Online Learning Catalog

Infopeople

Infopeople provides continuing education and professional development opportunities to library staff. This catalog provides a topical arrangement of online courses that Infopeople has developed and delivered as of 2016. For additional information about course content, training deposit accounts or customization of any course please contact Lisa Barnhart, Infopeople Training Coordinator at **lisa@infopeople.org**

Infopeople

TABLE OF CONTENTS

ADULT SERVICES

Adult Programming 2.0
Explore current trends in adult programming including makerspaces, online bookclubs and ebook faires as well as marketing and promotion of adult programming.

Free or Low Cost Programming
How to develop, enhance, or even expand your library's programming efforts for free or at low cost, with maximum impact. The course emphasizes using your library's collection, local resources, and community partnerships in adult programming.

Intergenerational Gaming
Intergenerational gaming brings teens and older adults together to have fun and learn from each other. Starting with age appropriate outcomes, develop a plan for gaming programs at your library, look at spaces and equipment, identify funding sources, create marketing tools, and determine how to measure success and ensure sustainability.

Maker Centered Learning in the Library
This course will cover the tools necessary to plan, promote, and pull-off maker programming at your library. You will learn about popular tools, projects, and practical approaches for making as well as how to implement and market your maker activities.

Readers Advisory: Books and Beyond
Advising across formats, using social networking media, collaborating with community for peer-to-peer advisory opportunities, and prioritizing collection decisions will be explored and experienced. Creating and maintaining a personal log will be a major component of the assigned work. This six-week course covers content previously offered through two separate four-week Infopeople Readers' Advisory online courses. *LSSC certification available.*

Redefining the Reader
Re-conceptualize "reader" and revitalize your library's services and programs for readers. You'll be able to review the fundamentals of effective readers' advisory service while discovering innovative programs and services to meet evolving needs and interests.

Transforming Adult Services: Engaging and Serving Those Over 50
In this course, we will review the demographics and trends of older adulthood, including the interests, passions, challenges and talents of adults in midlife as they progress towards older age. We will develop and market library programs that address these needs and opportunities.

COLLECTION DEVELOPMENT

Building Collections: Best Practices for Collection Development
This four week course will provide the opportunity for participants to develop a plan for selecting and acquiring materials for their collections, as well as create a collection development policy that fulfills their specific library's needs. Learners will learn how they can use their library's ILS system to extract valuable data and create guidelines for weeding and maintaining their collections on a regular basis.

Weeding for Your Library's Health
Learn to identify which weeding methods are suited to which collections and situations. Develop an understanding of how to guide weeding activities to maintain the collection's health as well as that of the staff and the collection's users. Become comfortable with the practical steps of a collection evaluation process that identifies materials in need of being weeded. Design a weeding plan that addresses community and library needs.

COMMUNITY OUTREACH

Community and Civic Engagement: The Library's Role as Connector
In this course you will explore new ways to connect your library with your community. You'll learn how to promote community discourse and build capacity for civic engagement.

Developing Effective Library Partnerships
This course demonstrates how to identify, nurture and grow partnerships that will expand your library's impact and enhance its value.

Effective Social Media Strategies
In this course, you will learn strategies for effectively using social media, including tips and techniques that you can apply immediately.

Using Technology for Community Engagement
Libraries can develop powerful connections with their communities by facilitating the sharing of community stories. Learn to create podcasts and videos using readily available technology. Learn to broadcast events using Google Hangouts on Air.

CUSTOMER SERVICE

Creating Great User Experiences
When improving existing services and developing new ones, taking the time to think about users will move your library beyond good customer service to great user experiences.

Customer Service Challenges: Difficult Patron Behavior

Learn skills, share experiences and questions, and apply the concepts of managing difficult patron behaviors to your own library and community.

Useful Online Tools to Increase Your Productivity and Improve Customer Service

In this short format course, learners will utilize useful and little known online tools to increase productivity, improve workflow, and enhance communication with library users and community.

User Experience Design for Libraries

User Experience (UX) design teaches you how to get to know your users, identify who would benefit from particular services and how to create experiences that improves how users view the library.

FACILITIES MANAGEMENT

Redesigning Library Spaces on a Shoestring

How to redesign library spaces to better meet service goals. Learn about the "why" of redesign, new service and programming trends, wayfinding, merchandising strategies and how to use customer-first thinking in your redesign.

