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eCourse Catalog 2017

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ALA Publishing eLearning Solutions

eCourse Catalog 2017

ALA Publishing eLearning Solutions (ELS) produces high-quality professional development events and materials for the library profession. ELS events cover modern issues on a wide variety of topics in formats that include live workshops, asynchronous eCourses, and print publications. We help ensure that today's library employees have access to the professional development opportunities they need, whether they are brushing up on the basics or expanding their horizons with cutting-edge tools.

This catalog covers current and future ELS eCourses available. eCourse titles will link you to additional information about eCourse content, instructor information, and information on registering. For courses where an iteration is not currently scheduled, please fill out the waitlist form to be notified the next time registration for the eCourse becomes available. Current ALA Publishing eLearning Solutions workshop offerings are not included in this catalog—you can view our current workshop offerings here: http://www.alastore.ala.org/wrkshps. Contact us with any additional inquiries and comments at elsmarketing@ala.org.

CATALOGING AND METADATA 4

- Advanced eCourse / Cataloging for Non-Catalogers* 4
- Cataloging Music Resources in RDA: Resource Description and Access 4
- Cataloging with RDA: Resource Description and Access 4
- How to Implement a Digitization Program 4
- Introduction to Metadata and Linked Data 4
- Using and Understanding Library of Congress Classification 4
- Using WebDewey and Understanding Dewey Decimal Classification 5

COLLECTION DEVELOPMENT 5

- Book as iPad App: Multimedia, Multi-Touch E-Books and Their Future in Libraries 5
- Rethinking Readers' Advisory: An Interactive Approach 5
- Understanding E-Books: All You Need to Know Now and for the Future 5

COMPUTING, TECHNOLOGY, AND WEB DESIGN 5

- A Beginner's Guide to Teaching Online 5
- Advanced eCourse / Intro to Computer Programming* 5
- Advanced eCourse / Library Technology for the Low-Tech Librarian* 6
- Advanced eCourse / Web Design and Development* 6
- Advanced WordPress: Taking Your Web Presence to the Next Level 6
- Apps for Librarians: Empower Your Users with Mobile App Literacy 6
- Customizing Google Analytics and Google Tag Manager 6
- Using Apps to Manage Information and Stay Organized 6
- Using Drupal to Build Library Websites 7
- Using User Experience (UX) Design to Improve Library Services from the Web to the Circulation Desk 7
- Using WordPress to Build Library Websites 7
- Web Design Basics for Librarians 7

COPYRIGHT 7

- Advanced eCourse / Copyright 101* 7
- Becoming the Copyright Specialist in Your Library 7
- Demystifying Copyright: How to Educate Your Staff and Community 8
- Managing Copyright in Digital Collections 8

INFORMATION LITERACY AND LIBRARY INSTRUCTION 8

- Assessing Student Learning with Instructional Technologies 8
- Dynamic One-Shot Library Instruction 8
- Innovative Approaches to Library Instruction: Online to Face-to-Face 8
- Instructional Design Essentials 8
- Integrating Multimedia Resources into Library Instruction and Research 9
- Intermediate Instructional Design for Information Literacy 9
- Introduction to Critical Information Literacy: Promoting Social Justice Through Librarianship 9
- Metaliteracy: Reinventing Information Literacy to Empower Learners 9
- Online Tutorials: Creating Them Easily and Effectively 9
- Putting the "Pop" in Information Literacy 9
- Rethinking Digital Literacy to Serve Library Staff and Users 10
- Rethinking Library Instruction: Libraries as Social Learning Centers 10
- Teaching Information Literacy to College Students 10

MANAGEMENT 10

- Advanced eCourse / Management Bootcamp for Librarians and Other Information Professionals* 10
- Advanced eCourse / Project Management Fundamentals for Librarians* 10
- Financial Management and Budgeting for Librarians 10

PERSONAL DEVELOPMENT 11

- Advanced eCourse / Improving Interpersonal Communication* 11
- Basic American Sign Language for Library Staff 11
- Being Indispensable: A School Librarian's Guide to Proving Your Value and Keeping Your Job 11
- Mindfulness for Librarians: Handling Stress and Thriving Under Pressure 11
- New on the Job 11
- Researching Prospective Donors: Get More Funding for Your Library 11
- Rethinking Social Media to Organize Information and Communities 12

