CLENExchange

Presentation-Only vs. Project-Based CE

by Chris Rippel, (crippel@ckls.org)

In my experience, presentation-only CE places too much reliance and value on viewing presentations, which creates an array of problems. This article lists each problem followed by a description of how project-based CE resolves the problem.

Presentation-Only Continuing Education

Presentation-only CE" awards money and certificates for only attending workshops, conferences, etc. For years I ran a continuing education program rewarding $400 when librarians and staff attended four CE events in a year and $100 for trustees attending one CE event a year. The State Library of Kansas awarded certificates for contact hours. Thirty contact hours earned a level one certificate. Six-hundred hours a level six certificate.

Project-Based Continuing Education

Project-based CE awards money and certificates for both attending CE events and completing projects that apply training to actual library work. In January 2008, Central Kansas Library System (CKLS) began awarding $50 for attending workshops and $50 for completing CE Projects applying that training. This solves the following problems.

Problem

Presentation-only CE tempts presenters to spend time and energy creating witty PowerPoint presentations, but presenters may spend less effort writing clear instructions about applying their ideas back in the library.

Solution

The ultimate goal of project-based CE workshops is to prepare attendees for following clear instructions distributed during the workshop.

Example

Speaking of Toastmasters

by Peter Bromberg, (http://peterbromberg.com)

Public speaking! Would you like to be less nervous when called on to speak in front of a group?

Would you like to be able to organize your ideas and speak clearly and effectively?

Would you like to speak to customers, stakeholders, board members, and legislators and effectively advocate for your library?

Then you may be interested in starting your own chapter of Toastmasters International. We did!

That's right, in March, 2004, the South Jersey Regional Library Cooperative (SJRLC- a multi-type library consortia with over 600 libraries) formed our own chapter of Toastmasters, a non-profit organization that develops public speaking and leadership skills through practice and feedback. The result? Participants in our Toastmasters chapter have all shown marked improvement in our speaking abilities and meeting management -- and those around us have noticed!

Why did SJRLC start a Toastmasters chapter? SJRLC has always offered a variety of one-time programs on speaking and/or self-promotion, and the New Jersey State Library offers a substantial "train-the-trainer" program. The Toastmasters Chapter is a new model

New ideas to share?

Send your articles to the editors at

clenexchange.editor@gmail.com!

Web Conferencing: A New Direction for CLENE

by Betha Gutsche, (gutscheb@oclc.org) & Mary Ross,(mbucherross@earthlink.net)

An idea that surfaced at the CLENE Board meeting in June 2008 has resulted in new strategic directions for CLENE in 2009. At the request of President Stacy Schrank, Mary Ross, Betha Gutsche, Pete Bromberg and Paul Signorelli formed a task force to look at how CLENE can "use Web conferencing to benefit its members and potential members and to experiment with Wimba and OPAL as tools."

The task force met several times using Wimba and OPAL. To view an example of an online meeting, view the archive of our August 7 meeting.

To access the archive, use this URL and room ID:

URL: http://67.202.209.252/launcher.cgi?room=WJ_blgroom_2008_0807_1306_38

Room ID: wj_blgroom

Task force members immediately saw potential applications for Web conferencing in these areas:

   •Board meetings in the intervals between face-to-face meetings at ALA conferences. ALA is encouraging divisions and round tables to use OPAL online meeting rooms. The CLENE Board has met via OPAL several times and is hoping through training and practice to become comfortable in this environment.

   •The addition of online components to the annual Training Showcase, making this valuable content accessible to CLENE members and others who cannot attend in person. This was inspired by LITA BIGWIG's Social Software Showcase, http://showcase.litablog.org.

   •A partnership with WebJunction for the development and delivery of co-sponsored and co-branded webinars on topics related to library continuing education and training.

Before recommending the partnership to the CLENE Board, the task force wanted to test the logistics, roles and responsibilities outlined in the agreement. The first WebJunction and CLENE jointly produced webinar took place on December 11, 2008, a one-hour program on "Learning for Learning Professionals." Turning the spotlight of lifelong learning inward, the presentation looked at competencies, strategies, and resources to help trainers, continuing education coordinators, and staff development managers invest in their own learning. Presenters Mary Ross and Betha Gutsche were joined by Jennifer Homer, vice president of external relations at the American Society for Training and Development (ASTD). CLENE and ASTD were highlighted as significant resources for learning professionals.

Over 90 people attended the webinar, with strong representation from public, academic, and state libraries. When we asked participants about their job titles and work environments, over 40% self-identified as CE coordinators and the majority work in library systems that serve populations of 100,000 or less. One attendee signed in from Kuala Lampur, Malaysia.

