

# Free April Webinars for Library Staff

Wyoming State Library / 30 March 2018

April brings a multitude of webinar opportunities to address library staff learning needs, for libraries of all types. Set aside time to learn from colleagues in the field, and others in the non-profit sector, and equip yourself and your team to strengthen and expand your library's services and programs. This list of 87 webinars covering 23 topic areas, was collected by the Wyoming State Library. It's updated monthly on the [Free Training](#) page, where you can also view the offerings by topic.

For additional training, check out the [WebJunction Catalog](#), free and open to library staff and volunteers everywhere.

## April 2

### [Jumpstart Your Week \(Motivate Monday\)](#)

How are nonprofit professionals jumpstarting their week with purpose? Join us for Motivate Monday where: We share your wins; Feature a special guest with a quick tip to get your week started right; And close with a Q&A session.

### [Libraries Enhancing Rural Access for Neighbors \(LEARN\) Project \(University of Wyoming ECHO in Assistive Technology\)](#)

In this session, the Wyoming Assistive Technology Resources (WATR) and Wyoming State Library (WSL) will highlight their collaboration to increase assistive technology (AT) awareness through AT Toolkits at a Wyoming library near you. Learn about the AT that is inside and how to get your hands on these amazing tools.

## April 3

### [NERF Squadron: Chaos with a Purpose \(Washington State Library\)](#)

We started off with a simple idea; Bring your NERF gun (or use ours), and a friend (or make some here), and let's battle! What began as a serendipitous brainstorm has grown into one of our most successful teen programs. Middle and High School students are invited to the library after-hours and enjoy a monthly event that encourages exercise, friendly competition, and teamwork. Join us as we discuss best practices, what scenarios you can play, and how you can adapt and scale the program for your library. Presented by Nick Madsen, Community Library Network.

### [In a Volunteer Recruitment Rut? Steps to Up Your Tech Game \(VolunteerMatch\)](#)

Join VolunteerMatch and the Association for Leaders in Volunteer Engagement (ALIVE) for this upcoming webinar where we'll share insights into recruiting great volunteers online and tips for crafting an irresistible volunteer opportunity.

### [Library Love for LibraryReads \(Booklist\)](#)

Do you participate in LibraryReads, the monthly nationwide public library staff picks list for adult fiction and nonfiction? Are you thinking about it? Join us for this free, one-hour webinar where we'll show you how to participate. Representatives from Penguin Random House, HarperCollins, and W. W. Norton will present forthcoming books perfect for public libraries and LibraryReads nominations.

### [Marketing-as-a-Service: An Introduction to USAGov's Partnership Toolkit \(DigitalGov\)](#)

USAGov recognizes that all of us as agencies have a common mission: to serve the public. We work with different agency partners to educate and inform them on various government programs and services. Through these partnerships, we not only engage and guide different audiences, but work to steadily demystify what it means to “market in the Government.”

## **April 4**

### [NCompass Live: Building a Future: The Big Move \(Nebraska Library Commission\)](#)

The Timbrook Library, the busiest branch in the Campbell County Public Library System, located in Central Virginia, spent decades waiting for new construction. They operated out of a bookmobile (which eventually broke down and went up on blocks), a room in a school, and a storefront for many years before moving into a standalone building with amenities such as meetings spaces, tutor rooms, and a lunch room. The move was not without its own challenges. As we celebrate our second anniversary in the building, we'll discuss the bumps and bruises (physical and on some egos) which occurred during the month-long move, how we handled this massive change, and how our team came through stronger than ever.

### [Introduction to Digital Preservation Basics \(Treasure State Academic Information & Library Services\)](#)

Please join us for a simple introduction to digital archiving and digital preservation! This webinar is jointly hosted by the TRAILS Digital Preservation Committee and the TRAILS Professional Development Committee. UM Digital Archivist, Professor Erin Baucom, will present digital preservation at a basic level that is suitable for both content creators of and archivists/librarians who will receive digital objects.

### [It's a New World: How to Cultivate Your Community Online \(Firespring\)](#)

Join Dana Ostomel, Firespring's vice president of nonprofit industry development, to discover the secret sauce of cultivating a community primed and ready to support you.

### [Obtain & Utilize Donor Data Effectively to Increase Giving \(Network for Good\)](#)

Database-phobes do not fear. In this webinar we'll dig into the fundamentals of collecting donor information and how to use that information to better cultivate and steward your donors.