PROGRAMMING, OUTREACH, MARKETING, AND CUSTOMER SERVICE 12

- 40+ New Revenue Sources for Libraries and Nonprofits 12
- Adult Programming: Planning for Success 12
- Collaborating with Teens to Build Better Library Programs 12
- Creating Early Literacy Programs: Connecting with Early Childhood Development 12
- Engaging Teens with Digital Media: Creating Stories and Games 13
- Getting Started with Library Service Design 13
- How to Market Your Library 13
- Storytime Shenanigans: Building Great Programs for Preschoolers 13

REFERENCE 13

- Basic Reference Skills for Non-Reference Librarians 13
- Cutting the Red Tape: Finding and Using E-Government Tools and Resources 14
- Reference Through Social Media: Developing Standards, Guidelines, and Policies 14
- Virtual Reference: An Introduction 14

***Advanced eCourses** are led by faculty from the SJSU iSchool and help you dig deep into cutting-edge topics in 10-12 weeks, equipping you with potentially transformative knowledge and skills, and taking you from introductory through high-level content.

CATALOGING AND METADATA

Advanced eCourse / Cataloging for Non-Catalogers*

DR. MARY BOLIN

This 12-week eCourse teaches the fundamental concepts and practices of library cataloging, including basic descriptive and subject cataloging concepts, the creation and management of cataloging processes and workflows, the shared cataloging environment, and trends in bibliographic control that will affect libraries in the near future.

Cataloging Music Resources in RDA: Resource Description and Access

DR. SONIA ARCHER-CAPUZZO

This eCourse explores the unique challenges of cataloging music resources and provides you with a strong foundation in music cataloging with RDA that you can use more confidently and successfully, no matter what type of resources you wish to describe.

Cataloging with RDA: Resource Description and Access

MAGDA EL-SHERBINI

In this eCourse, RDA expert Magda El-Sherbini will get you started with hands-on RDA training that focuses on print monographs and will cover both description and access.

How to Implement a Digitization Program

SUSANNE CARO

In this eCourse, Susanne Caro, a former state documents librarian and digitization expert, shows you what you need to get started if you are new to digitization. Learn how to assess different materials for digitization, and gain strategies for getting buy-in and resources for your project.

Introduction to Metadata and Linked Data

DR. OKSANA L. ZAVALINA

This eCourse provides you with the tools to get started with linked data and metadata and the resources to learn more on your own. Topics covered include the building blocks of metadata scheme (structure, syntax, and semantics); how metadata schemes are implemented in database records; application of several metadata schemes that are widely used in digital libraries, including Dublin Core and MODS; and the role of metadata in Semantic Web and Linked Data environment.

Using and Understanding Library of Congress Classification

ROBERT BOTHMANN

Starting with the basics, this eCourse teaches you how to assign LCC numbers with correct meaning in hierarchy, build numbers using tables, and apply numbers that help users browse your library.

Using WebDewey and Understanding Dewey Decimal Classification

VIOLET FOX

This eCourse teaches you how to assign DDC® numbers with correct meaning in hierarchy, build numbers using tables, and apply numbers that help patrons browse your library.

COLLECTION DEVELOPMENT

Book as iPad App: Multimedia, Multi-Touch E-Books and Their Future in Libraries

NICOLE HENNIG

In this eCourse, Nicole Hennig provides guidance for integrating iPads into your library's programs and services by facilitating demos of important titles from the most innovative publishers; offers benchmarks for evaluating book apps and writing reviews of them; and leads you in conversation about book apps as you share your reviews with the class.

Rethinking Readers' Advisory: An Interactive Approach

REBECCA HOWARD & LAURA RAPHAEL

Learn how to develop RA services that are more efficient and responsive to your users' needs. Gain strategies to implement this service model into your library, including tips for getting administrative and staff on board as well as tools to build forms and train staff members.

