Frontline Staff

Library Journal and School Library Journal

Live session

October 29 | 10 AM to 3 PM | 💰 **$199-237 Discounts available**

Safety concerns are on the rise at libraries, and it can be difficult to know your options for managing these challenges. This course, intended for public-facing librarians and frontline staff, will teach you how to manage conflict and safety concerns proactively by learning strategies and tactics for conflict resolution, de-escalation, and long-term safety in your library. We'll discuss trauma-informed practices for engaging with safety concerns, and give you tools to help you respond to security issues, file incident reports, and more in order to promote safety in your library and classroom.

You will leave this half-day intensive with new and innovative strategies to prioritize safety in your library.

Details of Description Part II: Describing Images in Practice

BookNet Canada Tech Forum
Recorded Webinar

This presentation explores the practical application of image description techniques. Familiar guidelines will be demonstrated in practice, and descriptions will be developed "live"! If you have learned a lot about the theory of image description techniques but want to feel more confident putting them into practice, this is the presentation for you. There will be useful, actionable information for everyone, whether you are working with authors, colleagues, alone, or leveraging AI as a collaborator.

Panel Perspectives: Learn How Librarians Engage Readers with Digital Magazines, Comics, and Graphic Novels

OverDrive
Recorded Webinar

Is your library looking to engage new users, enhance your digital collection, and increase circulation? Join OverDrive and library experts for a panel discussion about comics and magazines in your digital library.
In this session, we'll explore:

- How digital comics and magazines benefit libraries of varying sizes.

- Fun and unique ways libraries can market digital comics and magazines.

- Trends libraries are seeing around digital comics and magazines.

- More!

Don't miss out on this opportunity to enhance your digital offerings with expert advice from your peers.

Make it Rain! Tips for Getting an ALA Grant

Programming Librarian (ALA)
Recorded Webinar

Opportunities abound! Join Public and Cultural Programs Advisory Committee members for an informative session that will show you the behind the scenes of the ALA Public Programs Office grant process and help connect your library with innovating programs and impactful initiatives. Learn how to navigate the grant process and successfully bring opportunities to your community.

Programming & Services

Work It Out @ Your Library With the Wombats

WebJunction
Webinar | August 8 | 1 PM to 2 PM

This webinar will introduce you to *Work It Out @ Your Library!* a new program for families in your community, built around *Work it Out Wombats!,* a national PBS KIDS television series for 4- to 6-year-olds. Through hands-on activities, library storytime sessions, animated videos, and a family app, this flexible program helps library staff guide families through the exploration of computational thinking.

Computational thinking is a creative way of solving problems in more organized ways. When children make believe they're running a restaurant, they explore *sequencing* by figuring out the steps for serving a customer a meal. When they play with blocks to make a castle, they can practice the *design* process by creating, testing, and improving the structure. Library staff are uniquely suited to promote this learning with their library families.

The webinar will cover why computational thinking skills are important for young children, how the free resources have been used to run fun and engaging programs in libraries, and how you can, too.

Programming for Accessibility

ALA eLearning
Webinar | August 8 | 11:00 AM - 12 PM
💰**ALA Member Price:** $71.10 **Non Member Price:** $79

Explore accessibility through the creation of a new, hybrid early literacy program for expectant parents and parents of newborns, Mother Goose on the Loose: Hatchlings, designed in conjunction with Maryland State Library. Learn common accessibility issues, and how they impact a variety of people who use the library's services from the librarian who created the program, the graphic artist who designed all of the printed and online materials, and the section 508 specialist who advised and curated the website on which the downloadable materials were located for ALA compliance.

At the end of this webinar, the attendees will be able to:

- List at least three factors to keep in mind when designing library programs to ensure that they are promoting diversity.

- Explain what American Disability Act is, including how accessibility impacts a way array of users.

- List two common accessibility issues and two ways to promote designs (in print and online) that will ensure content conveyed to all users is accessible.

- Use a check list or evaluating designs that all users can perceive, understand, navigate and interact with, including uses with visual, auditory, physical, speech, cognitive, and neurological disabilities.

- Examine their own websites with an eye toward accessibility and recommend or use resources to ensure the website is fully 508 compliant

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Build Better: Effective Library Project Management

ALA eLearning
Webinar| August 16 | 11:00 AM - 12 PM
💰**ALA Member Price:** $71.10 **Non Member Price:** $79

This webinar provides a project management overview that can be applied to all types of library improvements that will help you achieve your system's objectives. You will be presented strategies for effectively communicating your project goals to a design and construction team and will leave with the tools necessary to prepare a detailed needs assessment and project scope.