### [School & Public Library Partnerships: STEAM to Students \(Indiana State Library\)](#)

Join Deb Gaff, youth services librarian at the Bartholomew County Public Library—and former teacher—as she discusses the STEAM programs she does for students both in school and at BCPL. These programs include Coder Dojo, working with robots, a Nick & Tesla book club, and more. She'll explain how BCPL got started with these initiatives, share strategies for establishing a relationship with schools, and offer tips for libraries who may have less resources than BCPL.

### **[Trust, Technology, and Storytelling: How Social Changes Impact Fundraising \(Blackbaud\)](#)**

Trust in media, brands, and traditional gatekeepers is declining. Formerly influential voices no longer move opinions, and there's less certainty in the world. At the same time, individuals are becoming consumers AND creators of media as result of mobile apps and social networking platforms. Your fundraising must pivot and adjust to these trends: What will it take to remain effective, grow support, and drive engagement? In this webinar, Fundraising and Communications Expert Michael Hoffman—founder of social good marketing agency See3, the DoGooder Video Awards, and tech startup Gather Voices—will provide answers. Join him to learn how storytelling and powerful tech can drive next-level acquisition and retention.

### **[Librarian's Guide to Trade Data, Part 8: U.S. Bureau of Transportation Statistics and U.S. Customs and Border Protection \(Federal Depository Library Program\)](#)**

Participants will learn how to use the Bureau of Transportation Statistics' Transborder Freight Data website as well as features on the "Trade" web page of U.S. Customs and Border Protection.

### **[An Introduction to Online Fundraising for Small and Medium-Sized Nonprofits \(Charity How To\)](#)**

Online fundraising is the fastest growing segment of giving. Donors of all ages are using their smartphones, tablets, and computers to connect with causes and to give money to fundraising campaigns. During this free nonprofit webinar, you'll learn the tactics to successfully raise money online for your nonprofit, even if you are a small or midsize organization. This webinar will detail the basics of an online fundraising campaign; how social media & online tools can be used to raise more money; ways you can fit online giving into your long-term strategy; and Julia's 10 steps to online fundraising success!

### **[Librarians' Insights on How to Integrate Technology into Makerspaces \(School Library Journal\)](#)**

In this webinar, Dr. Azadeh Jamalian, Head of Education Strategy at littleBits, discusses best practices on bringing hands-on coding and STEAM into your school's library makerspace and STEM labs. She'll review pilot and case studies examining STEM implementation in elementary and middle school libraries and makerspaces, and she'll provide important take-aways applicable for different programs.

### **[Making & Assessing Learner Connections through the AASL Standards \(American Association of School Librarians\)](#)**

This highly informative session will investigate the application of the framework in library lessons. She'll discuss designing and enhancing learner experiences using the Shared Foundations and learner Competencies in the National School Library Standards. Participants will also be introduced to student assessment opportunities provided through the AASL Standards.

## April 5

### [The New CEO Activism: What Leaders Must Know \(Harvard Business Review\)](#)

In this interactive HBR webinar, Toffel and Chatterji will share lessons from executives who are part of the new “CEO activism.” They’ll explore these leaders’ strategies for avoiding zero-sum debates, coming out ahead with a strong stand, and reframing and redirecting controversial issues.

### [Industry and Campus Webinar: Why Security and Privacy Shouldn't Be Enemies \(EduCause\)](#)

The higher education sector faces a unique set of challenges that begin with the basic characteristics and behaviors of its users: students, faculty, and staff are constantly on the move, plugging into university resources from many locations and different devices without restrictions on their online traffic. This behavior makes the sensitive information they hold a "juicy" target for cyberattackers. While this scenario may warrant setting up harsh restrictions, a university is a dynamic place, fostering a free exchange of ideas, and we all want it to remain so. This session will explore how advancements in artificial intelligence (AI) and natural language processing (NLP) are making it possible to solve this huge challenge.

### [Selecting Accounting and Financial Management Software for Your Nonprofit \(IdealWare\)](#)

In this webinar, we will present findings from our brand new Idealware research report, Selecting Financial Management Software for Your Nonprofit, then host a panel discussion to help you understand the landscape of financial management software and how to find the right fit.

### [PubMed for Librarians: Using Evidence-Based Search Features \(National Network of Libraries of Medicine\)](#)

The webinar will explore Medical Subject Headings (MeSH) used for indexing study design and how they work in PubMed, introduce 3 PubMed products that facilitate evidence based searching, and demonstrate how to customize My NCBI Filters to quickly locate specific publication types.

