

Professional Development Resources

for Library Staff & Board Members
September 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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Plan Ahead

The following list is compiled of upcoming webinars and events that take place after this month. They will be featured in this newsletter, in more detail,

closer to their dates. Some titles are listed here so they can be researched by those who wish to plan ahead.

- Social Media and Engagement for Libraries - Library Journal
- Safety and De-Escalation for Frontline Staff - Library Journal
- Making Sense of the Indigenous Labour Market - What You Need to Know - Indigenous Works
- Leading from the Middle: Managing and Communicating Both Up and Down

Advocacy

Two-Day Virtual Grant Writing Workshop

People First Fundraising Solutions

💰 **Online Workshop | Multiple Dates September - December | \$245**

This two-day interactive virtual workshop will acquaint participants with the process of researching, identifying and cultivating relationships with grant-making sources including government agencies, foundations and corporations. Building a rapport with the “point people” from granting agencies and understanding the motivations of decision-makers are crucial subjects that will be covered in this presentation.

Among the key take-aways of this session, participants will also learn how to construct a compelling grant proposal template that may be used for multiple granting applications. Most importantly, participants will experience a greater sense of confidence and become firmly acquainted with methods to procure the funds and resources that will enable their respective organizations to make progress towards achieving their missions.

Workshop Includes:

- Access to the official recordings of the sessions so participants may listen on-demand;
- Lists of Funding Sources
- Copies of Course Materials
- Helpful Articles Related To Grant Proposal Development


- Sample Proposals

Multiple dates are available for this workshop. Check the website for the full listing.

Fundraising/Grantsmanship

ALA eLearning

eCourse | September 16 - October 28 11:00 AM

 **ALA Member Price: \$360 Non-member: \$400**

This is an introductory class that will immerse public librarians in a collection of readings, podcasts, and other exercises designed to elevate understanding of the processes of grant writing and fundraising. By the end of the course, students will have produced substantial work towards a complete grant application and fundraising plan.

Learning Objectives:

- Identifies public and private funders for library facilities, services, and grants.
 - Analyzes resources, programs, publications, and trends regarding available external funding.
 - Produces a brief proposal for grant/fundraising support of a service activity.
 - Identifies the major elements of any grant application and be able to understand how those elements are interconnected.
 - Produces a needs statement to support a desired potential grant support activity.
 - Identifies who in the participant's community are potential stakeholders in and fundraising or grant activity.
 - Analyzes how various fundraising and grant opportunities can be interrelated to produce overall results.
-



**How the Age of Misinformation Can
Work For and Against Your Library:**

Strategies for Success

LibraryWorks

Webinar | September 26 | 12 PM - 1 PM

Our new world has been referred to the Age of Misinformation, where beliefs are stronger than facts, fake news is the norm, and adaptation of artificial intelligence into everyday life makes it incredibly challenging to discern reality from fantasy. Libraries have to fight misinformation to reinforce and double-down principles of intellectual freedom and information literacy. But the fight should also include embracing methods and platforms to work for you.

In this webinar you will learn how to educate users and library staff and how platforms can work to your advantage.

From this webinar, you will learn:

- Most recent methods and platforms that spread misinformation
- How to rethink the strategy to fight or resist and embrace our new reality
- Develop strategies and practical methods to incorporate for workers and users




17 Best Online Fundraising Ideas for Nonprofits

Personify Article

If anything, recent years have shown the creativity and resilience of nonprofit organizations. Charitable organizations and nonprofits have been challenged by a pandemic, an uneasy economy, inflation, and a growing use of technology. They all, at least in some way, have contributed to the increased need for more online fundraising ideas.

In this article, we will explore the benefits of online fundraising and how it can benefit both donors and the organization. We will even share some exciting and effective online fundraising ideas. We will help demonstrate how you, too, can join in on the concept.