Charleston County Public Library's Project Manager Toni Lombardozzi, who has a background in architecture and construction project management, is currently overseeing a $108.5 million capital improvement project that includes small renovations to larger-scale new construction. Lombardozzi has spent the last six years on the project and will share insights into the cross-discipline experience of working closely with both library staff and design and construction teams and provide tips and tools on how to make this type of communication effective.

This presentation is geared towards anyone with an upcoming improvements project, but the project management strategies presented can be applied to a wide range of ventures not limited to construction. Those that have worked on design/construction enterprises before will find innovative ideas for successful project implementation and those that are new to this practice will learn the groundwork for efficiently advancing projects.
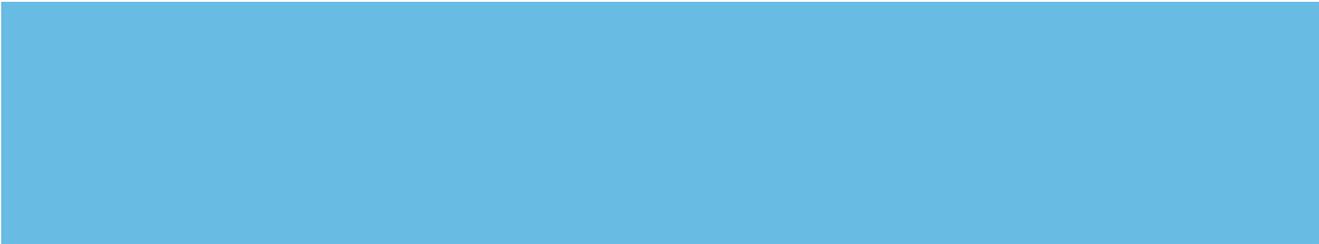

Digital Citizenship Programming in Libraries

Library Works

Recorded Webinar 💰$49

Digital citizenship, the ethical and responsible use of technology, is part of librarians' standards, requirements and work they do. How can librarians consistently and effectively program on this topic? And how can librarians get support and buy-in from administrators and teachers? This webinar, by a co-author of the 2022 title with ABC-CLIO: Advocating Digital Citizenship: Resources for the Library and Classroom, will share strategies of how to teach and communicate digital citizenship in the library.

Through this webinar, you will learn:
• How to tie in digital citizenship to annual events
• Understanding different community perspectives on digital citizenship
• Ideas for digital citizenship programming
• Planning a year of digital citizenship
• Free resources to learn and program more

Reader's Advisory & Collection Development

Developing the Adult Nonfiction Collection

ALA eLearning
Webinar | August 1 | 11:30 AM - 1:00 PM
💰**ALA Member Price:** $71.10 **Non Member Price:** $79

Adult nonfiction collections pose unique challenges. In this event, collection development expert Stephanie Sendaula will show you best practices for developing, maintaining, and weeding the adult nonfiction collection, with an emphasis on staying up to date with trends in popular areas such as memoirs and cookbooks.

You'll gain an understanding of which materials that have a limited shelf life, and library staff who specialize in collection development or reference will gain a better understanding of the importance of nonfiction, the variety of it, and how to best tailor their collection to meet their community's needs.

After participating in this event, you will:

- Have a stronger understanding of how to get started with nonfiction collection development

- Be equipped to stay up to date with nonfiction trends that can help you to keep a collection current

- Gain the confidence to purchase books in subjects outside of your usual reading interests

Weeding Your Collection

ALA eLearning
Webinar | August 8 | 11:30 AM - 1:00 PM
💰**ALA Member Price:** $71.10 **Non Member Price:** $79

Selecting materials is only half of the collection development process—weeding, or deselecting materials, also takes constant staff attention. A truly patron-driven collection serves its community effectively, and with continually increasing demands taxing libraries' limited resources, every item in a physical collection must justify its shelf space.

In this webinar, weeding expert Karen Toonen will cover the challenges inherent to weeding and share tips, tricks, and tools for collection evaluation.

After participating in this event, you will:

- Be able to articulate to internal and external stakeholders why weeding is as important as selection as part of a robust collection development plan

- Be able to revitalize collections, increase circulation, enhance visibility of diverse materials, and highlight materials relevant to your communities with confidence

Helping Readers Find Romantasy

Novelist
Blog Post

A rose by any other name may smell as sweet, but Shakespeare's point that names don't matter is not the philosophy libraries use when it comes to helping readers find books. This is why the team of book experts behind NoveList Plus has dug in to define a new subgenre, **Romantasy**, and distinguish it from Fantasy romances so that you can help readers find exactly what they're looking for.

