



## **Continuing Education and Consulting Plan “Focus on Building Capacity” FY 2012**

*CEC’s mission within the Library Development & Networking Division is to provide free access to continuing education, consulting, and related resources to all libraries in the state of Texas.*

### Theme

While focusing on the TSLAC Strategic Plan and the 5 year LSTA Plan (2008-2012), to build the service, financial, technological and leadership capacity of libraries in Texas, we will:

- *Support online learning for libraries across the state.*
- *Build the leadership capacity of small libraries by training non-MLS library directors in our Small Library Management Training Program.*
- *Build the staff development capacity of libraries to train their staff by offering self-paced, open-access courses and resources via a state affiliation with Webjunction.*
- *Build the management capacity of new library directors by developing an online orientation to programs and services offered by TSLAC.*
- *Build the financial capacity of public libraries by providing online training and consulting on the E-rate application process.*
- *Build the online capacity of libraries by providing a free, hosted content management system with training on set up and maintenance of a Plinkit website.*
- *Build financial capacity by providing training on developing, applying for and evaluating grants offered by TSLAC, as well as other entities.*
- *Build capacity within the community by providing training on annual reporting processes and other ways to leverage statistical data on Texas libraries.*

State Need	State Goal
Texas' diverse populations need a wide variety of responsive, high quality library services	Assist libraries in providing programs and services to meet the needs of their populations.

**Goal #1**

Build the service capacity of all library types by supporting new trends and service models and change management through a variety of online training offerings and consulting services.

**Activities:**

- *Support current library trends through a regular series of free webinars and subsequent offerings of the archived versions in "courseinar" format on our online training site. (Dawn Krause, Naomi DiTullio, Henry Stokes, Christina Manz)*
- *Become a state affiliate of Webjunction.org and offer 300+ self-paced online courses to all full-time library staff in Texas. (Dawn Krause, Naomi DiTullio)*
- *Continue marketing new print and video resources from the Library Science Collection that support new trends and models. (Christina Manz)*
- *Work in conjunction with other providers such as TLA, Webjunction, TechSoup and Infopeople to continue advertising free webinar opportunities to the state on a weekly basis, as well as via a CE calendar. (Christina Manz)*
- *Offer live webinars that relate directly to Library Development & Networking programs and services to better disseminate information and instructions on use of tools such as Plinkit, E-rate, annual reporting, grants management and TexShare programs. (Naomi DiTullio in lead, all other CE staff and program managers)*
- *Begin implementation of a service to create customized, monthly e-newsletters that users can easily manage. (Christina Manz and Dawn Krause)*
- *Coordinate TLA conference programs on Webjunction, Texas Reading Club, Texas Teens Read! and technology benchmarks project. (Henry Stokes, Dawn Krause, Naomi DiTullio)*
- *To provide the best interface and tools for online learning, complete an upgrade of our Moodle learning management system to Moodle 2.0, including providing training on new features and functions of 2.0 to CE consultants and State and Local Records Management staff. (Naomi DiTullio)*

Outputs	Outcomes
<ul style="list-style-type: none"> <li>✓ Provide online continuing education to 2,000 unique library staff/related personnel</li> <li>✓ Provide consulting to 200</li> </ul>	<ul style="list-style-type: none"> <li>✓ Services will result in at least 70% of customers being satisfied with training (regardless of format) and</li> </ul>

<p>library staff/related personnel</p> <ul style="list-style-type: none"> <li>✓ Provide self-paced course content through Webjunction to 10% of total FTE's covered by license (~7,000) in year 1.</li> <li>✓ 30% growth in user accounts to Webjunction in year 1.</li> <li>✓ Number of hits to our CE calendar will increase by 10% in 2012.</li> <li>✓ Email newsletter campaigns will result in a 40% click thru rate from list members.</li> <li>✓ Materials provided LBB measure from Library Science Collection will increase 10% over 2011.</li> <li>✓ Youtube and Screencast.com video views will increase by 20% over 2011.</li> </ul>	<p>consulting.</p>
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**Goal #2**

Build leadership capacity of small libraries by training their non-MLS library directors in our Small Library Management Training Program.

