

# LearningExchange

June 2010

"School ends, but education doesn't."

Volume 26, Number 4



## New Directions

By Dawn Lowe-Wincentsen & Kimberly Chapman  
*LearningExchange* Editors

### Exploring New Directions:

We are exploring new directions for the *LearningExchange*. As your editors, we want to make sure that the newsletter remains relevant and interesting to members. We are considering a three-part plan establishing new directions for future issues of the *LearningExchange*.

We hope the end result will be a unique and useful publication that benefits members of the Learning Round Table. In addition to this article, we will be surveying the membership over the next few weeks to make sure we understand member needs and interests. Please share your thoughts with us at [editor@alalearning.org](mailto:editor@alalearning.org).

**New Direction 1:** Focus the newsletter on longer articles with a more magazine-style format, ad-

*New Directions continued on page 6*

## LearnRT at ALA - Program Highlights

**Building with Competencies** (Sat. 1:30-3:30 pm)  
Join Betha Gutsche and Sandra Smith as they explore strategies and case studies of competency-based staff development efforts.

**Library Trainers as Leaders** (Sun. 10:30 am-12pm)  
This interactive session will include audience participation and sharing of best practices as to how library trainers can step up their leadership skills and get a place at the library strategic planning table. Facilitated by Paul Signorelli with panelists Maurice Coleman, Sandra Smith and Louise Whitaker.

**Membership Pavilion Learning Round Table Lightning Talk** (Sun. 3:30 - 3:45 pm)  
If you've never seen a lightning talk - stop by and prepare to be amazed!

**Staff Development Discussion** (Mon. 1:30-3:30 pm)  
This discussion is a great energizer for those new to staff development as well as for those who've been doing it for years. Come early and stay for the raffle at the end of the program.

**Visit [alalearning.org](http://alalearning.org) for complete program schedules and descriptions.**



Original image: 'Smithsonian Castle HDR'  
<http://www.flickr.com/photos/25793915@N06/3473752888>  
by: Robert B Murray

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**GENERAL** questions about LearnRT should be sent to:  
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## Message from the President



*Outgoing LearnRT President  
Pat Carterette is the Director of  
Continuing Education, Georgia Public  
Library Service*

### Where has the time gone?

By the time this newsletter is in your hands (or on your computer), my term as the Learning Round Table president will be coming to an end. This is a good time to take a look back and reflect on our achievements this year.

Almost all our accomplishments this year are a direct result of the comprehensive marketing plan spearheaded by board member Lori Reed in 2009. Thank you, Lori!

Communication, recruitment and retention, member engagement, methods of content delivery and round table branding have all been addressed this year.

### Some of our accomplishments include:

- Changing our name from CLENERT to LearnRT and selecting a new logo
- Establishing the ALALearning Blog ([www.alalearning.org](http://www.alalearning.org)) as the number one “go-to” website for pertinent, timely articles
- Enlisting a dozen or so bloggers who have name recognition in the area of learning, training and staff development
- Sponsoring our first Emerging Leader, Jennifer Spriggs
- Sponsoring two Emerging Leader projects (webinar learning series and staff development day e-publication)
- Increasing the use of ALAConnect as a means to communicate with round table members
- Continuing our monthly virtual membership meetings (see the ALAConnect Calendar for dates and login instructions)
- Establishing a LearnRT presence within PLA

All this could not have been accomplished without the hard work and commitment of the Board and loyal round table members. I have been honored to serve as president of this awesome round table (aka “the little round table that could”) and am looking forward to many more years of active participation with LearnRT.

*Thank you to all of you for making the job of LearnRT President so easy!*

## Member Profile: Sharon Morris



Sharon Morris

Learning Round Table - President Elect  
*Morris\_S@cde.state.co.us*

### **Organization and your position there:**

I am the Director of Library Development and Innovation at the Colorado State Library. My position includes being the State Library Continuing Education Coordinator for Colorado library staff.