Board Topics



Managing Conflict of Interest

Alberta Non-Profit Learning Centre
Online Interactive Course

Most board members have several types of connections and jobs outside of their volunteer work serving on the board of a non-profit organization. This means that it is not uncommon for them to find themselves in a conflict of interest situation. In fact, it should be expected and it may even happen frequently. It does not mean they are corrupt and it is not an accusation of bias or a lack of integrity. However, how board members deal with conflict of interest is key.



Crafting and Maintaining Effective

Patron Policies for Community.

Success

WebJunction

Webinar | September 18 | 1 PM - 2 PM

Effective library policies are essential for setting clear expectations, defining responsibilities, and establishing boundaries for both patrons and staff. This session will cover the ten most common patron-facing policies and offer guidance on selecting and tailoring them to meet your library and community needs for safe and effective operation.

Using a Code of Conduct policy as an example, we'll discuss how to avoid policies driven by trauma or drama, ensuring they are clear, accessible, and enforceable. Additionally, we'll explore best practices for policy management, including the importance of regular reviews by directors, boards, and staff, to maintain accountability and relevance.

Communications & Marketing



Don't Guess What People Want: Design Good Surveys to Find Out

LibraryWorks

Webinar | September 19 | 12 PM - 1 PM

You're trying to plan programs and services, and you're frustrated. You feel like no matter what you offer, people just don't hear you, don't attend events, don't take advantage of your services. So, what can you do? You plan a strategic survey to find out exactly what people in your service area want and need. However, if you don't write questions properly, you won't get actionable data.

In this session, you'll learn how to write effective questions, without library lingo. (FYI, it will not cover survey software or assessment; it focuses on planning.) In addition to wordsmithing tips, this webinar will touch on how to distribute surveys to get good response rates.

Presenter: Kathy Dempsey wrote the popular how-to book *The Accidental Library Marketer* and founded her own marketing consultancy, *Libraries Are Essential*. Her work is dedicated to helping librarians and information professionals promote their value and expertise in order to gain respect and funding. Kathy has been the Editor of *Marketing Library Services* newsletter for 30 years. She's a member of the New Jersey Library Association, and Founding Chair of the Library Marketing and Communications Conference.



5 Tips for the Accidental Library Graphic Designer

NoveList

Article

The tasking of graphic design duties to non-designers is common. Learn five tips to help make your design work a little easier and more fun.



A Step-By-Step Guide to Going Viral on TikTok

Later Social Media Management

Blog Post

Going viral can skyrocket your brand's visibility and engagement, attracting more followers and opportunities. But how do you make it happen?

From creating captivating videos to leveraging trending sounds and hashtags, our step-by-step guide will help you boost your chances of going viral and give your content the spotlight it deserves.

Don't Just Rely on Social Media: Alternatives to Reach Your Community

NoveList

Online course | 💰 \$199

It's time to face it: the social media landscape is in chaos. Between the upheaval at Twitter, allegations of espionage by TikTok, and never-ending algorithm changes, the future of social seems very uncertain. Platforms are losing followers and even if you have built a large follower base, it's likely that most of those users aren't even seeing your posts.

But don't despair! In this course, you'll learn how to harness the power of more effective library marketing tools: email, blogs, and your staff. Get practical, up-to-the-minute advice for building an audience using your owned properties. Find out how to deliver irresistible content to maximize your reach without spending all day on promotions (unless you want to!).

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

NoveList

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. But, 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.

Learning Outcomes:

- Understand the critical connection between storytelling and long-term engagement of the community.
- Discover the benefits your library will see when you use stories to build trust with your community.
- Identify the characteristics that turn a good story into good marketing.
- Learn how to find and gather stories that will work for your marketing.

Diversity, Equity & Inclusion

A Place to Belong: Neurodiversity & Mental Health in the Library.

ALA eLearning

Two-part Webinar series

September 4 and 5 | 12:30 PM - 3:00 PM

 **ALA Member Price: \$116.10 Non-member: \$129**

Today's teens face major life changes and a tremendous amount of social and emotional pressure. We have seen some of the emotional fallout from the isolation and trauma that came from the pandemic. For those on the autism spectrum, these effects are even more pronounced.