Responses to the wrap-up survey were predominantly positive, with compliments to the "very knowledgeable" speakers, and appreciation of the quality and variety of resources shared and of the interactive polls and chat. "Good variety of information and pace was excellent." One criticism voiced was about the extent to which it "seemed to be an ad for ASTD." There were requests for more depth on the general topic, more detailed investigation of

President's Message: A Midwinter Update

By Stacy G. Schrank, (SSchrank@metrolibrary.org)

Now that we have the 2009 ALA Midwinter Meeting behind us, I am excited to report that CLENE has some exciting news to share!! We have an amazing slate of candidates for our open board and officer positions that begin following the Annual Conference this coming July, in Chicago. Watch for your ballot, coming soon. Several of the candidates were involved with our CLENE meetings and activities at Midwinter – all of them would serve our committee well.

We are also embarking on a marketing campaign to promote CLENE to our membership. In a joint partnership with Lori Reed, a CLENE member, and John Chrastka, the Director for Membership Development for ALA. The campaign will focus on emphasizing the importance of library staff training and development by connecting with, and engaging current CLENE members. CLENE members are the heart-beat of our round-table and who knows the 'dirty' little library staff training & development secrets better than a CLENE member?!?

Planning on being at ALA Annual in Chicago? If so, we would like to tell you about the wonderful pre-conference and conference sessions CLENE is sponsoring. These include the popular Training Showcase and sessions at the Membership Pavilion as well as much more. I always enjoy meeting our members, so if you are planning on being there, stop by and introduce yourself! CLENE has also submitted to have a program on Staff Development at the PLA Conference in Portland, OR in 2010 – I'll keep you updated on the status in future editions of the CLENExchange.

I hope you enjoy this issue of the CLENExchange – it is just one of the many benefits of being a member of the CLENE Round Table. If there are other benefits you enjoy as a member of the CLENE Round Table, I would love to hear what they are! I would like to include a listing of your comments (and or recommendations for how we can improve) in upcoming issues of this newsletter.

The CLENE Round Table is only as strong as its members, so I encourage you to let me know how the executive board and our board members can best meet your membership needs, while continuing to be the premier staff training and development resource within ALA.

CLENERT President Stacy Schrank welcomes your input; contact Stacy at SSchrank@metrolibrary.org

CLENE Staff Development Discussion

About 20 people attended the CLENE Staff Development Discussion Group at the ALA Midwinter Conference.

Photos courtesy Kimberly Chapman

HEAR YE! HEAR YE!
CLENE Member Announcements

Louise Whitaker has joined the CLENE Board to finish out the term of a vacated board position. Her term will expire at the Annual Conference in 2010. Louise is the training coordinator with the Pioneer Library System, a multi-county library system headquartered in Norman, OK.

Tom Taylor is the new South Central Kansas Library System Continuing Education Coordinator. Taylor, who began work on August 25, is responsible for planning and organizing the annual program of continuing education and training for SCKLS member libraries.

Dawn Lowe-Wincentsen has published the book, *A Leadership Primer for New Librarians*, with co-author Suzanne Byke.

of continuing education for us. This model allows us to offer continuing support and practice in public speaking and presentation skills - skills that have become so integral to our jobs as librarians.

In my role as Assistant Director at SJRLC, one of my responsibilities is to provide continuing education opportunities to member libraries. I create my CE schedule by working backwards and saying,

"If someone walks into a library anywhere in South Jersey I want them to have the best possible experience. For that to happen, what knowledge, skills, abilities and resources do library staff need to possess?"

Offering our libraries a chance to participate in Toastmasters is a no-brainer because Toastmasters gives library staff a proven method and a safe environment in which to improve their communication and presentation skills--which makes them better at advocating for resources, and communicating the benefits of the library to their customers and stakeholder.

The idea of starting our own chapter actually originated with Harry Kendall, a member of our Board who had previously participated in a Toastmasters "corporate" chapter at Boeing. He offered to act as a mentor and help show us the ropes and give us an idea of how a Toastmasters meeting is structured.

Anyone affiliated with an SJRLC member library is eligible to join, and SJRLC picks up the tab for member fees (a mere $20), which cover the useful speech manuals each new member receives.

At Toastmasters meetings, members learn by speaking to groups and working with others in a supportive environment. Each meeting gives everyone an opportunity to practice:

- Conducting meetings
- Speaking extemporaneously
- Presenting prepared speeches
- Offering constructive evaluation

In addition to the skill set that members develop, they can also work towards becoming a Toastmaster certified "Competent Communicator" (formerly the "Competent Toastmaster" or CTM). This provides an added benefit to those wishing to develop their portfolio, and the "Competent Communicator" designation is an internationally recognized mark of achievement.