### [CopyTalk: Are librarians confident assessing fair use? \(District Dispatch\)](#)

Presented by Sara Benson, Copyright Librarian at the University of Illinois. Sara will discuss her study to measure both academic librarian confidence and comprehension of fair use. The results, though limited in scope, provide encouraging evidence that appropriate training, even on a time-limited level, can help library professionals improve their knowledge of fair use.

### [Online Fundraising Best Practices for Nonprofits \(Firespring\)](#)

In this educational session, Jay will share best practices—including detailed formulas that every nonprofit should be using—to track the effectiveness of their fundraising efforts.

### [Mysterious, Magical, and Mischievous: A Sneak Peek of Newly Selected Middle Grade Books \(Junior Library Guild\)](#)

Listen in as JLG editors Susan Marston, Liz Gavril, and Maria Wang discuss some of the must-read books their team hand-picked for middle school this spring. From high-interest novels and engaging nonfiction to thrilling fantasies and mysteries, they will share new titles that will help you provide the right books for your readers. Appropriate for grades 5 – 8 school and public librarians and educators.

### [Promoting Meaningful Making in Your School \(Demco\)](#)

In this webinar, maker expert Nicholas Provenzano will share with you the many different ways to create an inclusive, meaningful and accessible makerspace that will allow students to explore and

learn in the ways that matter most to them. Not all makerspaces are created equal, and this webinar will help you tailor your space to the needs of your students and your teachers.

## **April 6**

### **[6 Essentials for Teams that Work \(Effectiveness Institute\)](#)**

Learn what it takes to build your high performance team. The strongest and most effective teams tap into and activate the strengths of every team member and build an environment rich with trust and respect. This allows for open communication and cohesiveness, which enables a team to rise to its full potential and overcome any obstacle to achieve desired results. Learn how you can build a breakthrough team by participating in our one-hour webinar.

## **April 10**

### **[Habits of a Highly Successful Fundraiser \(The Good Partnership\)](#)**

Join this webinar to learn about tips and tools and to how to successfully use stories in your small nonprofit. There will also be Q&A time.

### **[STEM vs. STEAM: Science and Art in the Classroom \(Booklist\)](#)**

Science, technology, engineering, and mathematics have proved to be invaluable foundations in the curriculum, but there are many areas where the arts naturally intersect. This free, hour-long webinar, sponsored by Workman, DK, Lerner, Holiday House, and Black Rabbit, will offer up a wide range of titles for students, be they more STEM or STEAM inclined.

### **[Adapting the FDLP Certificate Program for Training Student Workers & Library Assistants \(Federal Depository Library Program\)](#)**

In this webinar, participants will learn more about training library assistants and student workers.

### **[Go Viral! Motivating Your Employees to Share Their Knowledge \(InSync Training\)](#)**

We never want for information in everyday life. Have a problem? Just Google it away! Unfortunately, everything changes when we go to work. The knowledge we need remains hidden in hierarchical silos and training materials. Employees are left to fend for themselves – often with negative results. Let's dig into the knowledge sharing behaviors that have become so commonplace in our daily lives and share specific tactics to activate these behaviors in the workplace.

### **[How to Think about Major Gifts \(Nonprofit Hub\)](#)**

In this webinar, you will learn about understanding the proper structure for major gift, how to describe and understand the 7-Pillars of a successful major gift program and be able to assess your nonprofit's culture of philanthropy.

### **[Making & Amplifying Educator Connections through the AASL Standards \(American Association of School Librarians\)](#)**

Why are connections with educators so essential to school librarians? Participants will delve into the National School Library Standards and available resources to make authentic and purposeful connections with educators. Participants will create an action plan to help them plan, record, and amplify the results of their connections.

**April 11**

**[NCompass Live: Teen Services Without Teen Spaces: Innovative Programming \(Nebraska Library Commission\)](#)**

Learn how the Marion Public Library, with no dedicated programming space, cultivated an after school crowd through revised scheduling, drop-in programs, and new community connections.

**[Why Build Relationships with Grantmakers? \(Charity How To\)](#)**

Why isn't a well written proposal enough to get the grant award?! Participating in "Why Build Relationships with Grantmakers" will strengthen your relationship building efforts and grant writing results in your grant seeking strategy. In this live, interactive webinar we talk briefly about \*why\* relationships with grantmakers are important. We will share ways to learn if a grantmaker has the capacity to have relationships with potential grantees prior to submitting an award versus what their preference is for communication prior to an award. We will also address the key role that your colleagues should play in the grant relationship outreach process and how to get them excited and engaged to help look for connections and make introductions to grantmakers.