User Experience Design for Libraries

User Experience (UX) design teaches you how to get to know your users, identify who would benefit from particular services and how to create experiences that improves how users view the library.

INTERPERSONAL SKILLS

All Work is Team Work

This online course explores the characteristics of highly effective teams such as team formation, roles, group dynamics, team agreements and how to make decisions. *In combination with Infopeople's Communication is More Than Words, this course provides Library Support Staff Certification credits for the Communication and Teamwork competency set.*

Communication is More than Words

This course provides a new understanding of how we communicate in every situation, an awareness of the challenges involved in communicating effectively as well as the tools to improve conversations with customers and co-workers. *In combination with Infopeople's All Work Is Team Work, this course provides Library Support Staff Certification credits for the Communication and Teamwork competency set.*

Effective Library Spokesperson

This course offers practical advice on providing yourself and your team with the skills, confidence, and eagerness they need to be effective library spokespeople.

Effective Time management for busy librarians

In this course you will explore a variety of time management systems, test drive web-based tools and apps, and develop time management approaches that are uniquely tailored to your style and needs.

Emotional Intelligence in the Workplace (Part 1)

Learn what emotional intelligence is and why it matters. Discover how, with focus and practice, emotional intelligence can be developed.

Emotional Intelligence in the Workplace (Part 2)

This course, designed for learners who completed "Emotional Intelligence in the Workplace," builds on the first course and will deepen learners' self-management, positive contagion, and empathy skills. In addition, learners will understand the human and social dynamics that can interfere with constructive interpersonal interactions and develop practical skills and practices to more productively manage and improve library workplace relationships.

Igniting Innovation

Learn how to generate more ideas, think more creatively about problems, and address the challenges of moving from idea to implementation. Focuses on three levels of innovation: individual, team, and organizational.

The Next Gen Presenter: Using New Technology for Dynamic Presentations

Learn about new technology and approaches that will make your presentations more engaging, interesting and effective.

Workplace Effectiveness: Strategies for Managing Digital Overload

This course shares strategies to increase workplace effectiveness by developing skills and habits to better manage digital information. Topics include email management, setting priorities, and scheduling time for digital tasks.

Writing that Works

Strategies for improving your work-related writing. With planning templates, editing checklists and practical tips, you'll learn ways to write faster and more effectively. Polish your own writing samples and learn about online resources that can help you continue to improve your writing skills even after you finish the course.

LIBRARY ADMINISTRATION, MANAGEMENT AND SUPERVISION

All Work is Team Work

This online course explores the characteristics of highly effective teams such as team formation, roles, group dynamics, team agreements and how to make decisions. *In combination with Infopeople's Communication is More Than Words, this course provides Library Support Staff Certification credits for the Communication and Teamwork competency set.*

Creating Effective Surveys

This course introduces you to the purposes and uses of typical surveys in libraries, and to practical steps that will produce good data collection instruments.

Easy Fundraising for Public Libraries

Strategies for raising funds that you can implement immediately, including sponsorships, social media and other online appeals, easy grant opportunities, fundraising events and "non-events."

Estimating Library Costs and Benefits

This course provides an overview of cost analysis concepts and techniques, which can be used to estimate costs and determine cost effectiveness for library programs, operations, and services.

Evaluating Library Services and Programs

This course introduces the basic concepts of evaluation, provides some tools to demystify the process of collecting and analyzing data, and demonstrates how that data can lead to meaningful changes in library programs, services, and collections.

Finding the Right People and Helping them Grow

In this course you will learn the skills needed to hire and grow the best staff into a team.

Fundraising for Your Library

How to develop a successful fundraising campaign by learning the basics of fundraising, understanding the donor, avoiding common mistakes and effectively making the ask.

Grant Writing 101

The basic facts of grant writing, including what kind of projects get grant funding, the importance of planning and developing a powerful project idea, how to effectively research funding sources, prepare your proposal, and follow through.

Hard Choices for Hard Times

Learn to lead employees in hard times through communication that builds loyalty and trust, supporting employee-generated improvements, building stress resiliency, and maximizing resources.