### **How long have you had this job?**

I have had this job for just over two years. Prior to that I did training on the future of libraries, technology trends, virtual reference, and various web development and youth services initiatives.

### **Describe your typical work assignments:**

I coordinate statewide initiatives and oversee several consultants who work with libraries on services and sustainability. We provide training and advocacy support to public libraries, school libraries, academic, and state institution-

al libraries including youth and adult correctional libraries.

In Colorado, I co-chair "Reach: Leading Learning in Libraries" which is a group of library CE stakeholders. We meet bi-monthly to discuss CE and collaborate on CE activities for Colorado library staff. I also manage special projects related to library development including grant-funded initiatives such as those offered by the Bill and Melinda Gates Foundation and IMLS.

### **What was your most interesting library-related job before your present position? Why?**

I have had several amazing library-related jobs. Those I like the most are projects that have the potential to significantly impact people's lives. For example, I coordinated an inner-city outreach reading program for preschool children in low-income areas and homeless shelters. Also, I coordinated a statewide chat reference service which provide 24/7 research support. These services involved meaningful exchanges around reading, research, and learning. I love that.

### **What is the most helpful training resource that you use on a regular basis?**

I am sincere when I say that the LearningExchange (formerly CleneExchange) is always my favorite thing to read and explore. I learn so much from the resources shared in the Exchange. I like to look back over previous issues to find ideas and resources. I also find the [alalearning.org](http://alalearning.org) blog to be very helpful. I refer people to their postings all the time.

### **What training idea do you want to share with LearnRT members?**

I have been fascinated with the idea of changing people's behavior through fun.

Check out <http://www.thefuntheory.com/> - this website is "dedicated to the thought that something as simple as fun is the easiest way to change people's behaviour for the better. Be it for yourself, for the environment, or for something entirely different, the only thing that matters is that it's change for the better."



*Member Profile continued from page 3*

You'll see different perspectives and fresh approaches to solving problems, incorporating "fun" elements - these include *The Speed Camera Lottery*, *The Wiki Traffic Light*, and *The Bottle Bank Arcade*.

I think fun and play are great ways to learn and grow. Visit the National Institute for Play's website at <http://www.nifplay.org/>.

If you're asking yourself, "How can we incorporate more play into our training?", a great resource is The Thiagi Group at <http://www.thiagi.com>.

The games section (<http://www.thiagi.com/games>) contains more than 200 training games and activities that you can use, for free!

### **Learning Round Table 2010 – 2011**

We have so many smart and talented people involved in the Learning Round Table right now. It is an exciting mix of people working on learning in libraries.

Our challenge over the next year is to provide ways for training staff to show the value of CE in their institutions. As the recession impacts libraries, libraries cut back. Unfortunately, one thing getting cut is professional development.

The Learning Round Table members can provide resources and ideas for each other on continuing to develop a learning organization with less resources but more creativity. We will explore online learning, partnerships and collaboration, and the importance of showing the value of continuing education for organizational effectiveness.

**Are you interested in being the next  
LearningExchange Member Profile?**

Let us know at  
[editor@alalearning.org](mailto:editor@alalearning.org)



Become a fan of  
LearnRT on Facebook  
<http://tinyurl.com/LearnRT>

### **Training Games at Thiagi.com**

Did Sharon's description of the Thiagi website in her member profile interest you in learning more about the resources they offer? If you are interested in training games, you'll want to take a look!

The games listed on the website were originally published in the *Thiagi Gameletter*, available on the website. Examples of what you'll find:

#### Category: Debriefing

- Action Replay / by Roger Greenaway
- The Envelope
- Mood Check

#### Category: Thought Experiment

- Buying Happiness
- Not Fair!
- Your Funny Life

#### Category: Structured Sharing

- 4Cs / by Matthew Richter
- Conversational Stress

#### Category: Creative Technique

- Double Negatives
- Five Ideas
- Zoom

#### Category: Opener

- Postcard from a Friend
- Snowball / by Stephanie Pollack
- Working the Room

Visit <http://www.thiagi.com/games> to learn more!