**[How to Develop Outcome Measures & Design Effective Surveys \(Public Library Association\)](#)**

Outcome measurement is a way for libraries to assess their impact on the people they serve and helps libraries answer the question, "What good did we do?" Libraries may need to measure outcomes for a variety of reasons—from measuring and improving impact, to better managing services and resources, to demonstrating a need for funding or other support. This webinar will help libraries develop their own outcome measures based on program goals and implement those measures through effective survey design. This webinar is the second in a series featuring Project Outcome's Outcome Measurement Guidelines, designed to help guide and provide additional support for outcome-focused data collection.

**[5 easy wins to increase online donations in 5 minutes \(The Digital Nonprofit\)](#)**

Getting more people to donate online can sometimes seem more like voodoo than science: Your ED says to add more links. Blogs say to run intricate A/B tests for button colors. You just want the thing to friggin' work on mobile! What strategies actually work? And better yet, which ones will yield the biggest return for your effort? In this webinar, we'll answer those questions by reviewing 5 easy wins all nonprofits should do to increase donations online. These are 5-minute tweaks we'll show you how to do yourself—no more waiting for the webmaster to make 1 change.

**[An Organizer's Tale: Mobilizing Allies for Union Negotiations in Libraries \(EveryLibrary\)](#)**

In this free webinar, Emily Drabinski will discuss lessons learned through fighting for a fair union contract. More than anything, making political change requires mobilizing people. Drawing on the experiences she described in the Political Librarian piece "An Organizer's Tale: LIU Brooklyn's Lockout and Union Contract Negotiation," Drabinski will share concrete strategies for building power, developing and maintaining lists, assessing allies, and holding organizing conversations.

**[Sustainable Connected Learning for Youth \(Georgia Library Association\)](#)**

Connected Learning is an innovative approach to youth learning that is based on the principle that learning happens best when it is interest-driven, peer supported, and academically oriented. Learn

how the connected learning model has been implemented at Cuyahoga County Public Library's 27 branches and how you can implement similar programming in your library.

### [\*\*Child Care Now & Beyond: Perspectives from American and Canadian Advocates \(Early Childhood Investigations\)\*\*](#)

In this powerful webinar, two of the most influential child care advocates in the US and Canada share their insights about the state of child care in their respective countries. Lynette Fraga from Child Care Aware of America, and Morna Ballantyne from Child Care Advocacy Association of Canada will discuss current challenges and opportunities for child care systems in their countries now, and share insights about the path forward toward increasing quality and affordability of, and access to child care in the future.

### [\*\*What is the Federal Register? \(Federal Depository Library Program\)\*\*](#)

The Federal Register is the official daily publication for rules, proposed rules, and notices of Federal agencies and organizations, as well as executive orders and other Presidential documents. This webinar will cover the historical background and purpose of the Federal Register, as well as how to use it in daily life. It is appropriate for anyone who ever gets questions about: food labelling requirements, cosmetic ingredients, Fair Labor standards, oil drilling regulations, the Physician Fee Schedule, pesticide tolerances, net neutrality, presidential proclamations and executive orders in the news, and so much more.

### [\*\*Spotlight on Emerging Tech in Gov \(GovLoop\)\*\*](#)

From automation to cybersecurity to the cloud, the way the government works is fundamentally different than it was even 10 years ago. And now the pace of that technological revolution is advancing at an even faster rate. So how can agencies keep up? And what emerging technologies are making the biggest impact?

### [\*\*Introduction to Fundraising Planning \(GrantSpace\)\*\*](#)

Does your organization need help directing its fundraising efforts? Planning focuses your organization by setting fundraising priorities and helps give staff and board members a roadmap to success. This introductory class will provide you the basic steps for developing a fundraising plan.

### [\*\*College and Career Ready! Motivate and Empower Struggling Readers in High School \(edWeb\)\*\*](#)

In this edWebinar, high school co-teachers Elizabeth Hauser and Katherine Young will demonstrate how to channel motivation to increase literacy skills in struggling adolescent students.

## **April 12**

### [\*\*Helping the Homeless: How Libraries Offer Hope \(Utah State Library and ULS RASART Roundtable\)\*\*](#)

Join Ethan Sellers (Volunteers of America) to learn about the role of the library in aiding the homeless population. Find out about demographics, factors and causes, and agencies that can offer assistance. Learn best practices for interacting with the homeless and the library's role as a tool in reducing poverty.