Igniting Innovation: Practical Skills for Individuals, Teams and Organizations

Learn how to generate more ideas, think more creatively about problems, and address the challenges of moving from idea to implementation. Focuses on three levels of innovation: individual, team, and organizational.

Introduction to Library Management

This course, targeted at first time managers and supervisors, will help learners understand the roles and responsibilities of the manager. In addition to tips and techniques, the course will also guide learners as they plan for their ongoing managerial development.

Keeping Your Project on Track

Keeping a project on track is rarely the result of good luck. Whether you are working alone, on a committee, or involved with a system-wide team, you will come away from this course with specific tools and a better understanding of how to make any project implementation successful and satisfying.

Libraries and Change: Skills for Successful Change Management

This course will help you to learn a set of change management skills, as well as techniques and attitudes to improve the experience and the outcome of a change process.

Library Budgeting for Right Brained Thinkers

Geared towards those who have little financial training, this high level introduction to budgeting will help participants be more confident about embracing this element of leadership.

Library Grants 101

Learn how to find the best grant opportunities for your library and plan and write a grant proposal with a competitive edge.

New Supervisor's Survival Guide

Your survival as a first-time supervisor depends on a number of factors: preparation, accurate assessment of the situation, a good network, and performance management and conflict resolution skills. You'll explore these topics in detail and learn how a few well-planned moves can lead to a successful transition and tenure in your new position.

Practical Project Management

In this course you will discover tools and techniques for planning, organizing and managing projects. You will also learn important skills for developing and leading a successful project team.

Strategic Planning in Small Libraries

This course, specifically designed for small libraries, will equip learners with a variety of skills and techniques to help simplify the process of developing a strategic plan. Whether updating an existing strategic plan or starting from scratch, participants will learn how to design a timeline for getting things done, as well as establish who should be involved in the process.

Success with Surveys

This course will cover all phases of planning and implementing surveys, from establishing goals and writing effective questions to increasing response rates. Learners will learn to create better surveys, which can lead to useful and actionable findings.

Supervisory Success

This course will help you identify your own expectations of yourself and others, and give you practice in some of the interpersonal skills required for supervision: communication, mentoring, coaching, conflict resolution, mediation, feedback, and more.

Winning Library Technology Grants

Learn how to find the best technology grant opportunities for your library and plan and write a grant proposal with a competitive edge.

Writing Library Grant Applications

This course is designed to help you gain a competitive edge in the grant application process—and has a track record of getting results for those who complete the course. This intensive eight-week course will guide you through the process of writing an actual grant proposal—students should have in mind a specific project or idea that can be developed into a proposal document.

LITERACY

Supporting Early Literacy Environments in the Library

Techniques and practical ideas for utilizing the six early literacy skills as a foundation for the development of library environments and family oriented library programs such as interactive bulletin boards, table top activities, play carpet time, literacy outreach bags, and family literacy night ideas.

Storytime Fundamentals: Adding Literacy Skills and Parent Involvement

This course will help library staff upgrade their basic storytimes to include new elements, including preliteracy skills, parent practices, technology, and more.

MARKETING

Basic Graphic Design for Library Staff

In this course, with a few simple steps, you will learn quick and easy ways to get positive results for your basic desktop publishing needs.

Build a Buzz for Your Library: Word of Mouth Marketing

In this course, you'll see the power of word-of-mouth marketing (WOMM) in person and online. Through a step-by-step action plan, you'll be able to use WOMM to promote a specific service or program, and to build a buzz about your library.

Effective Social Media Strategies

In this course, you will learn strategies for effectively using social media, including tips and techniques that you can apply immediately.

Infographics: Telling the Library Story

This course will help you identify a library story that can be reinforced through visual presentation and learn more about the tools and techniques for creating effective infographics.

Library Marketing and Promotion via Social Media

Learn how to use social media to provide more opportunity to reach your community, target specific audiences, and give them a chance to interact with your library. Whether your library already has a social media presence or is in the early stages of launching social media campaigns this course has tips and techniques to keep it manageable and fun.

Library Marketing: Beyond Bookmarks

A practical approach to the basics of marketing and how marketing techniques can work for libraries. Includes an outline for an eight-step marketing communication plan, as well as creative ideas from public libraries of all sizes.