Understanding E-Books: All You Need to Know Now and for the Future

MIRELA RONCEVIC

Requiring no prior knowledge of e-books, this eCourse will sketch the history of e-books while showing you how they function in libraries, exploring issues ranging from file formats to delivery mechanisms and lending policies.

COMPUTING, TECHNOLOGY, AND WEB DESIGN

A Beginner's Guide to Teaching Online

PAUL SIGNORELLI

This eCourse is designed to help you understand how to build upon the best of your face-to-face training efforts, so your participants will want to immediately apply the skills learned through your online events. Join us for this four-week hands-on approach to creating synchronous and asynchronous learning moments that will have your users clamoring for more.

Advanced eCourse / Intro to Computer Programming*

STEVE PERRY

In this ten-week Advanced eCourse, you can go from having little to no programming knowledge to being familiar with coding in several different computer languages. Steve Perry—an experienced LIS instructor and programmer—teaches you what you need to get started and provides you with practical programming experience, particularly as it relates to a library environment.

Advanced eCourse / Library Technology for the Low-Tech Librarian*

TIMOTHY J. DICKEY

This 12-week advanced eCourse is divided into three four-week modules. In each one, instructor Timothy Dickey introduces you to a specific area of library technology, then delves deeper to teach the basics of how that key technology functions, how it applies to librarianship, and how you can evaluate the potential use of it in your institution. This eCourse provides you with essential knowledge to work in today's tech-savvy environment and helps build confidence in working with library technology.

Advanced eCourse / Web Design and Development*

RAYMOND DEAN

In this 12-week advanced eCourse, Raymond Dean, a lecturer for the SJSU iSchool and an experienced web developer, breaks down the complexity of web development into simple and accessible parts. You can apply this knowledge to develop a solid foundation in web design and development.

Advanced WordPress: Taking Your Web Presence to the Next Level

MICHAEL SCHOFIELD

If you're eager to move from basic proficiency to advanced skills in WordPress, this eCourse is for you. Michael Schofield, a web developer who specializes in library sites, teaches you about the advanced capabilities of WordPress, how they can apply to your library, and the steps for putting them in place.

Apps for Librarians: Empower Your Users with Mobile App Literacy

NICOLE HENNIG

In this five-week eCourse, Nicole Hennig teaches you about the most useful apps available on tablet and mobile devices and how they can be applied in your library to create the best learning experiences for your patrons and students.

Customizing Google Analytics and Google Tag Manager

TABATHA FARNEY

This four-week course covers advanced Google Analytics and Google Tag Manager concepts and features all libraries should use. Instructor Tabatha Farney breaks down the process of maximizing your Google Analytics account into manageable steps and teaches you how to customize Google Analytics to track data for a variety of library-specific online tools, including link resolvers, online catalogs, discovery services, online guides, digital repositories, and social media.

Using Apps to Manage Information and Stay Organized

NICOLE HENNIG

In this eCourse, Nicole Hennig teaches you how to use four types of mobile apps in depth that can help you and your users manage information and boost productivity. You'll gain tips on how to use the knowledge from this eCourse to create workshops for your users, so you can advise patrons and students how to securely manage and organize their information.

Using Drupal to Build Library Websites

KEN VARNUM

In this introductory eCourse, librarian and Drupal expert Ken Varnum guides you in building an attractive, functional library website using Drupal, an open source content management tool. Whether your objective is a simple site or full-service digital branch, this eCourse provides you with the know-how to get a library website up and running. *No coding experience required.*

Using User Experience (UX) Design to Improve Library Services from the Web to the Circulation Desk

AMANDA L. GOODMAN & MICHAEL SCHOFIELD

In this eCourse, UX design experts Amanda Goodman and Michael Schofield will demonstrate how you can use UX design principles to improve a wide variety of library services for both patrons and staff. Learn techniques that will help you gather and analyze data that measures user engagement and satisfaction, and gain strategies for how to use those findings to make your users happier.

Using WordPress to Build Library Websites

AMANDA L. GOODMAN

Skilled web developer Amanda Goodman guides you in applying WordPress tools and functionality to library content. Learn the nuts and bolts of building a library website that is both user friendly and easy to maintain.