Switching it Up! Creating a Video Game Collection for Your Library

WebJunction
Recorded Webinar

Video games are a dynamic, modern, popular medium worthy of a place in every library, but starting a collection can feel overwhelming. You might have questions like, how much funding will it require? Are these materials more prone to theft? Is this a juvenile collection, young adult, or one for all ages? This webinar will provide you with practical solutions for all your questions. We'll walk through the process of creating, maintaining, and promoting a new video game collection. You'll hear lessons learned and tips for success that Billings Public Library used to create a successful collection, along with strategies from other libraries around the country. You'll leave ready to get started creating what is sure to be one of your library's most well-circulating collections.

Technology

How to Use ChatGPT for Business

HR Professionals

Webinar | August 8 | 1:30 PM | 💰$149

Join us for an enlightening webinar! Discover how this cutting-edge AI technology can revolutionize the way your company interacts with customers, automates processes, and enhances decision-making.

This session will dive into practical applications of ChatGPT, showcasing real-world examples and demonstrating tools that can be integrated into your business to drive efficiency and innovation.

Whether you're a tech-savvy entrepreneur or a business professional seeking to leverage AI, this webinar will provide valuable insights to harness the full potential of ChatGPT in your business operations. Don't miss out on the opportunity to transform your business model with AI!

I Stream, You Stream: Offering Customizable Streaming Apps for Checkout

ALA eLearning
Webinar | August 15 | 11:00 AM - 12:00 PM
💰**ALA Member Price:** $71.10 **Non Member Price:** $79

Streaming services are more popular than ever, but the field is increasingly costly and crowded. In this webinar, learn how you can provide access to your patrons to a menu of streaming app options. Using library Roku devices, patrons are able to stream movies and television episodes to their home television using high-speed wireless internet. Tips and tricks on how to organize accounts, payments, and package configurations will also be shared to help you launch your Roku collection or streamline an existing program.

At the conclusion of this webinar, participants will be able to:

- Identify how to select and sign up for various streaming apps;

- Design configurations for Roku kits based on streaming subscriptions and demand; and

- Develop a systematic process for checking out and checking in Roku devices.

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15 Ways Libraries Can Use Generative AI

ALA eLearning
Webinar | August 22| 11:30 AM - 1:00 PM
💰**ALA Member Price:** $71.10 **Non Member Price:** $79

We all know that AI is transforming the workplace, the information landscape, and that it will have a major impact on library services. But how can we put it to work right now?
Whether you're in a public library, academic library, school library, or other type of institution, you can explore the transformative power of AI in libraries with this engaging webinar. This webinar is your gateway to integrating generative AI into your library's offerings, improving efficiency, and engaging your community in new and exciting ways.
Participants will learn about:

- Basics of Generative AI: A straightforward primer on generative AI and its relevance today.

- Key AI Tools: Explore ten cutting-edge generative AI tools and how they stand to benefit library environments.

- 15 Practical Uses of AI in Libraries: Learn how generative AI can be applied in various library functions, including research assistance, instructional design, language learning, library programming design, automating grant writing, professional development, enhancing metadata, and much more.

- Navigating AI Challenges: Insights into the challenges and ethical considerations of using AI, with strategies for effective management.

- Skill Building: Tips for writing effective AI prompts and an introduction to the most useful ChatGPT plugins for libraries.

Applying AI to Publishing: A Balanced & Ethical Approach

BookNet Canada
Webinar | September 10 | 12 PM

Explore the future of publishing with George Walkley, a publishing veteran and leading authority on AI and its applications. This webinar will cover the opportunities and challenges that generative AI introduces, offering attendees actionable tips for staying ahead in a dynamic landscape while emphasizing ethical considerations.

OCLC's Role in Advancing Library Linked Data

OCLC

Blog Post

There are times when a single organization's decision to embrace a particular technology will have an outsized influence on everyone else in that sector. For example, with the release of Toy Story in 1995—the first feature-length film entirely created with CGI—Pixar set a new standard for animated movies. While CGI had been used before, the success of Pixar's approach encouraged other studios to adopt the technology more quickly and fully.

We are at a moment like this today. The shifting of operational workflows to incorporate linked data will transform how libraries create, manage, and improve WorldCat, the largest source of library metadata in the world. OCLC's strategy to champion this change, along with the support of its thousands of members, represents a significant event for the library profession worldwide.