*compiled by Kimberly Chapman*



## Have you visited [alalearning.org](http://alalearning.org) lately?

### *Mind Maps for the Rest of Us / by Stephanie Zimmerman*

If you're interested in mind-mapping tools, this blog post is a must-read!

### *5 Things That Make You Look Like A Noob / by Jay Turner*

Want to avoid some new-trainer pitfalls? Jay shares his experiences and reflects on what he has learned as a trainer.

### *Google Forms for Assessment, Evaluation, and Reflection / by Buffy Hamilton*

Learn how to use Google Forms for a variety of purposes.

**Check out these blog posts, and many more,  
at [alalearning.org](http://alalearning.org)**



LearnRT member Tom Taylor is the recipient of the 2010 *Mountain Plains Library Association (MPLA) Beginning Professional Award*. Tom is the Continuing Education Coordinator for the South Central Kansas Library System.

LearnRT member, ALA Learning contributor, and *T is for Training* host Maurice Coleman has been named a 2010 *Library Journal Mover and Shaker*. Maurice is the Technical Trainer at Harford County (MD) Public Library.

LearnRT ALA liaison and project coordinator Darlena Davis was awarded her undergraduate degree from the Chicago State University in May.

## ***LearnRT Membership Benefit***

All LearnRT members are entitled to AMA "member only" benefits

- Exclusive discounts and special offers
- Preferred pricing on all AMA seminars
- Unlimited access to Members-only Website
- 50% discounts on seminar "Last-Minute Seats"
- Access to special track on HR/Training issues
- Access and benefit from case studies
- Use of interactive self-assessments



Visit the AMA website at <http://www.amanet.org/>

Contact Dawn Lowe-Wincentsen for LearnRT "member only" website access information  
[dawn.lowe.win@gmail.com](mailto:dawn.lowe.win@gmail.com)

*New Directions continued from page 1*

addressing broad themes and synthesizing information on different topics. We have the opportunity to look at topic trends, and may be able to combine conference presentations with relevant articles. The goal is to provide unique and useful information, while supporting the other publication outlets of the Learning Round Table.

***What would happen to regular features of the newsletter, like Member Profiles and Member Updates?*** We would like to make sure that regular features are supported, and improved, if those features are still of interest to members.

We are exploring ways we could incorporate those features into ALALearning.org, ALAConnect, the ALALearning wiki, or another appropriate online venue. Some regular features such as the *Member Profiles* may be better suited to more frequent online updates - we're currently "limited" to four profiles per year by confining the member profiles to the quarterly newsletter. Wouldn't it be great if we had monthly member profiles and really got to know the whole membership?

***New Direction 2:*** With a longer format for newsletter articles, we would switch to a less-frequent publication timeline. One option is to publish twice a year in October and April, opposite the ALA conference / meeting schedule. This would allow us the opportunity to develop in-depth articles building off of conference presentations or to provide analysis and synthesis of broad themes coming from training and continuing education blogs, online communications, and other publications. We know you can get your conference schedule information elsewhere, so we'd like to take advantage of the opportunity to use the newsletter space to feed your information cravings between major events, complementing other information sources like the ALALearning.org blog.

***New Direction 3:*** Our final step is to continue exploring ways to improve communication with newsletter readers and all Learning Round Table

publications, with more opportunities for members to participate in shaping the development of the newsletter.

***Your feedback is needed!***

To move forward in new directions, we need your input. We'd like to know what features to keep, and what features are no longer useful to you.

What is most important to you about the newsletter? What is your favorite type of content? What is missing that you would like to see?

What do you think of having a more in-depth, magazine-article type format?

Do you have ideas for articles that you would like to read? Would you like to write some articles or suggest new contributors?