Libraries are an incredible resource for teens and can serve as critically important safe spaces for those suffering from mental health crises. In this webinar, the presenters will explore techniques for updating our collections and adapting our services to ensure we are both representing the experiences of these teens and serving them day-to-day. They will show how our programming can promote empathy and compassion among all library users. Using examples from their own library, the presenters will share different ideas for programs and services and insights on how you can develop your own.

This webinar will be split into two sessions, with one session focusing on mental health and one focusing on neurodiversity.

After participating in this event, attendees will:

- Gain a better understanding of the fundamentals of neurodiversity and mental health
 - Understand how representation in stories can improve teens' mental health
 - Have specific strategies for creating and implementing mental health and neurodiversity-oriented programs in their libraries
 - Understand how to assess the specific mental health and neurodiversity needs of their community and tailor programs and services accordingly
-

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.

Welcoming Your Community: How to Create Inclusive Library Promotions

Novelist

Online Course | 💰 \$199

Libraries all over the world have one thing in common (besides books). If you look at the mission statement of almost any library, you will find a

sentence about equal access to information for all. The work of fulfilling that mission begins before a patron even walks in the door. Your library must ensure your marketing is welcoming and truly inviting by incorporating principles of accessibility, diversity, equity, and inclusion.

In this course, you'll learn how to create promotions that will engage all community members. Get actionable tips for how to incorporate inclusivity in everything you create, from social media graphics to program descriptions, from images in your emails to the top tips for creating truly helpful alternative text. And you'll hear from practicing library marketers, who will share their experiences breaking down silos to strategically and intentionally create promotions that welcome all community members. By the end of this course, you will have lots of ideas and inspiration for making meaningful changes in your library's marketing materials, as well as develop a deeper understanding of the importance of this work.

Learning objectives:

- How to make digital and print promotions accessible to all community members.
- How to apply the principles of equity, diversity, and inclusion to promotions.
- How to value accessibility and DEI as a critical part of the overall library mission.
- How to work across departments to create a holistic approach to accessibility and DEI.



**Diversity Benchmarking: Improving
Diversity & Inclusion in Library
Collections**

**BookNet Canada Tech Forum
Recorded Webinar**

Librarian Laina Kelly looked at the YA collection of a medium-sized library branch, analyzing the diverse content of each book, as well as author minority identities.

Human Resources

Successfully Dealing with Difficult People: The 5 Most Difficult Types of People and How to Successfully Approach Them

WebinarsHR

Webinar | September 3 | 12:00 PM | 💰 \$149

We all have to deal with so-called "difficult people". What causes someone to be "difficult"?

Why does someone else resist us? What is behind resistance? How can we deal effectively with someone who resists us, who may be cranky, chronically complain, be aggressive, snap at others or even resist us silently? Come laugh, listen and learn as Chris DeVany helps us understand what causes these challenges, and how we can deal effectively with those who cause us great difficulty!

Why you should Attend: By attending, you will understand how to even more effectively:

- Deal with the 5 most prominent types of difficult people
- Understand resistance
- Understand resistance and its' role in creating conflict
- Use a variety of approaches to resistance
- Overcome resistance
- Utilize the core principles involved in dealing with difficult people

Come laugh, listen and learn as Chris DeVany leads us all through those important topics, key questions and answers we all need to be able to address effectively to save ourselves, time, energy and frustration!

Navigating the Transition to a Supervisor Role

WebinarsHR

Webinar | September 5 | 11:00 PM | 💰 \$149

Transitioning from an individual contributor to a supervisory role is a critical and challenging phase in a professional's career.

This transition involves a significant shift in responsibilities, requiring new skills and a change in mindset. As a supervisor, one must effectively manage people, processes, and projects, moving beyond personal task completion to ensuring their team's success.