Marketing as a Team Sport

Everyone inside the library—all staff, trustees, Friends, and volunteers—has a critical role to play in frontline marketing, creating a vital and valued presence in the community. That's why marketing is a team sport. Learn to support and strengthen your frontline marketing power, deliver an effective message about the value of your library, and turn customers into champions.

Promote, Inform, Educate: Creating Effective Materials for Your Library Community

This course helps you produce pieces—flyers, outreach materials, informational handouts—for your library community. You'll learn to communicate more effectively with external audiences, focus and present your key messages through words and layout, and get the results you're looking for.

Promoting Your Library to Diverse Populations

Explore social marketing, build culturally-based promotional strategies, write effective messages, and choose the appropriate media as you inform specific audiences about library services to meet their needs.

The Effective Library Spokesperson

This course offers practical advice on providing yourself and your team with the skills, confidence, and eagerness they need to be effective library spokespeople.

Using Infographics for Big Impact

In this two-week course, learners will learn to make library data more interesting by presenting it visually as an infographic. Microsoft tools and free web tools (like Venngage) will be covered.

REFERENCE AND INFORMATION SERVICES

Core Reference Fundamentals
Core values of library reference service, techniques for an effective reference interview, print and web-based reference tools, assisting diverse groups of library users, and alternative delivery methods for reference. *LSSC certification available.*

Health and Wellness at the Library
The basics of consumer health information and skills needed by generalist library staff to help diverse users find appropriate health resources, as well as mobile health technologies, social networking for health questions, and how to create health-related programming.

Law on the Net: Legal Reference in Non-Law Libraries
An introduction to legal reference and to publicly available legal websites. Learn effective questions to ask during the reference interview, how to assist library users with the most commonly-asked legal questions, and identify resources for referral.

Power Searching: Improve Your Techniques and Amaze Your Customers
In this online course, you will gain the skills to be a more effective and efficient searcher by learning how to analyze the many different engines available, evaluate their site indexing and ranking methods, identify the best engine for a particular format, and create more effective search phrases and strings.

Rethinking Reference Collections
Explores the nature and purpose of reference collections, how reference resources are changing, and how collection decisions must change to meet staff and user needs and library budget constraints. Rethinking today's reference resources will help you build a 21st century collection.

Revisioning Reference
Explore trends in information creation and seeking that influence library reference services. Learn from libraries that have implemented innovative reference services. Develop a "Reference Revision" for your own library.

Smart Investing: Reference Strategies and Resources
This course covers key concepts in personal finance and investment, library resources, and reference skills so that staff can more confidently and competently answer patron requests for financial information and plan financial education programs. The course was developed for Santa Clara County Library as part of its Smart Investing @ Your Library grant.

SPECIAL POPULATIONS

Library Services for Patrons Experiencing Homelessness
This course will provide you with the tools you need to navigate the world of services to people experiencing homelessness and figure out your library's place in that world.

Promoting Your Library to Diverse Populations
Explore social marketing, build culturally-based promotional strategies, write effective messages, and choose the appropriate media as you inform specific audiences about library services to meet their needs.

Service to Homeschooling Families
An overview of how libraries can better serve homeschoolers. Learn to create a welcoming environment for these families, develop basic, low-cost programs, and build a specialized homeschooling collection.

Serving People with Mental Illness at Your Library
This course will help you provide meaningful library resources and services to those who have a mental illness.

Transforming Adult Services: Engaging and Serving those over 50
In this course, we will review the demographics and trends of older adulthood, including the interests, passions, challenges and talents of adults in midlife as they progress towards older age. We will develop and market library programs that address these needs and opportunities.

STAFF AND PUBLIC TRAINING

Planning and Delivering Engaging Training
In this course, you will discover tools and techniques to use as you plan and deliver exceptional training. Use a workshop template to set objectives, create modules, and develop meaningful evaluation methods.

TECHNICAL SERVICES

Basic Cataloging and Classification
Basic cataloging rules and tools, commonly used controlled vocabularies, the Dewey Decimal Classification system and the theory of classification systems generally, and MARC21 format. Applying this knowledge, you will be able to decode MARC bibliographic records and perform basic copy cataloging. *LSSC certification available.*

Beyond Cataloging: RDA

This course is an introduction to RDA including the theory behind RDA and what it means for library customers.