### **[PubMed for Librarians: Customization with My NCBI \(National Network of Libraries of Medicine\)](#)**

PubMed for Librarians: Customization with My NCBI, is a synchronous online session that includes hands-on exercises. Attend this class to learn about the advantages of creating a My NCBI account, managing and manipulating settings in your My NCBI account, identifying available filters in your My NCBI account, and how to create a custom filter.

### **[Interactions with Teens \(YALSA\)](#)**

Join this YALSA webinar facilitated by knowledgeable youth development experts and library staff that focuses on interactions with teens.

### **[A Librarian's Guide to Solo Leadership: How to lead when you don't think you have anyone to lead \(Colorado State Library\)](#)**

It's not always easy to lead an entire organization by yourself. Solo librarians are in the unique position where we are expected to be leaders but we very rarely, if ever, have a staff to lead. This presentation is geared toward the solo librarian or librarians who oversee a very small staff. Through storytelling and anecdotes, I hope to encourage and inspire librarians to take charge of their unique leadership roles within their organizations and discover opportunities to collaborate, learn, and influence others outside of their organization.

### **[Serving Older Adults and Their Care Partners at Your Library \(Infopeople\)](#)**

By 2030, projections indicate that 25% of the US population will be 65 or older. This means that libraries will be serving a steadily increasing number of older patrons and their care partners. This webinar will help you understand and adapt to these users' changing needs.

### **[Author Ideas on Integrating Fiction into the Middle-Grade and Middle-School Curriculum \(American Association of School Librarians\)](#)**

Three authors of novels for middle-grade/middle school students discuss the value of including fiction in teaching various curriculum areas – and not just designating novels as “extra-credit!” The authors will reveal the depth of their research for historical fiction (Rebecca Behrens, "The Last Grand Adventure"); for science/nature study (Jo Hackl, "Smack Dab in the Middle of Maybe"); and about political and social change (Sara Holbrook, "Enemy").

## **April 13**

### **[LYRASIS Second Fridays - It Takes a Village: Open Source Software Models of Collaboration and Sustainability – Themes and Future Directions \(Lyrasis\)](#)**

Why do some community-supported open source programs seem more successful than others? Why do some live on grants while some achieve financial sustainability? What can open source program staff learn from one another? In 2017, the Institute of Museum and Library Services (IMLS) provided grant funding to enable LYRASIS to assess how open-source software (OSS) programs serving cultural and scientific heritage organizations attain long-term sustainability. Join the webinar to find out the results.



## April 16

### [Make A Giant Leap for Patron Privacy: Prepare for CPW2018 with A Free Webinar on Library Privacy Audits \(American Library Association\)](#)

This webinar will include a discussion about why healthy privacy practices are more critical for libraries than ever before and offers a step-by-step guide for starting a privacy audit at your library.

### [Disaster Preparedness: Theft, Vandalism, & Arson \(Federal Depository Library Program\)](#)

The FDLP Academy is pleased to present a new webinar series on disaster preparedness and recovery. This four-part series, taking place February – April, will focus on various types of disasters being faced by our library colleagues; tips for planning ahead; and strategies for clean-up, recovery, and moving forward.

### [Protecting Children in the Library \(Idaho Commission for Libraries\)](#)

Join staff of the Department of Health and Welfare as they share information important to library staff working in public places and their role in providing safe spaces for children.

## April 17

### [Fine Free Libraries – What, Why, and How \(Indiana State Library\)](#)

In this webinar, you'll learn more about the trend toward the suspension of fines in public libraries including what "fine free" means, the philosophies behind the shift, and the practical considerations that go into becoming a "fine free" library.

### [How Nonprofits Can Get \\$10,000 Per Month In Free Google Advertising \(Charity How To\)](#)

Google Grants gives eligible nonprofits \$10,000 per month in free online advertising to promote their organizations and causes on [Google.com](http://Google.com). During this webinar Simon Choy, who currently manages over \$2 million in annual Google Grants funding, will tell you everything you need to know about the program, how it can benefit your nonprofit, and the process of applying for the grant. He will also highlight what is required to succeed when using Google Grants and tell you about a paid service that will get you more than your money's worth.

### [Saving Time and Money: Why Cloud Integrations Matter \(TechSoup\)](#)

In an effort to save time and money, nonprofits are moving to cloud-based technologies. Many of these technologies are integrated to optimize efficiency, create easy and secure workflows, and most importantly reduce the amount of resources spent on IT. Join Box, DocuSign, and Okta for this 60-minute webinar that will explain: What is the cloud and why cloud integrations matter; Impact Cloud and how cloud-based companies are creating nonprofits solutions; Why Box, Okta and DocuSign together can help nonprofits; and How nonprofits are using these technologies.