Supervisors are tasked with setting clear goals and expectations, providing constructive feedback, and fostering a positive and inclusive work environment. Effective communication becomes paramount, as supervisors need to convey information clearly, listen actively, and resolve conflicts. Building trust and credibility with the team is essential, often requiring a balance between maintaining authority and being approachable.

Additionally, supervisors must master time management and delegation, prioritizing tasks to meet deadlines while empowering team members by assigning responsibilities appropriately. Conflict resolution skills are also crucial, as supervisors frequently navigate interpersonal issues within their teams.

The transition to a supervisory role can be daunting, and without proper training and support, new supervisors may struggle to adapt. This training course is designed to equip aspiring and new supervisors with the essential skills and knowledge to navigate this shift successfully.

Participants will learn practical techniques for effective leadership, communication, conflict resolution, time management, and performance management. By the end of the course, supervisors will be prepared to lead their teams confidently, fostering a productive and positive work environment that drives organizational success.



The Business Case for Giving Back

Great Place to Work

Webinar | September 17 | 9 AM

Community Investment has become increasingly important in Canadian business, helping organizations build their internal and external brand with all stakeholders. But aside from the significant and measurable impact community investment has on recipient charities, business leaders agree that there are other benefits to engaging their talent and other key stakeholders in their communities.

Using insights from Great Place to Work and the Best Workplaces for Giving Back, this session will uncover the connection between a strong Community Investment strategy and hard business metrics such as employee retention, innovation and revenue growth.

Learning Outcomes:

- Learn about the business benefits of having a strong community investment strategy
- Learn why it's important to engage your employees in your community investment activities
- Learn how the Best Workplaces for Giving Back engage employees in their efforts

Indigenous Resources



Residential School History & Legacy.

101

**National Centre for Truth & Reconciliation
Webinar | September 10 | 6:00 PM**

This introductory-level session will discuss the history and ongoing legacy of Canada's residential school system.



An Introduction to Indigenous Protocols for Fundraisers

**The Alberta Library/Keela/Imagine Canada Grant
Connect
Webinar | September 12 | 11:00 AM**

As we move forward towards truth and reconciliation with Indigenous Peoples, we recognize the importance of learning from Indigenous communities to foster better relationships and honour their protocols as respectful visitors to their territories. This introduction to Indigenous Protocols for Fundraisers workshop will get you thinking about your own journey, within the social sector and personally.

In this free webinar, join Rowena Veylan, founder of [The New School of Fundraising](#), to explore cultural practices and protocols for non-Indigenous individuals, recognizing that no two communities are the same. This session is designed for fundraisers from organizations of all sizes (as well as senior leaders and other nonprofit professionals).

It is important to note that the workshop instructor approaches this subject with humility and acknowledges that they do not possess exhaustive knowledge of all diverse Indigenous Peoples and cultures. However, they bring a genuine spirit of curiosity, empathy, learning, lived and familial experiences into the space and ask that participants attend with an open heart and open mind.

ReconciliAction in 2024: Best Practices for People and Workplaces

IndigenousWorks

Webinar | September 26 | 11:00 PM | 💰 \$40.95

Explore the intersection of organizational belonging and Indigenous inclusion in our insightful webinar, "ReconciliAction in 2024: Best Practices for People and Workplaces " The HR field has witnessed a dynamic shift demanding enhanced competencies, particularly in response to diversity, Employee Resource Groups, and complex individual and company needs. With the release of the Truth and Reconciliation Commission's 94 Calls to Action and increased awareness of the impact of the residential school system on Indigenous people in the land that is now called Canada - organizations are being called on to educate their workforces and develop internal and external reconciliation strategies.

It has been almost a decade since the Truth and Reconciliation Commission released the 94 Calls to Action - how has Canada responded to the call? In this webinar we explore what, if any, progress has been made and discuss practical and tangible best practices for people and organizations to further impactful reconciliation in their communities and workplaces.