Web Design Basics for Librarians

DIANE KOVACS

Learn how to design usable, accessible web pages using HTML and CSS. This self-paced, hands-on course focuses on the basics of web standards, website planning, design, and construction.

COPYRIGHT

Advanced eCourse / Copyright 101*

MARY MINOW

In 12 weeks, Mary Minow—attorney, librarian, and copyright expert—teaches you what you need to know about copyright. Go from copyright novice to a librarian who can assist patrons with a wide range of copyright issues—from open access and creative commons to licensing and digital rights management.

Becoming the Copyright Specialist in Your Library

LESLEY ELLEN HARRIS

This eCourse helps you understand what being the go-to copyright specialist means in your institution and provides strategies for evaluating copyright issues. Harris supplies you with the knowledge you need to complete daily activities within the confines of copyright law.

Demystifying Copyright: How to Educate Your Staff and Community

LESLEY ELLEN HARRIS

In this four-week eCourse, Lesley Ellen Harris guides you step by step through developing an effective and practical copyright education program for your staff and community. Learn copyright best practices that can help protect your institution from cease-and-desist letters, time-draining threats, and lawsuits.

Managing Copyright in Digital Collections

LINDA TADIC

This three-week eCourse teaches you relevant US copyright law that may impact your digital preservation and access projects. Learn how to apply copyright to a variety of media and formats and make decisions with a project manager's sensibility to keep your projects on track.

INFORMATION LITERACY AND LIBRARY INSTRUCTION

Assessing Student Learning with Instructional Technologies

MELISSA MALLON

Course instructor Melissa Mallon guides you through the steps of designing an authentic lesson and assessment plan. Come away from this eCourse with a ready-to-use lesson that uses instructional technology and has an assessment plan to go with it!

Dynamic One-Shot Library Instruction

HEIDI BUCHANAN & BETH McDONOUGH

Meaningful library instruction in 50 minutes? No problem. With more than 30 years' combined experience in teaching information literacy, Buchanan and McDonough guide you through effective learning activities and present you with useful approaches to prepare your own. This eCourse offers practical tips for creating relevant information literacy instruction sessions.

Innovative Approaches to Library Instruction: Online to Face-to-Face

PAUL SIGNORELLI

This four-week eCourse takes you through a survey of Connected Learning, the Flipped Classroom model, connectivist MOOCs (massive open online courses), and innovations in learning spaces that support various approaches to learning in libraries. Gain a plethora of ideas on how to immediately adapt what you learn in this eCourse to serve the needs of learners in your own library.

Instructional Design Essentials

NICOLE PAGOWSKY & ERICA DeFRAIN

This eCourse provides you with a foundation in instructional design, helps you hone your teaching skills, and prepares you for your instructional needs, whether you teach face-to-face, online, or develop online tutorials.

Integrating Multimedia Resources into Library Instruction and Research

JULIE A. DeCESARE

This eCourse provides an overview of the many different types of multimedia resources, online tools, and digital technologies available that can help you enhance your instruction. DeCesare prepares you with a foundation to navigate free and paid multimedia resources for teaching, learning, and research.

Intermediate Instructional Design for Information Literacy

CINTHYA IPPOLITI

In this intermediate eCourse, librarian and instructional design expert Cinthya Ippoliti shows you how you can incorporate design thinking, a specific type of instructional design model, to enhance your instruction. The eCourse is designed as a case study where you work with an existing instructional problem that you will resolve through the design thinking process.

Introduction to Critical Information Literacy: Promoting Social Justice Through Librarianship

DAWN STAHURA

In this eCourse, information literacy expert Dawn Stahura teaches you how to provide your community members with resources that you know are unbiased, reliable, and accurate. Gain useful strategies to incorporate the process of knowledge creation into your instruction sessions. Learn about practical tools that can help your users look at alternative texts and resources to help humanize the research process and address the lack of marginalized voices in the scholarly pursuit for information.

Metaliteracy: Reinventing Information Literacy to Empower Learners

TRUDI JACOBSON & THOMAS MACKEY

This eCourse covers everything you need to know about metaliteracy—from theory to practice. Jacobson and Mackey show you how to expand the scope of traditional information skills to include the collaborative production and sharing of information in the participatory digital environments that are prevalent today.