**Activities:**

- *Set up pathfinders for staff in small libraries to access course content needed to complete "foundations" courses in Webjunction.org (Dawn Krause, cannot be done until "new" Webjunction comes online in spring of 2012)*
- *Create kickoff event on leadership and management concepts over a three-day period for new SLM program. (Dawn Krause) In progress.*
- *Define future development of online courses for SLM for reference, collection development and technology using Moodle courses and webinars. (Dawn Krause) Completed.*
- *Conduct "focused conversation" sessions with SLM participants to determine future directions for online training components. (Dawn Krause) Completed.*

<b>Outputs</b>	<b>Outcomes</b>
<ul style="list-style-type: none"> <li>✓ Increased participation in SLM program face-to-face</li> </ul>	<ul style="list-style-type: none"> <li>✓ Services will result in at least 70 percent of attendees</li> </ul>

<p>workshops over 2010.</p> <ul style="list-style-type: none"> <li>✓ 50% of participants from the SLM kickoff in-person workshop will complete the online reference course in Fall of 2012.</li> </ul>	<p>successfully accomplishing the immediate outcomes of the workshops</p> <ul style="list-style-type: none"> <li>✓ Services will result in at least 40 percent of attendees successfully accomplishing the intermediate outcomes of the workshops</li> <li>✓ 50% of end of year 1 customer satisfaction surveys will indicate high satisfaction with Webjunction services in relation to SLM program.</li> </ul>
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### Goal #3

Build the leadership and management capacity of new library directors by developing a targeted online orientation to programs and services offered by LDN.

#### *Activities:*

- *Create a screencast or video on the mission and role of libraries in Texas, the various professional organizations in Texas and the ethics and values of the profession. Link these to professionalism tutorial. (Dawn Krause, Naomi DiTullio)*
- *Create an introduction video narrated by Peggy Rudd about TSLAC and who we are, what we do. (Dawn Krause, Naomi DiTullio, Peggy Rudd)*
- *Create a webpage pathfinder to lead new directors to the resources we develop. (DK)*
- *Introduce the Small Library Management Training program courses to those that qualify. ( Statistics Assistant)*
- *Create a Webjunction.org pathfinder for new library directors related to management and leadership course recommendations if they do not qualify for SLM program. (Dawn Krause, after new Webjunction interface launches)*
- *Link to annual report and statistics tutorials developed and outline accreditation process. (Stacey Malek, Naomi DiTullio)*
- *Link to grants info and any related training. (Naomi DiTullio)*
- *Link to CE & Consulting Resources and discuss requirement of 10 hours of CE annually. (Dawn Krause, Stacey Malek)*
- *Complete an update of the Public Library Advisory Board Handbook, market the new version, work with Julie Todaro (current author) to provide a webinar on the new content and concepts of managing boards. (Dawn Krause, Naomi DiTullio) Spring 2012*

Outputs	Outcomes
<ul style="list-style-type: none"> <li>✓ Provide online orientation and introduction to LDN programs and services overview document to 100% of all new library directors identified.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Services will result in at least 70 percent of attendees successfully accomplishing the immediate outcomes of the workshops</li> <li>✓ Services will result in at least 40 percent of attendees successfully accomplishing the intermediate outcomes of the workshops</li> <li>✓ Services will result in at least 70% of customers being satisfied with training.</li> </ul>

**Goal #4**

Build the financial management capacity of libraries in order to maximize their state, local and third-party funding resources.