Objectives:

1. Learn the history of the residential school system in Canada and the discovery of grave site discoveries Understand purpose the TRC Calls to Action to determine which are applicable to your organization and your own personal reconciliation journey
2. Identify your organization's reconciliation challenges Develop culturally appropriate and practical strategies and practices to

address reconciliation.

3. Analyze the progress and action needed for future

Intellectual Freedom & Censorship

Censorship and Banned Books: Tactics for Defending Intellectual Freedom

Library Journal & School Library Journal

On-demand course | September - Decemeber 2024

 \$199-\$237- Discounts available

The last few years have seen a drastic uptick in book bans and curriculum challenges. As a librarian, teacher, administrator, or trustee, it can be difficult to know your options for managing these challenges and advocating for intellectual freedom and diverse educational materials. This course will focus on proactive preparation to ensure you are set up for success.

In this on-demand online course, you will learn tangible ways to handle censorship, including tips for finding allies and building coalitions, tactics for board meetings, and strategies to ensure your library policies are up to date to address intellectual freedom. The course covers best practices for engaging and educating stakeholders in your organization to ensure everyone is equipped with appropriate responses and prepared when challenges arise.

This is an on-demand course made up of recorded instructional presentations (with all materials accessible for six months). Don't miss this opportunity!



The Vital Role of School Libraries in Countering Misinformation

SLG Connect

Article

Considering the recent events that have taken place this summer, it is more important than ever to stress the crucial role that libraries – and particularly school libraries – can play in countering misinformation and disinformation.

School libraries are key to promoting information literacy.

We teach students and young people how to evaluate the credibility of sources, particularly those online, as well as how to recognise bias and distinguish between fact and opinion. This is important not just for their academic progress. False information, particularly related to health and safety, can have serious consequences. By ensuring that young people have access to accurate and reliable information, school libraries can help protect their physical and mental well-being.


Leadership & Management

Essential Project Management Skills for Library

Workers

ALA eLearning

eCourse | September 9 - October 20 | 11:00 AM

 **ALA Member Price: \$260.10 Non Member Price: \$289.00**

This eCourse introduces essential strategies and techniques for project management in libraries. Topics include management styles, institutional constraints, project life cycles, stakeholder management, scope definition, risk assessment, project planning tools, and team management. There will be a special emphasis on managing teams, including information on the role of the leader, the value of diversity and inclusion, communications, and meeting management.

This course will be useful for both experienced and new project managers and other leaders that want to develop a better understanding how to develop and manage projects, particularly in times of uncertainty. No previous experience is required.

There are six modules. Each module includes both resources (lectures, readings, and videos) and a forum discussion question. Our primary text is Searcy, C. (2018). *Project management in libraries: On time, on budget, on target*. Chicago, IL: ALA Editions. All materials are provided, including a digital copy of the primary text.

By completing the course, students will be able to:

- Apply project management concepts to library and information practices
- Identify project management roles and environment

- Understand the role of the Project Manager as a leader
- Understand the value of diversity and inclusion in team development
- Use major project management techniques
- Control and evaluate project management approaches effectively to achieve better strategic outcomes



Ask a Librarian: Smart Ways to Save Time and Stretch Budget with Digital Booklist
Webinar | September 12 | 12:00 PM

Are you looking for new strategies to save time and make the most of your budget this back-to-school season? (Trick question - who ISN'T?) Then don't miss these insights from experienced digital librarians, covering smart ways to use your budget and efficiently manage your digital library.


They'll share tips on:

- "Set it and forget it" subscription options
- Affordable Class Set rentals for curriculum
- Lending models that get you the best return-on-investment for your needs
- And more!

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.

Library & Workplace 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.



How to Increase Survey Response

Rates: Expert Tips

**Personify
Article**

Surveys have long been a way for organizations to maintain contact with their members and potential members. At some point, just about every organization will want to conduct a survey of their members, potential members, or the general public. It may be in preparation for an event, a post-event survey, or in reaching out to just get a “feel for the room.” To get the most out of your efforts, understanding how to increase survey response rates is important.