Online Tutorials: Creating Them Easily and Effectively

HANNAH GASCHO REMPEL & MARIBETH SLEBODNIK

In this eCourse, Rempel and Slebodnik introduce you to the process and principles of creating impactful and effective tutorials. These principles include accessibility to reach a wider audience and assessment to evaluate and reinforce learning. The eCourse provides you with an opportunity to design your own simple tutorial utilizing free tools. The instructors also cover additional tools (both free and fee-based) that may be useful for your own future projects.

Putting the "Pop" in Information Literacy

DAWN STAHURA

This eCourse offers you two tools to liven up your instructional sessions—popular culture and assessment. Through your weekly assignments, you'll learn how to incorporate pop culture into your instruction and build a fully defined, one-shot instructional session using a popular-culture theme.

Rethinking Digital Literacy to Serve Library Staff and Users

PAUL SIGNORELLI

Training and learning specialist Paul Signorelli explores a variety of digital-literacy resources, including case studies of how librarians creatively approach digital-literacy learning opportunities for their staff and users. He also presents an assortment of digital tools that can help encourage further understanding of the topic.

Rethinking Library Instruction: Libraries as Social Learning Centers

PAUL SIGNORELLI

Learn how to use effective instructional programs developed around your library's resources and services to boost customer satisfaction. Through this interactive eCourse, Paul Signorelli helps you and your staff increase awareness of all the library has to offer as he teaches basic instructional techniques to improve presentation skills.

Teaching Information Literacy to College Students

JOANNA M. BURKHARDT

In this eCourse, Joanna M. Burkhardt draws from her bestselling book *Teaching Information Literacy: 50 Standards-Based Exercises for College Students* to show you how to create challenging, engaging lessons and exercises that will give college students the foundation they need to distinguish between the easiest sources to find and the best sources to use.

MANAGEMENT

Advanced eCourse / Management Bootcamp for Librarians and Other Information Professionals*

SEAN GAFFNEY

This advanced eCourse has been adapted from a 15-week graduate-level library management course that Sean Gaffney has been teaching since 2008 at San Jose State University School of Information. This eCourse provides you with practical skills for managing operations, including strategies to lead and motivate staff effectively, develop budgets, market your organization, and plan effectively.

Advanced eCourse / Project Management Fundamentals for Librarians*

SEAN GAFFNEY

This advanced eCourse provides you with essential strategies and techniques to successfully oversee projects from their initial proposal to completion. You'll gain a comprehensive understanding of several project management tools and processes that can help you stay on task and on schedule.

Financial Management and Budgeting for Librarians

SEAN GAFFNEY

This eCourse guides you through concepts like revenue models, budgets types, internal controls, resource allocation, financial planning, acquiring outside resources, and more! Gain an understanding of both the theory and practice behind strategic financial resource management and learn about how these concepts relate to leadership, management, and overall strategic planning.

PERSONAL DEVELOPMENT

Advanced eCourse / Improving Interpersonal Communication*

DR. SUE ALMAN

Dr. Sue Alman—an experienced instructor and expert in interpersonal communication—explores some of the factors that affect interpersonal communications. This advanced eCourse provides you with valuable tips that can help you understand different perspectives and recognize communication preferences among individuals. Alman teaches techniques that can help you resolve conflicts, improve your listening skills, and prepare you for effective communication in both virtual and in-person settings.

Basic American Sign Language for Library Staff

KATHY MacMILLAN

Ideal for those without previous experience, this eCourse introduces you to basic American Sign Language (ASL) vocabulary and grammar appropriate for use in a library setting and provides ideas for how you can incorporate ASL into different library contexts. MacMillan places ASL within a linguistic and cultural context to enhance your ability to serve and interact effectively with deaf library users.

Being Indispensable: A School Librarian's Guide to Proving Your Value and Keeping Your Job

HILDA K. WEISBURG

This eCourse gives school librarians concrete strategies for demonstrating and proving their worth through clear, focused leadership. Learn how to lead, how to identify the people you need to influence, and how to influence them on paper, in person, and during meetings.