Upcoming Conferences

Stronger Together

The Alberta Library, Peace Library System, Yellowhead Regional Library, Nothern Lights Library System, Library Association of Alberta and the Alberta Library Trustees' Association

October 3-4 | Edmonton, Canada | 💰$149.37

Join us at the DoubleTree by Hilton Hotel West Edmonton on **October 3-4** for an engaging and educational Stronger Together Library Conference.

You'll be joined by 500 fellow attendees from all over central and northern Alberta to discuss vital topics, including advocacy, artificial intelligence and technology, workplace issues, intellectual freedom, governance, and programming.

This conference is a premier experience for librarians, staff and trustees who work in public, school, academic and special libraries across Alberta. The presenting partners represent all aspects of the library community, enabling a diverse group to come together to discuss important issues and opportunities.

Strategic Internal Communications Canada

Advanced Learning Institute

October 8-10 | Toronto, Canada | 💰$2,544 (In-person)

In this 3 day conference, you will have the opportunity to catch up with your peers, learn about the internal communications challenges they're facing - and the tactics they're using to overcome them.
Internal communications is more important than ever with remote/hybrid workforces and constant change. Attend this conference to get practical advice on how to build your culture and better engage employees, including:

- Exchange ideas, experiences, and best practices with peers and potential collaborators

- Importance of communication in fostering a culture of connection within an organization

- Best practices for crafting an effective internal communications strategy

- Strategies for leveraging technology to enhance internal communication and employee engagement

- The role of storytelling in communicating company culture and values

- Effective communication during times of change and crisis

- Measuring the effectiveness of internal communication efforts

- Building a strong employer brand through effective internal communication

- The role of leadership in driving a culture of connection and effective internal communication

- Creating engaging employee experiences through effective communication and connection

- Addressing common communication challenges and barriers within organizations.

TALL eXchange 2024

October 17 | Toronto, Canada | 💰$75-$275

TALL eXchange 2024 | AI: Access to Information is a one day conference for members of TALL and other information professionals interested in keeping current on legal technology, legal sources, competitive intelligence, knowledge management and more.

This year's conference will explore trends in current AI technology, technology's impact on the areas of access to justice and legal information, and the role of legal information professionals during this time of change and development.

DCMI 2024 Metadata Innovation: Trust, Transformation, and Humanity

October 20-23| Toronto, Canada | 💰**US$50- US$600**

DCMI 2024, invites researchers, practitioners, and experts from diverse domains to explore the dynamic landscape of metadata in the theme of Trust, Transformation, and Humanity. The fast-paced advances in artificial intelligence (AI) create new research fronts for metadata. While AI can bring benefits to research, learning, and society at large, it has also supercharged deepfake contents that are used for nefarious purposes.

Ensuring trustworthy AI and applications is the first line in responsible metadata research and practice and in fighting the misinformation, disinformation, and deepfake contents.

Metadata is quickly expanding its role in providing transparent, trustworthy, and effective representation of data, information, and knowledge in the transformation from "data about data" to data-underpinned knowledge. In this expansion of metadata roles, we strive to bring innovative metadata ideas, projects, and practices together to foster and protect humanity.

Access 2024

October 21-23 | Montreal, Canada | 💰TBA

Access is Canada's premier library technology conference bringing librarians, technicians, developers, programmers, and managers together to discuss cutting-edge library technologies.

Access is a single stream conference featuring in-depth analyses, panel discussions, lightning talks, hack-fest, and plenty of time for networking and social events.

Library Marketing and Communications Conference

Library Marketing Conference Group

November 13 & 14 | St. Louis, Missouri, USA | 💰TBA

The Library Marketing and Communications Conference (LMCC) is an annual event that is the only one of its kind designed specifically for library marketing and communications. Each year's conference includes two full days of content with two empowering keynotes, approximately 30 innovative concurrent sessions from knowledgeable speakers, and numerous opportunities to network, commiserate, teach, and learn.
LMCC is designed by and for library employees of any level who are involved in marketing, communication, public relations, social media, and outreach in academic, public, and special libraries.

Library professionals leave the conference feeling heard and seen, and they are given tools they can use to strengthen support for marketing and communications in their organizations. Post-conference surveys show that attendees value LMCC's opportunity to share ideas, build community, and network with others in their field, all tangible benefits that are not available at other library conferences.

LMCC is also fun. It's a place where attendees get to know each other through dine-arounds at local restaurants, become inspired by picking up marketing materials from other libraries in the Swag Swap, and make new professional contacts and friends between sessions. LMCC is your library marketing community!

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