Implementing E-Learning Successfully in Your Organization

Marilyn Gell Mason
and George Needham

OCLC/WebJunction

“Continuing Professional Development: Pathways to Leadership in the Library and Information World”
14 August 2007
Welcome and Agenda

- Questions from Marilyn Mason’s plenary session
- E-learning as complement to library planning and development
- How to use WebJunction learning resources
- WebJunction 2.0: What’s coming?
Questions from the plenary session
Role of staff development

- Support
- Build capacity
- Retention
So why e-learning?

- Convenience
- Reach
- Cost
- Autonomy


http://webjunction.org/learningcenter
Downsides of e-learning

- Funding
- Staff time
- Expertise


http://webjunction.org/learningcenter
Welcome to WebJunction

- Resources: Information
- Community: Discussion and feature materials
- Courses: Online learning
- Web site: http://webjunction.org
Member Choice Awards
WJ Members Honored by YOU at ALA

Each year WJ members select honorees from our community for excellent work and commitment to libraries. This year Linda Gens, Brenda Hough, and Cindi Hickey were honored at our Annual Member Reception. Congratulations and thanks to all of you for your contributions! Click here for more WJ@ALA highlights.
Resources

Reach Out to Older Adults
Welcome older adults to the library with specific services and improve the richness of your community.
Read more »

Share Your U.S. Government Knowledge
Government Information in the 21st Century, a continuing education program for library staff hosted on WebJunction, is currently seeking information specialists to help develop a second round of teaching modules.
Read more »

Key Resources

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Patron Services
Resources to help you and your staff serve the general public and special populations.

Services to Children
Services for Teens

Information Literacy
Internet Resources for Patrons
Resources

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# Resources

## Weekly Tip

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[Read more >](#)

## Featured

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Community

Community

 MEMBER SPOTLIGHT

Michael Habib

Here's a librarian who brings a crowd to every library he goes to—an online crowd, that is! Read his story here.

 MEMBER DISCUSSION: ALL ABOARD

Our community discussion space. Need some guidance? Try one of the following:

Step-by-Step Posting Primer
More about discussions
Become a moderator

 DISCUSSION TOPICS

Search All Forums:

Go

Advanced Search
Community

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Library of the Month

South Park Branch Library
A new Seattle Public Library branch reaches out to its historic multicultural community. Read their story here.

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Course Catalog

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Training and resources to help libraries create, implement and use all forms of online learning.
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Read more and enroll »
WJ Courses by Group

- Basic Computing and Application Series
- Business Skills Video: Essentials
- Business Skills Video: Management
- Business Skills Video: Personal Development
- End User Business Skills Development
- End User Home and Small Business
- Managing Public Access Computing
- Networking Series
- OCLC Western/OCLC CAPCON
- Sustainability, Advocacy, and Outreach
- Technical Collection
- University of North Texas Le@d Courses
- Unix and Linux Series
- Using the Internet
- Web Development Series
Two groups of online courses

Online Course Groups

- Facilitated: Amigos
- Facilitated: E-Learning Institute Courses
- Facilitated: PALINET
- Facilitated: Western
- Self-Paced: Basic Computing & Applications Series
- Self-Paced: Cataloging and Metadata
- Self-Paced: End User Business Skills Development
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Course Details

Back to Course Listing

Enroll Now

WebJunction's Designing a Library Web Site

WebJunction's Designing a Library Web Site presents a process for building a new site or revising an existing site. The course focuses on how to determine the content and structure of the site, not on technical site development.

Learning Goals

At the end of the course, learners will be able to:

• Define the target audience of their site
• Define the tasks that their Web site must allow members of their community to accomplish
• Define the content and functionality required for those tasks to be accomplished
• Organize the content into categories that make sense to the target audience
• Arrange content on screen in a way that allows the target audience to quickly and easily accomplish the required tasks
• Test their beta site and solicit feedback from relevant user groups and stakeholders
• Develop a plan for keeping their site up to date

Course Time: 1.5 hours

Join a discussion in All Aboard about this course.
# Self-Paced: Sustainability, Advocacy, & Outreach

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Welcome to Designing a Library Web Site
Getting around this course is easy. To move on to the next screen, just click the Next button (Next -->) near the bottom right of the screen. To get to the previous screen, click the Back button ( <-- Back) near the bottom left of the screen.

You can also click Index in the menu at the top right to access an outline of the course. From this outline, you can jump to any section of the course you like by clicking the name of that section.

Or, if you prefer, you can use access keys instead of your mouse to navigate through the course.
Tools

Close this window.

The text of the Designing a Library Web Site course is available in a printer-friendly format. When the printer-friendly version launches in a new window, use CTRL + P (on the PC) or CMD + P (on the Mac) to print.

The following handouts are available for your use and provide more information on the concepts and tools discussed in this course. You’ll find it useful as reference materials, and you may also choose to print it out.

- Process Reference Chart
- Evaluating Library Web Sites
- Leading a Card Sorting Session
- Sample Survey
- Sample Usability Report
- Sample Participation and Disclosure Agreement
- Site Testing Observation Form
- Respondent Pre-test Questionnaire
- Web Site Post-test Questionnaire
- Usability
- Card Sorting: Organizing Information
- Designing Great Pages with HTML
- Creating Your First Web Site with FrontPage 2000
- Web Site Development Process Steps

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Courses

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E-Learning Institute

Training and resources to help libraries create, implement and use all forms of online learning.