Mindfulness for Librarians: Handling Stress and Thriving Under Pressure

RICHARD MONIZ & MARTIN HOUSE

Moniz and House share tips and tricks to better handle stress and become more mindful in the workplace. This eCourse introduces mindfulness, discusses its significance and how it relates to the library profession, and teaches you techniques to put theory into practice.

New on the Job

HILDA WEISBURG

This eCourse provides you with the tools and tactics needed to be a successful school librarian from day one and tips to continue to build on that success. You'll come out of the eCourse with strategies for success from applying for the job through building relationships with students, teachers, administrators, and your community.

Researching Prospective Donors: Get More Funding for Your Library

SUSAN SUMMERFIELD HAMMERMAN

Learn how to find prospective donors for your library. Susan Summerfield Hammerman, a successful prospect researcher, provides you with the tools to research these individuals and their wealth. Using the strategies outlined in this course, your library's fundraising staff can focus their time and attention on the best donors and potential donors in your community.

Rethinking Social Media to Organize Information and Communities

PAUL SIGNORELLI

Join social media guru Paul Signorelli in this four-week, highly-interactive eCourse as he explores a variety of social media tools in terms of how they can be used to organize information and communities. Together, you will survey and use a variety of social media tools, such as Delicious, Diigo, Facebook, Goodreads, Google Hangouts, LibraryThing, Pinterest, Storify, Twitter, and more!

PROGRAMMING, OUTREACH, MARKETING, AND CUSTOMER SERVICE

40+ New Revenue Sources for Libraries and Nonprofits

ED ROSSMAN

Learn how to administer and promote over 40 types of revenue-generating methods designed to help your organization attain a better financial position. Using familiar examples from the media, Ed Rossman illustrates existing opportunities in libraries that can help strengthen your library's revenue and community partnerships. The eCourse shares valuable tips on how to utilize new technologies, such as crowdfunding, and provides you with an understanding of legalities and tax issue concerns, which are reinforced by real-world case studies.

Adult Programming: Planning for Success

AMY ALESSIO

In this three-week eCourse, Amy Alessio helps you plan a calendar year of events for adults in several different age groups. Alessio presents the best programming resources for everything from planning to marketing and provides strategies to enhance your library's offerings while keeping space, time, budget, and staffing realistic.

Collaborating with Teens to Build Better Library Programs

JENNIFER VELÁSQUEZ

In this eCourse, Velásquez presents useful approaches for giving teens the lead in developing high-appeal collections and services. She teaches you how to draw from the insights of teens to create an online presence that is both relevant and effective. This eCourse supplies you with tactics to make teen programming a fully integrated library service that fosters teen participation.

Creating Early Literacy Programs: Connecting with Early Childhood Development

R. LYNN BAKER

Early care expert and education trainer R. Lynn Baker's successful approach to school readiness programming connects school readiness indicators and early childhood standards with early literacy best practices. In this four-week eCourse, Baker guides you through the ins and outs of developing early childhood programs through discussion boards, pre/post-tests, assignments, and readings.

Engaging Teens with Digital Media: Creating Stories and Games

KELLY CZARNECKI

Take your gaming nights up a notch by drawing eager creators to your workstations! Noted library gamer Kelly Czarnecki guides you through this eCourse loaded with activities for both novices and experienced participants and generously illustrated with numerous video examples. This eCourse teaches you the basic skills to get your teens started in designing, producing, and telling their stories.

Getting Started with Library Service Design

JOE J. MARQUEZ & ANNIE DOWNEY

Service design is a holistic, co-creative methodology that puts the user at the center of the service delivery model to create user-centered services. This eCourse explores the service design methodology as a valuable toolkit that librarians and administrators can use to assess, revise, and create library services, spaces, and workflows.

How to Market Your Library

DANA BRACCIA

Gain a comprehensive foundation in library marketing—from social media and PR campaigns to designing new library programs and enhancing the experience of your library's users. This eCourse teaches you how to successfully draw patrons in and get them interested in the products and services you provide. This eCourse covers integrating marketing into a number of library service areas, including promotion of your services, program planning, branding, web content, public relations, analytics, social media, and overall in-building experience.