In this guide, we'll explain what a survey response rate is and what makes a good return. We'll explore the benefits of higher response rates and provide practical, actionable tips to help you improve your rates. If you're already using surveys, discover how to boost your response rates with these effective strategies.



Empowering Employees to Take

Charge of Their Career Path

**Great Place to Work
Article**

Top performers don't just happen – they are created one skill and experience at a time! And with each new skill, each success and failure, each new experience along their career journey they gain confidence to

overcome challenges, they push themselves and their team to achieve their goals, and they collaborate and innovate to continuously move their organization forward.

Employers who empower their people to explore career goals and provide growth opportunities see higher performance. This involves supporting their career journey, ensuring access to essential tools, and fostering a culture of fairness and empowerment.

Programming & Services



Quick Ideas for Library Card Sign-Up Month

**ALA Public Programs Office
Article**

Since 1987, [Library Card Sign-up Month](#) has highlighted the importance of having a library card. September is the time to celebrate the all-mighty card that unlocks worlds of possibilities. Whether patrons are looking for a beach read, searching for valuable information, homework help, crafts or job search assistance — all can be accessed with a handy library card.

This year's Library Card Sign-up Month campaign has teamed up with Skybound Entertainment and leading toy and game company Hasbro to encourage people to roll out to their libraries with the TRANSFORMERS franchise and special ambassador Optimus Prime highlighting that there's more than meets the eye at the library.

Use Library Card Sign-up Month as a way to highlight all that your library has to offer in programming, partnerships and more. How do you celebrate this month at your library? Read on for some ideas shared by fellow library workers.



Community Engagement Matters: Learnings from the Barbershop Books Pilot for Libraries

**Urban Libraries Council
Recorded Webinar | Vimeo**

With the support of the Institute for Museum and Library Services, the Urban Libraries Council (ULC) partnered with the nonprofit Barbershop Books to pilot an early literacy-focused family and community engagement model throughout 2023 and 2024.

Through this pilot program, four library systems identified and recruited local barbershops in their communities, set up and maintained a bookshelf of children's literature in each shop, and partnered with the barbershops to host community events. The outcomes of the program were significant: the pilot improved access to books for an estimated 15,113 Black and African American males aged 5-9.

Join this webinar to hear what the Barbershop Books Pilot for Libraries revealed about effective library community engagement practices and review findings from ULC research on this pilot. Attendees will also have the opportunity to hear from library staff directly about their strategies.



Back to School 2024: Your Guide to Success
Novelist Article

The school year sneaks up on us every summer. For many libraries, summer reading programs haven't even ended yet when it comes time to plan to support students, teachers, and caregivers as they make their way back to the classroom. This guide aims to ease your workload and set your community of readers on the road to success for the 2024-2025 school year.

Reader's Advisory & Collection Development



Romance and Love Stories for All Ages
Booklist Webinar | September 3 | 12:00 PM

From first crushes to fantasy happily-ever-afters, there's so much to fall in love with inside our romance and love stories webinar! Prepare to feast your

heart eyes on must-have upcoming romance novels for all ages from Sourcebooks, Shadow Mountain Publishing and Yen Press. Donna Seaman, editor for Adult Books at Booklist, will moderate.



Library Love Fest: Winter/Spring 2025

Titles to Highlight

Harper Collins Publishers & Library Journal


Webinar | September 9 | 12:00 PM

The Library Love Fest team from HarperCollins Publishers is back with their World-Famous Book Buzz! They're highlighting their favourites from the Winter/Spring 2025 Adult list. Fiction, non-fiction, memoir, fantasy, and much more!

Promoting Genre Blends for Children at Your Library.

ALA eLearning

Live Webinar | September 18 | 12:30 PM to 2 PM

 **ALA Member Price: \$71.10 Non-Member Price: \$79**

Children's literature is constantly evolving as authors, educators, and psychologists increase our understanding of how children learn and read. The emergence of genre blends, or hybrid novels, has opened the door to new possibilities and ideas and has led to books that appeal to broader audiences.