Hey, I want to start a chapter, what should I do?
If you are interested in starting a chapter for your library, or a group of local libraries, consider visiting a local Toastmasters chapter first to get an idea of what meetings are like. You can find local meetings easily on the Toastmasters website: http://www.toastmasters.org/find/ . Most chapters are open, and very welcoming to guests. If you know you're going to visit, call ahead and let them know so they can introduce you at the beginning of a meeting.

If you decide that Toastmasters is for you, you'll need to have 20 members to start your own chapter. If you want to offer this as a member or employee benefit, that's only a $400 annual investment! Toastmasters will set you up, and send you lots of wonderful materials that will help you run your club, including speech manuals, and documentation of the various meeting roles.

Peter Bromberg is the Assistant Director for the South Jersey Regional Library Cooperative in Gibbsboro, NJ. In 2008 he received his Competent Communicator certification from Toastmasters. Contact information for Peter is available at: http://peterbromberg.com.

Member Profile: Shelley Walchak

by Shelley Walchak, (Walchak_S@cde.state.co.us)

Organization and your position there:
Senior Consultant, Library Community Programs, Colorado State Library

How long have you had that job?
3 months! Previously with Colorado Library Consortium as Director of Continuing Education and Regional Consultant for 3 ½ years.

Describe your typical work assignments:
My current work is evolving as it is a newly created position combining two former jobs. I focus on supporting Public Library Administration and work on large projects that affect public libraries like standards, trustee training, strategic planning, advocacy and library law. Along with this, I encourage community connections including such projects as developing economic gardening partnerships in the state.

What is your educational background and where did you earn your degree(s)?
I received my BA in Philosophy from Colorado Women's College and followed with my MLS from Wayne State University 10 years later. I then went back to work on a Masters in Education in order to get a teaching certificate in French. When I worked at the John F. Reed Library at Fort Lewis College, I was asked to fill in for a French teacher one semester and had a grand time teaching French 101. I am a total Francophile!

Describe your best training idea to share with CLENE members.
When I am working with a group of 50 or less I always try to get the audience immediately involved by asking questions related to the topic of the day and offering topic-centered gifts for those willing to speak up even if they don't have the correct answer. It's a great way of introducing the topic, getting the audience involved and offering some take-aways. I watched Stephanie Vance, ALA's Advocacy Consultant, do this in a workshop and I find it to be effective with the majority of any group with which I work.

What is your favorite place that you have traveled to and why?
Anywhere in France. I love the culture - the way food is prepared, the way people dress, the polemical conversation, the priority they give to education, the beauty and diversity of the country, the historical aspect, and the wine!

What is your favorite thing to do when you attend library conferences?
Since I have been on Council the last three years and now the CLENE Board, my conferences are packed with meetings without much free time. However, I always enjoy the casual meals with my fellow councilors and board members to really get to know each other. I love the fact that ALA provides me the opportunity to get to know folks from around the country.

What is the biggest training disaster you have ever experienced, and what did you learn?
I had presented on Time Management skills two times in a 3 month period of time last year and felt rather smug about my presentation. When a third request came to me, I didn't take the time to analyze my audience properly or make changes to fit that audience.

Shelley Walchak

In April 2008, Kathy Rippel and I presented in a workshop that worked through written step-by-step instructions on weeding and inventorying. All 25 participants earned $50 for attending this workshop. Five librarians earned second $50 for using the weeding instructions to weed and a third $50 for using the inventory instructions to inventory their libraries

Problem

Presentation-only CE usually produces slides and handouts that can only be used in workshops. I have searched Google for PowerPoint presentations on dozens of topics, but very few of these can stand alone as learning modules. The vast majority are bullet-points listing topics, with little detail. Regular handouts, not printouts of PowerPoint slides, provide more detail about specific highlights of the presentation, but handouts usually do not provide the context needed to fully appreciate the point and value of the handout. When someone misses a workshop and asks for the handouts all I have is a PowerPoint, an almost useless handout to give them. In short, after most workshops, I have little or nothing for training later.

Solution

In project-based CE, a "CE Project Agreement" is created for each workshop. This agreement has a learning component and a library work component. The learning component lists online and print resources teaching a skill. Anyone missing the workshop can read or watch these resources to learn the skill. They can then follow the step-by-step instructions of the "library work component" to apply that skill in the library.