### [Stellar Series Nonfiction: Spring 2018 \(Booklist\)](#)

Get an overview of what's new for Spring 2018 from series nonfiction publishers, Jump!, Bellwether, and Creative Company. Titles presented will range from grades K-12. Moderated by Booklist Books for Youth associate editor, Julia Smith.

### [How to Lead Effective Meetings \(GovLoop\)](#)

By not optimizing their efficiency and effectiveness, meetings can waste precious time and

resources. Meetings are meant to keep people in the loop, involved in the conversation and define next steps for people attending them. But how?

#### **[Voter Perceptions of Libraries: Getting From Awareness to Funding in 2018 \(WebJunction\)](#)**

A webinar presenting the results of a new study investigating voter perceptions and support for public libraries, with comparisons to similar research conducted 10 years ago. In this session, presenters will share key findings and analysis from the summary report; provide new details on library super supporters and probable supporters in context with other library trends and research; and kickstart the discussion on how library leaders and advocates can act on these findings.

#### **[Amplifying Student Voice with Technology \(edWeb\)](#)**

Putting students at the center of the learning experience has a transformative effect on a classroom. Powerful learning happens when teachers can bring forward student voices and when they position students as the drivers of class culture and community. And technology can help you do that! This edWebinar will show you how.

## **April 18**

#### **[The Importance of Empathy in the Customer Service Experience \(Georgia Public Library Service\)](#)**

When patrons are rude or overly demanding, it can become difficult to remain calm and professional. This webinar will introduce the importance of empathy in the customer service experience to help staff avoid unpleasant interactions with library patrons. Presented by Dorcas Davis, Director of Continuing Education & Training.

#### **[NCompass Live: Reaching Out Through Your Collection \(Nebraska Library Commission\)](#)**

Unusual or unexpected collections are becoming more common in the library, from musical instruments and puppets to Makerspace kits libraries have them all but how can we leverage them to reach out to your community? Find out what we and libraries around the nation are doing to use their collections to expand their outreach and impact in their community.

#### **[Resources from the National Agriculture Library \(North Carolina Library Association\)](#)**

This session will cover some of the key collections and services available to your users from the National Agricultural Library (<https://nal.usda.gov>), one of the world's largest agricultural research libraries.

#### **[A Little Change Goes a Long Way; Organizational Learning as a Resource for Change Management \(Training Magazine Network\)](#)**

Sooner or later, we all have to change. The march of progress is inevitable and nowhere more so than in today's light-speed business environments. Nonetheless, organizations are often change resistant and figuring out methods to incite and inspire change can be an enormous challenge for business leaders. Many of those leaders are now turning to their training departments with expectations that managing change can come from learning leaders. How do we address those needs? And how do we deal with the inevitable resistance? Join Adobe's Dr. Allen Partridge, Head of Digital Learning Evangelism for this engaging exploration of practical strategies to encourage innovation, one little step at a time.

### **[12 Keys to Successful Digital Content Promotion \(American Libraries Live\)](#)**

In this free 60-minute webinar, you will learn the details of promotional campaigns that have worked in two libraries, as well as promotional best practices from a recent nationwide survey of librarians. Our speakers will walk you through 12 keys to digital content promotion success.

### **[DAP Learning Series: Creating Your Own Campaign URL builder \(DigitalGov\)](#)**

Custom campaign URLs can help you collect information to determine which marketing campaigns are more effective. Efficient implementation of custom campaign URLs depends on your tagging strategy and it is important to set up a scalable methodology. In this training, we'll talk about campaign tagging strategies and show you how to create a campaign URL builder.

### **[Beyond the Memes: Social Media Evaluation \(National Network of Libraries of Medicine\)](#)**

In this webinar, you will learn the basics about social media analytics, and how to use the data to evaluate social media campaigns and programs. You will also learn the basic principles of evaluation, such as creating realistic outcomes and objectives for your social media activities.

## **April 19**

### **[Librarian Toolkit for Working with Online Instructors and Students \(ACRL ULS Professional Development Committee\)](#)**

Online programs and departments are increasing at many universities and colleges, and online and distance instructors and students usually feel isolated from campus programs and services. In this changing, academic environment, librarians have to shift their services to be more focused on reaching out to online programs. In this session, an Online Learning Librarian and a Non-Traditional Student Librarian from two public universities will cover tips and tricks for liaison and instruction librarians working with online students and instructors.