This webinar will help library staff who work with children's collections become familiar with this new type of literature so that they can better serve their young patrons. Librarians Pauline Dewan and Meagan Lacy will introduce the emergence of genre blends, their appeal, and the special considerations that come when working with literature that spans multiple categories. Participants will be introduced to the most in-demand genre blends for children and gain a working knowledge of this new type of book. After this presentation, participants will be able to:

- Define genre blends
- Identify major works and writers associated with each genre blend

- Assess both the reader-driven and book-related appeal elements of different genre blends to enhance readers' advisory services to children



A Community-Centered Approach to Digital Collections

**WebJunction
Article**

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.

After successfully completing this course, you'll be able to:

- Describe and plan for a community-centered approach to collections.
- Identify missing voices and stories from your collections.
- Build your network so you can identify and connect with communities not represented or served by your collections.
- Engage in respectful collaboration with communities to build community-centered digital collections.
- Build and maintain trust and engagement with communities to sustain collaborations.



Reference Roundup: Summer 2024

**Booklist
Article**

Here at *Booklist*, we heart reference books. We've helpfully compiled a selection of reviews of the best reference books that appeared in print or

online from February through July 2024. Be sure to click through for the full review.

Technology



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.



9 AI Tools for Back to School

School Library Journal

Article

Each new school year, teachers come to the library to find out what's new and interesting in technology. Consider recommending these nine AI resources for creation, instruction, research, and grading.



What We Talk About When We Talk About Artificial Intelligence

BookNet Canada

Article

The talk about artificial intelligence (AI) is everywhere lately and has been for a while. But what are people actually talking about when they use the term AI? Like any buzzword or new idea, it's at risk of being misappropriated or used as a catch-all umbrella term sometimes applied more widely than perhaps it needs to be.

What's the difference between generative AI and predictive AI? In [this blog post](#), find useful AI terms to help you navigate introducing artificial intelligence into your workplace.



AI on the Horizon

**Library Journal
Article**

Several major companies—including Clarivate, EBSCO, OCLC, and OverDrive—are introducing new AI tools and features that will impact researchers, patrons, and library work directly.

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Getting Ready for AI

**OCLC
Blog Post**

Since the public release of ChatGPT in 2022, the library community has been buzzing about the latest incarnation of artificial intelligence tools. The [OCLC Research Library Partnership Metadata Managers Focus Group](#) met in April 2024 to share how they are getting ready for this new wave of AI in their libraries. During our conversation, the Metadata Managers shared how they are responding to the internal and external forces emerging from the conversations around AI. Their approaches fall into three broad themes:

- Learning together collaboratively
- Engaging staff curiosity about AI-augmented metadata workflows
- Thinking responsibly about implications

Upcoming Conferences & Events

Stronger Together

The Alberta Library, Peace Library System, Yellowhead Regional Library, Northern 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

 Early Bird (Ends Sept. 20) \$450 + Tax, Non-Early Bird \$500 +

Tax Student \$150 + Tax

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.

19th Annual Media Literacy Week

MediaSmarts - Canada's Centre for Digital Media Literacy

October 21-25 | Canada-wide

MediaSmarts is excited to invite all libraries to participate in this amazing week in October! This national initiative champions digital media literacy through a range of activities, workshops, and events spanning classrooms, libraries, museums, and community groups across Canada. Libraries are uniquely positioned to connect with their communities by hosting or supporting in-person or online [events & learning opportunities](#). Many have previously organized workshops and webinars using [MediaSmart's free, ready-to-go resources](#). Find out everything you need to know and get ready for this exciting national event!

Library Marketing and Communications

Conference

Library Marketing Conference Group

November 13 & 14 | St. Louis, Missouri, USA |  \$499

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!



Subscribe Now!



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