

NFLS Continuing Education Workshops & Webinars

Summer/Fall 2011

Full Descriptions and Registration below:

Customer Service: Hold the Pickles (webinar) - Thurs., Aug. 18th: 12 pm

Grant Writing - Thurs., Sept. 15th: 9 am – 12 pm @ NFLS mtg. room

Grassroots Meeting – Tues., Sept. 20th: 1 pm – 4 pm @ NFLS mtg. room

Visioning the Library of the Future – Fri., Sept. 30th: 9 am – 2 pm @ Brown Co. Lib. Auditorium

Unexpected Usages of Social Media (webinar) – Tues., Oct. 4th: 2 pm

Teens, Tweens & Social Networking (webinar) – Thurs., Oct. 20th: 2 pm

Public and School Library Summit – Thurs., Oct. 27th: 9 am – 2 pm @ Kress Family Lib., De Pere

What Should I Say? (webinar) – Wed., Nov. 9th: 1 pm

Ebooks and Digital Audiobooks – Tues., Nov. 15th: 1pm – 4 pm @ NFLS mtg. room

Time Flies... But Where? (webinar) – Thurs., Nov. 17th: 1 pm

Customer Service: Hold the Pickles (webinar)

Thursday, August 18th: 12 pm

Presented by: Vanessa Uribe, Library Director, El Dorado Law Library

Most of us have attended customer service trainings, but did we ever relate it to easing stress in the workplace? Can good customer service help us in times of less resources? What about job security?

Based on Zingerman's Delicatessen in Ann Arbor, Michigan, this session will explore:

- The 5 Elements of Customer Service
- How to Practice it
- How to Overcome Challenges

This webinar is worth 1 CE credit.

Register here: <https://www1.gotomeeting.com/register/223227321>

Find out why people like Zingerman's here: <http://www.zingermans.com/aboutus.aspx>

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Grant Writing

Thursday, September 15th: 9 am – 12 pm

NFLS Meeting Room

Presented by: Deb Wilcox-Johnson, Johnson and Johnson Consulting

Deb Wilcox-Johnson will cover grant writing tips and tricks. Using the LSTA form as a guideline, she will discuss what grant reviewers seek. What are red flags? What can you do to ensure your grant is given serious consideration?

This workshop is worth 3 CE credits.

Register here:

<https://spreadsheets1.google.com/viewform?formkey=dGN3anQ2d0RVTjFzaGRRX2RGaWxCV0E6MQ>

Grassroots Meeting

Tuesday, September 20th: 1 pm – 4 pm

NFLS Meeting Room

This annual meeting will feature great presenters and a chance for youth librarians to collaborate!

This workshop is worth 3 CE credits.

Register here:

<https://spreadsheets.google.com/spreadsheet/viewform?formkey=dEU3Ti1UeUpTbWdINnY5ZkFUZmhvS1E6MQ>

Visioning the Library of the Future

Friday, September 30th: 9 am – 2 pm

Brown County Library Auditorium

Presented by: Sharon and Dan Wiseman, Wiseman Consulting

What will libraries look like 10 years from now, both physically and in terms of content? What will change? What will customer service look like? What do we need to do to "get to" this place?

Sharon and Dan Wiseman began "Wiseman Consulting and Training" in June 1995 when Sharon Wiseman moved to the Chicago area after serving with the Indiana State Library as its Associate Director for Library Development. She began working with libraries and library systems in Illinois immediately. Dan, while employed as a senior organization development professional at United Airlines, began providing assistance as the scope of the projects grew over the next 6 years.

In 2001, Dan left United Airlines and began working full time in the business. Sharon is currently the Director of Staff and Organization Development for the Gail Borden Public Library District in Elgin, IL.

Their clients have included small libraries, big libraries, library systems, state libraries, university libraries, special libraries, and library associations. Their goal is to keep the tradition of fast, friendly, focused, and flexible services constantly fresh.

This workshop is worth 4 CE credits. Lunch is included for NFLS member librarians.

To Register please contact Denise Fitzgerald at NFLS at:

EMAIL: [dfitzger\[at\]mail.nfls.lib.wi.us](mailto:dfitzger[at]mail.nfls.lib.wi.us) or CALL: 920-448-4410

Unexpected Usages of Social Media (webinar)

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Tuesday, October 4th: 2 pm

Presented by: Joe Murphy, Science Librarian & Coordinator of Instruction and Technology, Kline Science Library, Yale University

Most of us have used social media sites such as Facebook and Twitter to announce library events, share photos and promote contests. But what about using these tools to create fund raising opportunities, build community and fight budget cuts?

Joe Murphy, a librarian at Yale University, will explain why libraries need to get out of their "comfort zone" and explore new ways of using social media. He will also cover why sites such as FourSquare and Groupon can also serve as powerful resources. See what other libraries are doing and how these "unexpected usages" can work for you!

This webinar is worth 1 CE credit. It's being co-sponsored with the South Central Library System.