### **[How to Dramatically Broadcast Your impact with Facebook Live \(Bloomerang\)](#)**

Nonprofits like The Met and Best Friends Animal Society are using Facebook Live to engage donors in powerful and creative ways. Facebook Live is the #1 type of content now, getting much more reach than even pictures and videos. But live broadcasting can be very scary! This training will show you how to use Facebook Live to engage supporters and raise more money. You'll learn: How to prepare for your first broadcast; How to pick the best topic for your audience; How to get your best supporters to attend your first broadcast; How to engage your audience during your broadcast; and How to recycle and repurpose your broadcast.

### **[3 Secrets to Raising Major Gifts You Can't Survive Without \(GuideStar\)](#)**

Raising major gifts can be a difficult task for nonprofits both large and small. There are, however, a few secrets for making major gift fundraising just a bit easier. On this webinar, Amy Eisenstein will be offering her time saving tips and tricks that you can apply immediately to ramp up your major gifts program!

### **[Managing Difficult Volunteer Transitions \(VolunteerMatch\)](#)**

What do you do when it's time to ask a volunteer to leave your organization? This webinar will give you the tools to address challenges around difficult volunteers, volunteers aging in place, and suggestions to minimize these situations in the future. Suggestions for determining when a volunteer

should be terminated, and making it easier on you, other volunteers, and staff will be presented. The role that risk management plays in these decisions will also be included.

### **[Money to Match Your Mission: Identifying and Applying for Grant Funds \(GrantSpace\)](#)**

Finding the right funding match is key to getting the money you need to fulfill your mission. To do this, you must know how to match your needs to funder priorities as you research and apply for grants. By asking yourself a few key questions before you start, you'll make the grant research and proposal writing processes more efficient and successful. In addition to discovering what these questions are, you'll also learn the seven basic elements of most proposals and how to integrate them into a successful proposal.

### **[Assessment Made Simple \(North Dakota State Library\)](#)**

All our libraries offer programs running the gamut from story time and author talks through health care enrollment and financial planning. We generally do a solid job of recording basic statistics, like the number of programs held and their attendance. However, it's much more challenging to measure, understand, and share the actual impact our programs and services have on our community. Usually the most we get is anecdotal evidence. In times of tightening budgets when the ongoing relevance of libraries is being questioned, outcome-based assessment can create datasets demonstrating libraries' substantial community impact at the local, state, and national levels. In this short webinar you'll get an overview of how to use free tools and readymade surveys from Project Outcome to tackle this tough problem in a simple straightforward fashion.

## **April 24**

### **[Preserving Family Recipes \(Association for Library Collections and Technical Services\)](#)**

From Uncle's barbecue sauce to Grandma's cobbler, family recipes fill us with nostalgia and draw us closer to family—if they have been saved and if they actually work right, that is. So what can you do if a beloved recipe is sketchy, horribly outdated, impossible to read, or unwritten? How can you make sure those old handwritten recipes as well as heirloom photos and kitchen artifacts last for future generations? And did you ever stop to look at your recipes with a historian's eye, exploring what that family recipe may be telling you between the lines? Valerie J. Frey, author of *Preserving Family Recipes: How to Save and Celebrate Your Food Traditions* (UGA Press), will explore various aspects of your family's heirloom recipes.

### **[Ready to Read! Board Books, Picture Books, & Middle Grade Novels \(Booklist\)](#)**

Explore new titles for grades PreS – 8: from board books to picture books, to middle-grade novels. Join representatives from Albert Whitman, Holiday House, Houghton Mifflin Harcourt and Sourcebooks for this free, one-hour webinar where you'll leave with new titles to inspire young readers.

### **[The Accidental People Challenges from Agile Development \(InSync Training\)](#)**

If you say you are NOT doing Agile, people will sigh and feel bad for you. Leveraging Agile to build courses, systems or pretty much anything is cool but it brings underestimated challenges for people. With the completely different mindset Agile requires, individuals struggle with new roles, new responsibilities and an entirely different way of working with each other.

### **[User-centered Assessment: Leveraging What You Know and Filling in the Gaps \(WebJunction\)](#)**

Whether you're trying to decide how to allocate your library's resources or make the best use of your space, formal assessment tools can guide your decision-making. This session will cover why formal assessments are more effective than anecdotal data, and will help you learn how to plan effective evaluations. You will learn how to use what you already know about your patrons, how to determine what information you still need, and how to formulate questions to get you there.