TECHNOLOGY

Basics of Flatbed Scanning

This practical course will provide you with the skills and confidence to use a flatbed scanner, to assist patrons and staff with the scanning of all types of materials, and to plan and execute a digitization project.

Computing in the Cloud

Gain a thorough understanding of the basic concepts of cloud computing and its possibilities. Explore, test, and evaluate the usefulness of cloud-based applications; identify benefits as well as potential drawbacks; and make decisions on which ones make sense for your library.

Customizing Vendor Interfaces for Better User Experience

In this course you can learn how to build small JavaScript applications to modify your vendor-hosted library tools. We'll walk through the basics of customizing vendor tools, how JavaScript works, and explore several different existing modifications as 'case studies.' Learners will have the option to work on code themselves, and while some experience using JavaScript is helpful, knowledge of coding is not required.

Developing a Digital Branch

This course takes learners through the process of building a library website that is a user-friendly digital branch. Usability testing, planning, and social media usage will be included.

Developing Online Tutorials for Patrons and Staff

A practical approach to creating just-in-time online tutorials for both patrons and staff using low-cost and free tools available in today's technology environment.

Free and Little Known Online Tools

In this course, learners will utilize useful and little known online tools to increase productivity, improve workflow, and enhance communication with library users and community.

Getting Drupal off the Ground

Guided instruction for implementing and configuring the Drupal content management system. Course covers core, optional and third-party modules; theming; and custom content types.

Getting Started with Digital Projects

This course provides a roadmap for building a digital program including assessing readiness, vision, materials and equipment.

Getting Started with Google Analytics

In this 2 week course learners are introduced to one of the most popular data tools available, Google Analytics, which makes the collection of web statistics so easy, even an "accidental webmaster" can do it.

Maker Centered Learning in the Library

This course will cover the tools necessary to plan, promote, and pull-off maker programming at your library. You will learn about popular tools, projects, and practical approaches for making as well as how to implement and market your maker activities.

Planning a Website Redesign

Through this course you will be able to plan or start a website redesign by asking the right questions, evaluating the current website, and setting redesign goals. Learn about best practices you can implement and common mistakes you can avoid.

Practical Open Source Software for Libraries

This course introduces you to Open Source software—what it is, how easy it is to implement, and how to evaluate the options available. It provides a toolbox of applications that you can start using right away at your library.

Privacy Literacy: Tips and Tricks for Customers and Staff

This course provides the information and tools to assist Library Staff and their customers with the concepts and practical tips for privacy literacy.

Refresh Your Library's Website

In this course, you'll learn how to evaluate your library's website and figure out how to refresh and improve it without doing a complete overhaul.

Responsive Web Design for Libraries

Learn the basics of responsive web design (RWD), how to compare RWD against other solutions to the "mobile problem," and best practices for website design in an increasingly mobile world even if you don't use RWD.

Staying on Top of Technology Trends

Learn about technology trends and consumer innovation cycles and how they impact your library and your community. Envision how trends can be implemented and existing technology can be improved.

The Next Gen Presenter: Using New Technology for Dynamic Presentations

Learn about new technology and approaches that will make your presentations more engaging, interesting and effective.

There's an app for that: Libraries and Mobile Applications
In this course you will explore and evaluate individual apps, identify apps in categories most relevant to libraries, understand the key considerations for libraries that want to have a mobile presence of their own, and learn how to keep up with new developments in the world of mobile devices and apps.

Useful Online Tools to Increase Your Productivity and Improve Customer Service
In this short format course, learners will utilize useful and little known online tools to increase productivity, improve workflow, and enhance communication with library users and community.

User Experience Design for Libraries
User Experience (UX) design teaches you how to get to know your users, identify who would benefit from particular services and how to create experiences that improves how users view the library.

Using Technology for Community Engagement
Libraries can develop powerful connections with their communities by facilitating the sharing of community stories. Learn to create podcasts and videos using readily available technology. Learn to broadcast events using Google Hangouts on Air.

YOUTH SERVICES

A Smart Partnership: Collaborating with Your School
In this course you will learn the basic concepts of effective partnerships and discover why partnerships between schools and libraries are especially beneficial to all parties involved.