Are you a fan of continuing education? Do you like training? And staff development? Are you on Facebook? Become a fan of CLENERT on Facebook http://tinyurl.com/dhyhum

Problem

Presentation-only CE offers little or no incentive for librarians and trustees to work together. Librarians are often frustrated in getting their library boards to work on library board duties such as library budgeting and writing policies.

Solution

Project-based CE has CE Project Agreements encouraging trustees and boards to work together because they will earn twice the money: $50 for the librarian's work and $50 for the trustee's work. See the list of CE Project Agreements that require librarians and trustees to work together at tinyurl.com/2cf8uk.

Problem

Presentation-only CE workshops often fire librarians up to try something new back at their library. Without clear instructions, a well-defined project, and the motivation of reward and recognition for applying the learning in the library, the urgency of everyday tasks often overwhelms the application of learning.

Solution

Project-based CE hopes providing clear instructions for a clearly defined task and reward and recognition for completing that task will provide a little extra push to apply learning to library work.

One Year Into the Program

By December 2008, librarians and trustees of 39 libraries had completed at least one project. At "All Librarians Day," February 26, 2009, librarians asked me to "simplify" projects. I will do my best. Eighty-six percent of librarians approved awarding recognition certificates for completing groups of CE Projects that focus on a single vision or role such as creating a "Reader-Friendly Library." Ninety-two percent of librarians also approved doing simple experiments as CE Projects. I dream of turning CKLS' 55 member libraries into a library science laboratory discovering which ideas actually create "Reader-Friendly Libraries." Our first experiment will answer the question, "What size of book display circulates the most books in a week?"

Need More Information?

A detailed description of the program is available at ceprojects.blogspot.com.

Chris Rippel is the Head of Continuing Education for the Central Kansas Library System. Chris can be contacted at crippel@ckls.org.

the competency pyramid model and the personal learning environment approach—an indication that there is an appetite for future webinars for learning professionals. (The ASTD competency pyramid shows the foundational competencies, areas of expertise and roles for learning professionals. More information is available at http://www.astd.org/content/research/competency/competencyStudy.htm)

The archive of the webinar and the downloadable resource list are available for viewing at http://www.webjunction.org/learning-webinars/articles/content/33623072.

At the CLENE Board meeting in Denver, December 2009, the Board approved the action items in the task force report. We are excited by the work that is moving forward on the Training Showcase and by the use of OPAL for virtual meetings. We are equally excited by the opportunities presented in the webinar partnership. Stay tuned for more information as CLENE moves forward with web conferencing!

Going to ALA in Chicago?

Don't miss the opportunity to participate!

The 6th Annual CLENE Training Showcase:
Best Practices in Training, Staff Development and Continuing Education

The 2009 Training Showcase will feature *old favorites* and *new opportunities*!

Photo courtesy of cleneroundtable's Flickr photostream

• This fun event attracts several hundred conference attendees!

• It's a perfect venue for networking with colleagues, and learning about best practices in training!

•Light refreshments are served and door prizes are awarded!

6' Exhibit Tables for Participants
Resource Exchange Program
Speaker Showcase Corner
Showcase Sponsorship
Networking Niches
Refreshments
Door Prizes
BIGWIG!

Where: ALA Annual Conference – Chicago, IL

When: Sunday, July 12, 2009 from 1:30-3:30 pm

For more information about sponsorships and participation in the Training Showcase:

Check the CLENE website: http://www.ala.org/clenert or Email the Showcase Co-Chairs: Pat Carterette or Melissa Lattanzi

Pat Carterette: pcarterette@georgialibraries.org
Melissa Lattanzi: lattanzm@neo-rls.org

Vote For These CLENE Candidates

Voting will be open from March 17 through April 24, 2009 for all ALA elections.
Thank you to all of the following for agreeing to run for an office in CLENE.

Vice President/President Elect
Sharon Morris - CO, Director of Library Development, Colorado State Library

Treasurer
Melissa Lattanzi - OH, Continuing Education Specialist at Northeast Ohio Regional Library System

Members at large
Andrea Akiti - GA, Librarian Senior at the Atlanta-Fulton Public Library Northside Branch

Shirley Biladeau - ID, Continuing Education Consultant at Idaho Commission for Libraries

Cindi Hickey - KS, Web Junction Coordinator at State Library of Kansas

Heather Howiler - OH, Training and Staff Development Coordinator at Cleveland Heights-University Heights Public Library

Lori Reed - NC , Employee Learning and Development Coordinator for Public Library of Charlotte

Sandra Smith - CO, Training & Development Manager at the Denver Public Library

Evan Struble - OH, Continuing Education Coordinator at OHIONET

Jay Turner - GA, Staff Development Manager at Gwinnett County Public Library

Check your email for more ALA elections voting information!

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