Learn Online

Create & Deliver

Manage & Implement

Learning Webinars

Course Catalog

How to Enroll

Computer System Requirements
New To Click U: 2007

Professional Improvement Libraries: A La Carte Pricing

The Professional Improvement Libraries (under Self-Paced Training at Click U) now offer individually priced courses. Click U hopes this will allow you to tailor your individual professional development needs more effectively. You will still be able to enjoy 6-month and 1-year subscriptions if that suits your needs better. [learn more...]

SLA 2007 Conference Podcasts

Missed a session at conference due to scheduling conflicts or travel plans? Several speakers and facilitators at SLA’s 2007 Annual Conference volunteered to have their remarks recorded. All of these sessions are available at no charge at Click U. [learn more...]

Copyright Law Course Schedule

Need a primer on Copyright Law? Want to learn more about Digital Licensing or Content Management? Sign up for one of the courses taught by Lesley Ellen Harris. The Autumn 2007 Course Schedule is now available. [learn more...]

Course of the Month

Course of the Month offers you the opportunity to take part in a topical and valuable
Celebrating Illinois Libraries (people, places and the things we do and have)

Ever seen a group portrait with 2,400 people? Ever tried to get 2,400 people to smile at the same time? Believe it or not, we’re creating a group portrait of the Illinois Library family, and we want you to be a part of it.

This masterpiece of Illinois Libraries will be built with photos of our libraries, our library staff and volunteers, programs at our libraries, special collections, artwork and artifacts - basically the people, places and things that comprise libraries in Illinois. Remember, we want our photo to celebrate the diversity of Illinois Libraries also, so if you’re in a school, public, special or academic library in Illinois, we invite you to be a part of this historic project. Please be sure that your library has a release for photos that you upload that include images of any people other than library staff.

Use these instructions to upload your images to the Illinois Libraries Flickr photo group, then look for the results of your contributions to take center stage when we launch the new WebJunction Illinois site in the summer of 2007. So here we go…say cheese!

Welcome LibraryU Visitors!

Welcome to LibraryU, free web-based training for library staff and their patrons, supported cooperatively by the Illinois Library Systems and the Illinois State Library with funding from the Bill and Melinda Gates Foundation.

LibraryU is committed to providing quality online instruction in a format that is cost-effective and convenient for the learner. Our goal is to meet the training and continuing education needs of library patrons and staff with effective online instruction available through the web anywhere and anytime.

To take advantage of the LibraryU module offerings, you can self-register for a LibraryU account. If you register for a LibraryU account, you can track your progress through courses and receive a certificate of completion when you have completed the module. Your certificate of completion also serves as documentation of Continuing Professional Development Units (CPDUs) credit.
ACRL offers a number of online learning opportunities to meet the demands of your schedule and budget. If you have a question about an e-Learning opportunity, contact Stephanie Orphan, orphan@ala.org.

Subscribe to ACRL's E-Learning RSS Feed 

Note to CACUL members: ACRL is now offering its nonmember rates to CACUL members in Canadian dollars (the rates are stated in Canadian dollars but charges will be made in US dollar equivalents). The discount does not apply to opportunities where ACRL is partnering with another organization to offer e-learning.

Registration for all ACRL e-Learning opens approximately one month prior to seminar/Webcast start dates.

Online Seminars (multiweek, delivered through WebCT)

Designing Web Sites for Academic Libraries, Part 2 (July 9-August 4, 2007)
This four-week course builds on the work completed in "Designing Web Sites for Academic Libraries, Part 1." Participants will learn about advanced CSS design, accessible menus, and re-Javascript and will review multimedia (FLASH, Guidtime etc.), Web-accessible database applications (PHP, MYSQL, ASP etc.), and content management software options. Prerequisite: Completion of "Designing Web Sites for Academic Libraries, Part 1" or consent of the instructor. Registration is closed.

Current Copyright Issues Facing Academic Librarians (July 16-August 4, 2007)
The instructor will walk participants through the major copyright issues facing academic librarians today. Topics covered will include electronic reserves, interlibrary loan, using media in coursework, and campus copyright policies. This course was developed by Carrie Russell from ALA's Office for Information Technology Policy. Course is full, registration is closed.

Electronic Collection Development for the Academic E-Library (July 23-August 11, 2007)
In this hands-on, three-week course, participants will learn to create an academic e-library collection development plan, free and fee-based Web-accessible resources for a patron community of their choice. Participants will end the session with a completed collection development plan for the e-library collection they wish to develop. Registration opens June 25.

Designing Web Sites for Academic Libraries, Part 1 (September 17-October 3, 2007)
Participants in this four-week seminar will learn how to plan, design, and develop content for Web sites in an academic setting. XHTML and CSS (external) will be introduced. Participants will end the session with a
Onsite training

Let CILIP bring our training to you! We can provide onsite courses that deliver our high quality training whilst in the convenience of your workplace - saving you both time and money.

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Save 40% when training 5 or more staff.

Efficient use of staff time
Save on travelling time and expenses.

Timely training
Choose when the workshop runs so it fits into your schedule.

Expert trainers
Our highly regarded trainers have proven experience and presentational expertise.

Tailored content
We can tailor the workshop to your specific training needs.

Proven success of our workshops
CILIP Training and Development is the UK’s premier LIS training course.
What’s coming in WJ 2.0?

- New learning management system
- More e-learning partners
- New content management system
- New look
WJ reports on e-learning

Free downloads at http://webjunction.org
Thanks!

- Marilyn Mason
  marilyngmason@earthlink.net

- George Needham
  needhamg@oclc.org