Storytime Shenanigans: Building Great Programs for Preschoolers

ROB REID

Whether you're getting started in programming or are a veteran in need of a battery-charger, you'll catch the programming bug with Reid's lively, humorous eCourse. With his guidance, learn how to move past bunny rabbits and teddy bears to create unique themes, while incorporating audience participation elements that are often overlooked in picture books, including nursery rhymes, songs, fingerplays, movement activities, and crafts.

REFERENCE

Basic Reference Skills for Non-Reference Librarians

FRANCISCA GOLDSMITH

This eCourse is designed to help librarians who have never done reference work get up to speed. Francisca Goldsmith, an experienced reference librarian and instructor, teaches you what you need to know about working the reference desk. This eCourse also teaches you a variety of reference interviewing tactics to use with diverse groups, including adults, youth, community members new to English, and community with communication disabilities.

Cutting the Red Tape: Finding and Using E-Government Tools and Resources

DIANE KOVACS

Experienced online instructor and consultant Diane Kovacs covers the best sites to begin researching for government information, including for business, healthcare, genealogy, history, current government, legal, regulatory, taxes, retirement, insurance, and state and local government information. This hands-on eCourse also explores the information published online by the U. S. federal government through the Government Printing Office and specific agencies and government branches.

Reference Through Social Media: Developing Standards, Guidelines, and Policies

SARAH STEINER

This eCourse guides you in writing useful, concise, legally-sound standards and guidelines for providing reference through social media. Steiner shares tips for establishing basic greeting, closing, and tone standards that reflect your user's expectations to improve patron satisfaction. This eCourse provides you with a solid foundation of best practices and practical advice on implementation and ongoing assessment that will help you and your colleagues communicate with library users in a consistent and reliable way.

Virtual Reference: An Introduction

SUJIN HUGGINS

In this eCourse, expert Sujin Huggins walks you through the standards, processes, and pitfalls of virtual reference and teaches you how to facilitate the active use of these services where they are offered. Huggins covers the basic tenets and nuances of virtual reference, common tools used for virtual references, strategies for selecting tools, techniques for conducting reference interviews, and a variety of search strategies in the virtual environment.

KEEP YOUR **LIBRARY**

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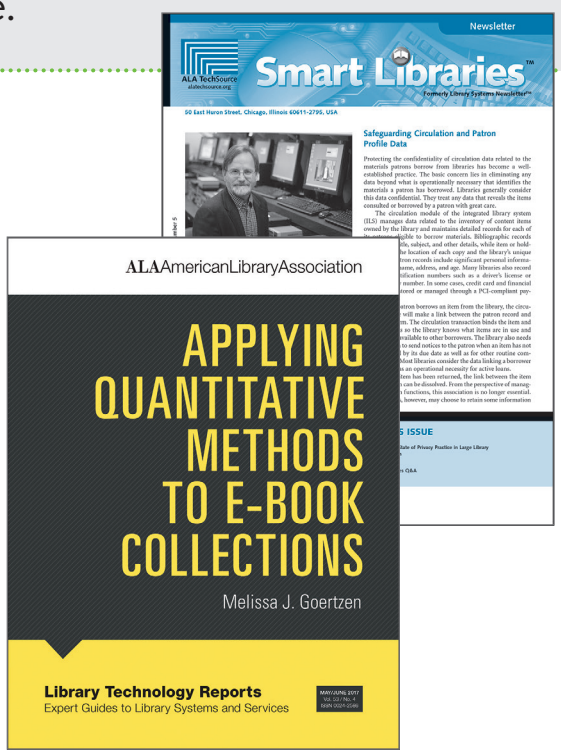
Turn to ALA TechSource for in-depth information about planning, purchasing, implementing, and managing technology. Authored by experts in the field, our publications provide thorough research and well-considered opinions on topics drawn from the authors' areas of expertise.



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SLN is a monthly newsletter written by noted library consultant Marshall Breeding that delivers insights, data, and timely coverage on the library automation industry.

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