### **[In Depth with the New AASL Standards, Part IV \(Wyoming State Library\)](#)**

Join Jennisen Lucas, Wyoming School Librarian and AASL Standards Implementation Chair as she takes us on an in depth tour of the new AASL standards. This month's installation will be the Shared Foundation "Curate" on Tuesday, April 24, 2018 at 3:30 pm. Come for the information, stay to ask questions!

### **[Making Global Connections at Your School Library \(American Association of School Librarians\)](#)**

Ready to make global connections at your library? Not sure how to get started? In our future-ready libraries, it has never been easier to allow students to escape our traditional four walls and experience a new level of learning. Join Michelle Cooper as she shares how to implement a library program that incorporates global collaboration with educators and students around the world.

### **[TechSoup Tour: How to Access Discounts, Donations and Resources \(TechSoup\)](#)**

Want to better understand how TechSoup can help your organization? Join us for our free webinar on how your organization can access TechSoup's wide variety of product discount and donation programs. We'll show you how to access our learning resources to help you optimize technology for your organization.

## **April 25**

### **[NCompass Live: Introducing the Nebraska Authors Database! \(Nebraska Library Commission\)](#)**

NebraskaAuthors.org launches on April 22, 2018! This broadly inclusive database holds the biographical information and bibliographies of more than 4,300 Nebraska authors, past and present. The website is the creation of a collaborative effort between Lincoln City Libraries, the UNL Center for Digital Research in the Humanities, and the Nebraska Literary Heritage Association. Learn the features of this database to enhance your knowledge of Nebraska Writers and to understand how this valuable resource can support the reference services at your library.

### **[The State of Donor Retention and What You Can Do About It \(Firespring\)](#)**

This session explores the root causes of poor donor retention rates, as well as the reasons why donors stay loyal. You'll come away with several ideas for improvement based on leading research in the field.

### **[Live Webinar with Fountas & Pinnell: Getting Practical About a Multi-Text Approach to Literacy Instruction \(Education Week\)](#)**

Join literacy leaders Irene C. Fountas and Gay Su Pinnell as they will explore practical tips for how

to build variety in the classroom text base, and how to lift learning with different texts for different purposes.

**[Future Search \(Series 3 for Public Libraries Serving Small, Mid-Sized and/or Rural Communities: 2 of 3\) \(Programming Librarian\)](#)**

The Future Search process enables large, diverse groups to validate a common mission, take responsibility for action, and develop commitment to implementation through concrete action plans. Libraries will gain an understanding of how Future Search can be used in their internal and community engagement efforts.

**[Introduction to Proposal Writing \(GrantSpace\)](#)**

Are you new to proposal writing or want a quick refresher? If so, you don't want to miss one of our most popular classes! This class will provide you with an overview of how to write a standard project proposal to a foundation. It will include: The basic elements of a proposal; The "do's" and "don'ts" of writing and submitting a proposal; How to follow up whether the answer is yes or no.

**[SAMR, TPACK & More: Transforming Learning with Digital Content \(edWeb\)](#)**

This session will explore the two primary approaches to technology integration: SAMR and TPACK. The SAMR model considers four levels of integration: substitution, augmentation, modification, and redefinition. The TPACK model addresses the interaction of technological, pedagogical, and content knowledge and how they relate to teaching in a technology-enhanced learning environment.

## **April 26**

**[Don't SEL Yourself Short: How to Build Social-Emotional Learning Into Any Teen Program \(Indiana State Library\)](#)**

Youth need more than traditional literacies to succeed in life – they also need emotional intelligence. Learn how you can build Social-Emotional Learning (SEL) into any teen program and help your teens develop their self-management, social awareness, and relationship skills. You'll leave this session with great resources and concrete ideas for incorporating SEL at your library.

**[Crime Fiction for Mystery Month \(Booklist\)](#)**

Booklist's eighth annual Mystery Month starts with a bang on May 1—prepare your alibi by attending this killer preview of forthcoming mysteries, thrillers, and espionage novels for adult readers from sponsors HarperCollins, Macmillan, Penguin Random House, Severn House, and SOHO.

## **April 27**

**[Grab and Go: Expanding and Strengthening Senior Programming \(National Networks of Libraries of Medicine\)](#)**

Participants will be introduced to creative and fun ways to expand and strengthen programming at senior facilities and at the library, especially for patrons living with dementia.