Adolescents and Libraries
Influences on adolescent behavior, creating positive relationships with teen library users, dealing with difficult teen behavior, advocating for teens in the library and in the community.

Afterschool and Out-of-School Programming
This course will teach you the practical nuts and bolts of creating a successful school age program.

Children's Programming on a Budget
In this course, you'll learn to identify and deliver free or low-cost library programs that meet the needs of school-age children and their parents or caregivers in your community.

Children's Services Fundamentals
Basic skills and core values of library service to children and their families, covering reference and homework help, readers' advisory, and an introduction to children's programming, class visits, and library tours. *In combination with Infopeople's Teen Services Fundamentals, this course provides Library Support Staff Certification credits for the Youth Services competency set.*

Developmentally Appropriate Programming
In this course learners will better understand the research behind developmentally appropriate programming as well as find inspiration in a wide range of exemplary programs and services for youth from ages 0 to 14.

Jump and Jive: Storytimes for 2 – 5 Year Olds
Add to the repertoire of activities that you can use to get young children and their parents involved in your storytimes. You'll explore books, songs, fingerplays, puppet shows, and equipment suggestions to make your storytimes "jump and jive."

Library Programs for School Readiness
This course explores early literacy resources, programs, and research that can be incorporated into your own library and community.

Maker Centered Learning in the Library
This course will cover the tools necessary to plan, promote, and pull-off maker programming at your library. You will learn about popular tools, projects, and practical approaches for making as well as how to implement and market your maker activities.

Multicultural Children's Literature
This course will provide learners with an overview of the range of diverse children's literature, as well as tips for finding, selecting and evaluating children's books for multicultural content.

Parent Engagement Workshops
In this course you will learn how to identify opportunities to support parent needs with library learning experiences, apply youth services expertise and community connections to facilitate parent confidence and knowledge and Evaluate the impact of parent engagement workshops at the library

Programming for Children and Tweens
Learn how to plan, develop, and host a wide range of library programs for children (6 to 9 years old) and tweens (ages 10 to 12). You'll learn about hosting professional entertainers; do-it-yourself crafts and hands-on science programs; simple booktalks and book discussion groups; planning a visit to a school or classroom; and orientations to the library's website.

Programming for School-Age Children
Learn how to plan, develop, and host a wide range of library programs for school-age children (ages 6 to 12 years old), from hosting professional entertainers to planning do-it-yourself craft, game, and hands-on science programs. Become comfortable and confident with simple booktalks and book discussion groups, planning a visit to a school or classroom, and orienting children to the library's website.

Reader's Advisory for Children, Tweens and Teens
The basics of readers' advisory and books to recommend to children, tweens, and teens.

Reel in Readers: Connecting Youth to Books Through Video

Learn about types of digital video production in general and about video book trailers and booktalks in particular. You'll have opportunities to produce a book trailer or booktalk using methods such as Animoto, Scratch, or Windows Photo Story 3. This course will help you market your collection online—where your users are, using techniques to which they will respond.

Secrets of Successful Teen Programming

Explore new ideas for teen programs and develop technology-based programs as well as more traditional book-related programs. Successful teen programming starts with teen involvement. Teen participation creates ownership and helps move your programs from good to great.

Simply Irresistible: Storytimes for 2 and Under

Learn to plan, prepare, and deliver a literacy-based storytime for infants and toddlers. Use music, fingerplays, and other activities, along with "parent patter," to make book sharing enjoyable for small children and their parents or caregivers.

STEAM in the Library: Engaging Children in Learning

During this course, learners will become familiar with STEAM, its relevance to library youth services (preschool-grade 6), and a range of program and services meant to increase exposure to STEAM content areas.

Storytime Fundamentals: Adding Literacy Skills and Parent Involvement

This course will help library staff upgrade their basic storytimes to include new elements, including preliteracy skills, parent practices, technology, and more.

Teen Services Fundamentals

Basic skills and core values of library service to teens, covering adolescent development, collection building and promotion, information needs and reference, and legal and advocacy concerns. *In combination with Infopeople's Children's Services Fundamentals, this course provides Library Support Staff Certification credits for the Youth Services competency set.*

Teens and Tweens Go Green

Learn to involve teens and preteens in hands-on programming with eco-friendly and environmentally responsible themes.

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