What do you think of including conference information in the newsletter? Is this useful, or do you get this information from other places? (This includes learning about upcoming conference events, pre-election notices and post-election announcements, tips on conference cities / sightseeing, etc.)

What regular features would you like to see continue? Should these be continued in the newsletter, or moved to a different format? (These features include the Member Profile, Member News, and Message from the President.)

This is your newsletter - please let us know what you like or would change about this proposal, and what you like or would change about the newsletter as it is currently published. Send us your thoughts at [editor@alallearning.org](mailto:editor@alallearning.org).

We value your opinions, and thank you for taking the time to give us your feedback.

Your newsletter editors,  
*Dawn and Kimberly*

**Do you have ideas to share?**

Let us know at  
[editor@alallearning.org](mailto:editor@alallearning.org)

## 8th Annual Learning Round Table Training Showcase Best Practices in Training, Staff Development and Continuing Education

This fun event attracts several hundred conference attendees!  
It's an effective venue for networking with colleagues; and learning about best practices in training.  
Light refreshments are served and door prizes are awarded.

**Where:** Washington Convention Center Ballroom - Prefunction  
**When:** Sunday, June 27, 1:30 p.m. - 3:30 p.m.



*Think & Do*  
*WebJunction*  
*Amigos Library Services*  
*New Directions Learning*  
*Colorado State Library*  
*Emerging Leaders*  
*LE@D*  
*Emerging Leaders*  
*Neal-Schuman Publishers*  
*State Library of Kansas*  
*Texas State Library & Archives Commission*  
*Cobb County Public Library System*  
*Holy Names University*  
*Rowan University*

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### ***Why People Stop Coming Back***

*by Steve Wishnack, President, Think and Do (swishnack@thinkanddo.us)*

Retaining its customers is vital to the future viability of public libraries, just as it is to other businesses seeking to survive and prosper in these difficult economic times.

Research has found that six factors account for most customers' decision to stop coming back.

- 1% - died
- 3% - moved
- 5% - formed new relationships
- 9% - competition
- 14% - dissatisfaction with the people, product, or process of doing business
- 68% - Attitude of supplier

The most destructive attitude, the one that accounts for most customer defections is an attitude of Indifference, which means 'they don't care.' **Demonstrating to our patrons that we care about their needs, concerns, questions and issues is the key to keeping them coming back.**

This article was originally published in Think and Do's Library Newsletter, May 2010, a free "monthly tip" newsletter. If you're interested in receiving these tips on a regular basis, contact Steve Wishnack at [swishnack@thinkanddo.us](mailto:swishnack@thinkanddo.us).

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**ALA Annual Conference Attendees -  
Learning Round Table Events Are Open To All!  
June 24-29, 2010, Washington D.C.**

Friday, June 25	8:30 am - 12:00 pm	Preconference	REN-Congressional Hall C
Preconference: Beyond F2F: New Methods for Staff Training			
Saturday, June 26	8:00 am -12:00 pm	Open Board Meeting I	WCC-159A/B
Open Meeting - you do not have to be a LearnRT Board member to attend. We welcome all who love learning!			
Saturday, June 26	1:30 pm - 3:30 pm	Building with Competencies	GRAND-Constitution A
Sunday, June 27	10:30 am - 12:00 pm	Library Trainers as Leaders	WCC-201
Sunday, June 27	1:30 pm - 3:30 pm	Training Showcase	WCC-Ballroom Prefunction
Sunday, June 27	3:30 pm - 3:45 pm	Lightning Talk	Membership Pavilion
Monday, June 28	10:30 am - 12:00 pm	Open Board Meeting II	WCC-156
Monday, June 28	1:30 pm - 3:30 pm	Staff Development Discussion	WCC-143A

**For more information from ALA about the conference, see the website at:  
<http://www.ala.org/ala/conferencesevents/upcoming/annual/index.cfm>**