Register here:

<https://www1.gotomeeting.com/register/436664784>

Joe Murphy is a librarian, innovator and professional speaker. He helps libraries and the information industry spot trends to help maximize their technology change opportunities. A graduate of the University of Hawaii at Manoa, Joe was named a Library Journal "Mover and Shaker" in 2009. He authors the influential Twitter account, "libraryfuture," that has over 6,100+ followers.

Teens, Tweens & Social Networking (webinar)

Thursday, October 20th: 2 pm

Presented by: Laura Solomon, Library Services Manager, Ohio Public Library Information Network

We often have assumptions about how teens and tweens use the Internet. But:

- * Are those assumptions true?
- * Should your library have a MySpace or a Facebook account? Both?
- * How about Twitter?
- * What about cellphones? Text messaging? iPads?

Learn the answers to these questions and many more, as well as discovering how your library can effectively engage (or not) with young people in social media.

This webinar is worth 1 CE credit. It's being co-sponsored with the Manitowoc-Calumet Library System.

Register here:

<https://www1.gotomeeting.com/register/287329449>

*Laura Solomon is the Library Services Manager for the Ohio Public Library Information Network and the former Web Applications Manager for the Cleveland Public Library. She has been doing web development and design for over twelve years, in both public libraries and as an independent consultant. She is a 2010 Library Journal Mover & Shaker. Her book, *Doing Social Media So It Matters: A Librarian's Guide*, was published in late 2010. As a former children's librarian, she enjoys bringing the "fun of technology" to audiences and in giving libraries the tools they need to better serve the virtual customer.*

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Public and School Library Summit

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Thursday, October 27th: 9 am – 2 pm

Kress Family Branch Library, De Pere

Presenters: Marge Loch-Wouters, Youth Services Manager, La Crosse Public Library & Pete Angilello, Library Media Specialist, Green Bay Area Public Schools

This one-day summit will allow school and public librarians in the NFLS/NEWIL service area to share information, network and collaborate. It is made possible by a 2011 LSTA grant.

Marge Loch-Wouters of the LaCrosse Public Library and Pete Angilello of the Green Bay Area School District will lead a morning discussion/presentation at the Kress Family Library in De Pere. After lunch, small groups will work together and develop usable action plans to carry forward.

This workshop is worth 4.5 CE credits. Lunch and all materials will be provided!

Register here:

<https://spreadsheets.google.com/spreadsheet/viewform?formkey=dEVIaHJyb3Y1MFYtejM5ZIRIUI81Vnc6MQ>

What Should I Say? (webinar)

Wednesday, November 9th: 1 pm

Presented by: Jamie Matczak, Nicolet Federated Library System

Whether you are sending out a staff memo or emailing your grandmother, solid communication is key to getting your message across. We are writing, tweeting, instant messaging and texting more than ever. Join in for a fun, interactive webinar where you will learn tips and tricks to improve your written communication!

In this webinar, we will discuss:

- Why you should use short, familiar words
- Why you should avoid acronyms, sexist language, negative words and "rubber stamps"
- How to write "stronger"
- How to convey "bad news" (there is a right way to do this!)
- Good email and text messaging etiquette

This webinar is worth 1 CE credit.

Register here:

<https://www2.gotomeeting.com/register/156401554>

Jamie Matczak is the continuing education, youth and public information coordinator for the Nicolet Federated Library System in Green Bay. She is also an adjunct instructor for Lakeland College in "Business and Professional Rhetoric," a course required of all accounting, business and marketing majors. In her opinion, it should be required of ALL majors.

Ebooks and Digital Audiobooks

Tuesday, November 15th: 1pm – 4 pm

NFLS Meeting Room

Presented by: Keetra Baker, Electronic Services Support Specialist, Winnefox Library System. Keetra Baker will cover both OverDrive audiobooks & ebooks and NetLibrary ebooks. She'll demonstrate finding, placing holds, downloading, and transferring digital media onto ebook readers and other mobile devices.

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This workshop is worth 3 CE credits.

Register here:

<https://spreadsheets.google.com/spreadsheet/viewform?formkey=dHlhDHNaUnVMZzRnU1O2X2VpZXFjbIE6MQ>

Time Flies... But Where? (webinar)

Thursday, November 17th: 1 pm

Presented by: Jean Anderson, South Central Library System

As libraries struggle with diminishing budgets, librarians are being asked to do more with less. Turn your To Do list into a Done list by attending this interactive webinar and discover tips, tricks and tools to help you manage your time. In this webinar, we'll:

- Discuss common time management challenges
- Explore tips & tools to address these challenges
- Describe how your work habits affect your time management
- Share your tips, tricks and tools - how do you manage your time?

This webinar is worth 1 CE credit.

Register here:

<https://www1.gotomeeting.com/register/148983689>

Jean Anderson is the Continuing Education & Multitype Coordinator for the South Central Library System. She has taught Basic Reference for UW SLIS Continuing Education and was a reference librarian over 10 years. She's still looking for her "perfect" time management system.

*This program is based on the Time Flies... But Where? Time Management Tips and Tools by Sandra Nelson, published by the Public Library Association.