*Activities:*

- *Provide an online course in Moodle on grants management for TSLAC grantees. (Naomi DiTullio) Completed.*
- *Provide self-paced, interactive online training course and consulting on the E-rate application process. (Henry Stokes, Naomi DiTullio) Completed.*
- *Offer library budgeting principles workshops to librarians in at least 15 locations across the state. (Dawn Krause) In process.*
- *Continue webinars related to partnerships, best practices and highlight worthwhile grants as example projects. (Naomi DiTullio, Dawn Krause) January/February 2012, in process*
- *Create screencasts to show public libraries how to mine annual report data to compare themselves to other libraries in Texas. (Naomi DiTullio, Stacey Malek) \*wish list item\* may not get to this in 2012.*
- *Hold “office hours” on E-rate for one-on-one time with technology consultant. (Henry Stokes) Completed and ongoing.*

Outputs	Outcomes
<ul style="list-style-type: none"> <li>✓ 100% of grantees take online course on grants management.</li> <li>✓ 50 library staff will take the E-rate online course in 2012.</li> <li>✓ 100 library directors will take</li> </ul>	<ul style="list-style-type: none"> <li>✓ Services will result in at least 70 percent of attendees successfully accomplishing the immediate outcomes of the in-person workshops</li> <li>✓ Services will result in at least</li> </ul>

<p>the fiscal management workshop or attend a webinar on this topic in 2012.</p> <p>✓ 10% of E-rate libraries will use “office hours” in the first year.</p>	<p>40 percent of attendees successfully accomplishing the intermediate outcomes of the in-person workshops</p> <p>✓ Via follow-up survey, services will result in at least 70% of customers being satisfied with consulting.</p>
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State Need	State Goal
Texans need technology based library services to help them achieve economic, educational, and other personal goals	Assist libraries with technology to serve the information needs of Texans.

### Goal # 5

Build the technological capacity of libraries in Texas.

#### Activities:

- *Continue Tech Tools with Tine webinar series (10 webinars) on new technology tools that libraries need to understand in order to best serve their patrons. (Henry Stokes, Naomi DiTullio) Fall series of 5 completed, 5 more scheduled for Spring 2012.*
- *Market Plinkit video tutorials on Youtube channel. (Henry Stokes) Completed*
- *Streamline Plinkit.org pages to include a “HELP” section with links to tutorials from other states. (Henry Stokes)*
- *Hold “office hours” on Plinkit for one-on-one time with technology consultant. (Henry Stokes) Completed and ongoing.*
- *Provide an adoption and implementation plan to the Gates Foundation for the Edge project (technology benchmarks for public libraries). This will include webinars, a marketing component and an implementation plan for the state. Spring 2012. In Progress (Henry Stokes, Dawn Krause, Deborah Littrell, Peggy Rudd, Stacey Million)*
- *Support BTOP webinar series related to serving diverse populations with technology. (Denise Hendlmyer, Naomi DiTullio) Completed.*

- *Update and relaunch Beyond 2.0 Steppin, self-paced and blog-paced program on Web 2.0 technologies. (Naomi DiTullio) Completed.*
- *Support BTOP’s technology sustainability focus by doing webinars based on 2011 in-person workshop series on broadband basics called, Getting Up To Speed. (Denise Hendlmyer, Naomi DiTullio) In Progress, January 2012*
- *Support BTOP in-person, end-user technology training at 100 libraries in Summer 2012 using mobile labs. (Dawn Krause, Denise Hendlmyer) In progress.*
- *Offer a “Rapid Elearning” day-long seminar with Tom Kuhlmann in August 2012 that will show libraries how to maximize Powerpoint and their existing content to create short and compelling learning experiences for their users. (Dawn Krause, Office Manager)*
- *Offer ALA ecourse licenses on ebooks and high tech on a low budget at up to 50 sites around the state. (December 2011 completed by Dawn Krause, February webinar organization in process by Henry Stokes)*

Outputs	Outcomes
<ul style="list-style-type: none"> <li>✓ Elearning seminar will fill to capacity – 120 in attendance.</li> <li>✓ 10% of Plinkit libraries will use “office hours” services in the first year.</li> <li>✓ Continue reaching at least 80 participants in each “tech tools” webinar.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Services will result in at least 70% of attendees successfully accomplishing the immediate outcomes of the in-person workshops</li> <li>✓ Services will result in at least 40 percent of attendees successfully accomplishing the intermediate outcomes of the in-person workshops</li> <li>✓ 80% of persons that respond to our satisfaction survey after attending “office hours” will be completely satisfied.</li> </ul>