



# The WebJunction Experience

Find Your Learning Flow



## **Jennifer Peterson**

Community Manager

[petersoj@oclc.org](mailto:petersoj@oclc.org)



## **Kathleen Gesinger**

Learning Community  
Manager

[gesingek@oclc.org](mailto:gesingek@oclc.org)

# Your learning flow





# A learning plan can guide your flow!

## The WebJunction Experience: Find Your Learning Flow

### Learner Guide

<http://www.webjunction.org/events/>

**Event Description:** Find out how to maximize your online learning experience. WebJunction's resources can all play a part in helping you create a learning plan, set manageable goals and track your progress.

During the hour, we'll tour the different advantages of each of these, setting up a learning plan for you as you are new to WebJunction or a WebJunction experience!

Presented by: WebJunction team member  
Gesinger, Learning Community Manager

### What are your goals for viewing this?

Personal Goals

Team Goals

### Reflection Questions

Think of a time when you found your learning flow.  
What made the difference in finding your flow?

Do you have a preferred learning mode?

Continuing education is also about your professional and personal self?

### My Learning Needs

What are possible learning needs?

What are possible learning needs?

What are possible learning needs?

### Time and Content – it's not just about the content

For creating time for learning, explore [Learning](#).

What are some topics you would like to explore that you would like to understand better? WebJunction.

WebJunction.org/explore-topics: List

WebJunction Webinars – live online attend:

Other Webinars – live or recorded events: List 2-3 [community-wide webinars](#) you'd like to register for and attend, or revisit later as a recording:

WebJunction Webinars – recorded

Courses – library-specific self-paced

### Learn Together

Share what has inspired you! Be specific about content that you'd like to explore.

Find or connect with a thought leader.

Are there others in your library or community who would be interested in this?

### Take Action

Now that you have explored a range of possible learning needs and topics, commit to one and start learning!

- Identify a specific topic:
- Connect with your learning partner (are they interested in this topic?):
- Put time on your calendar for learning:
- Find a location that meets your needs:
- Focus on your learning – turn off distractions:
- Share what you learned:

### Prioritize Next Topics

What are the next topics, webinars, or learning opportunities, you would like to try next?

- 1)
- 2)
- 3)

Think of a time when you found your learning flow.

- Where were you?
- What made the difference?





# Your learning flow can depend on learning style or preference

guided



mixing and matching



starting fresh



learning with others



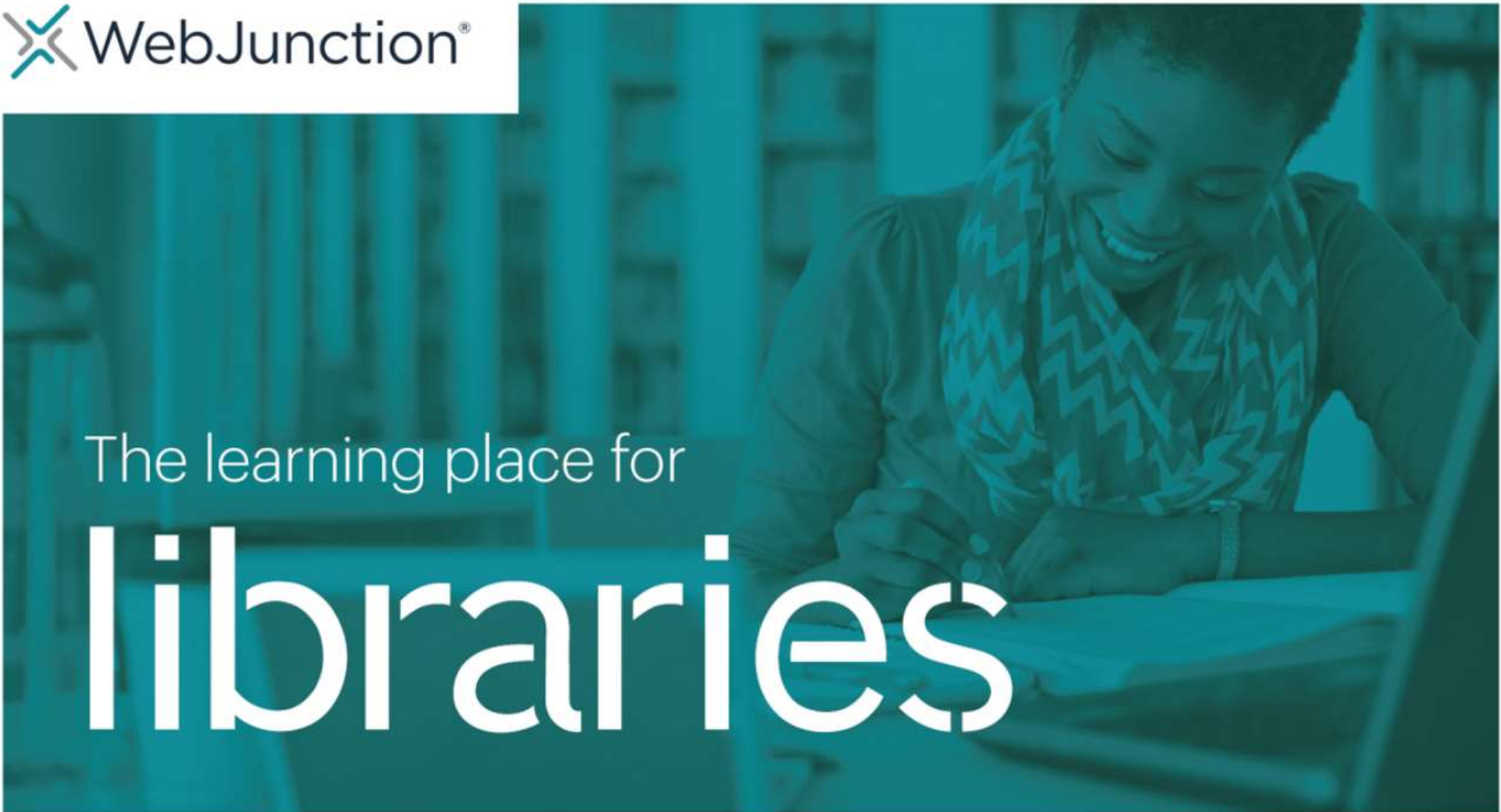
# Continuing education is self-care





The learning place for

libraries

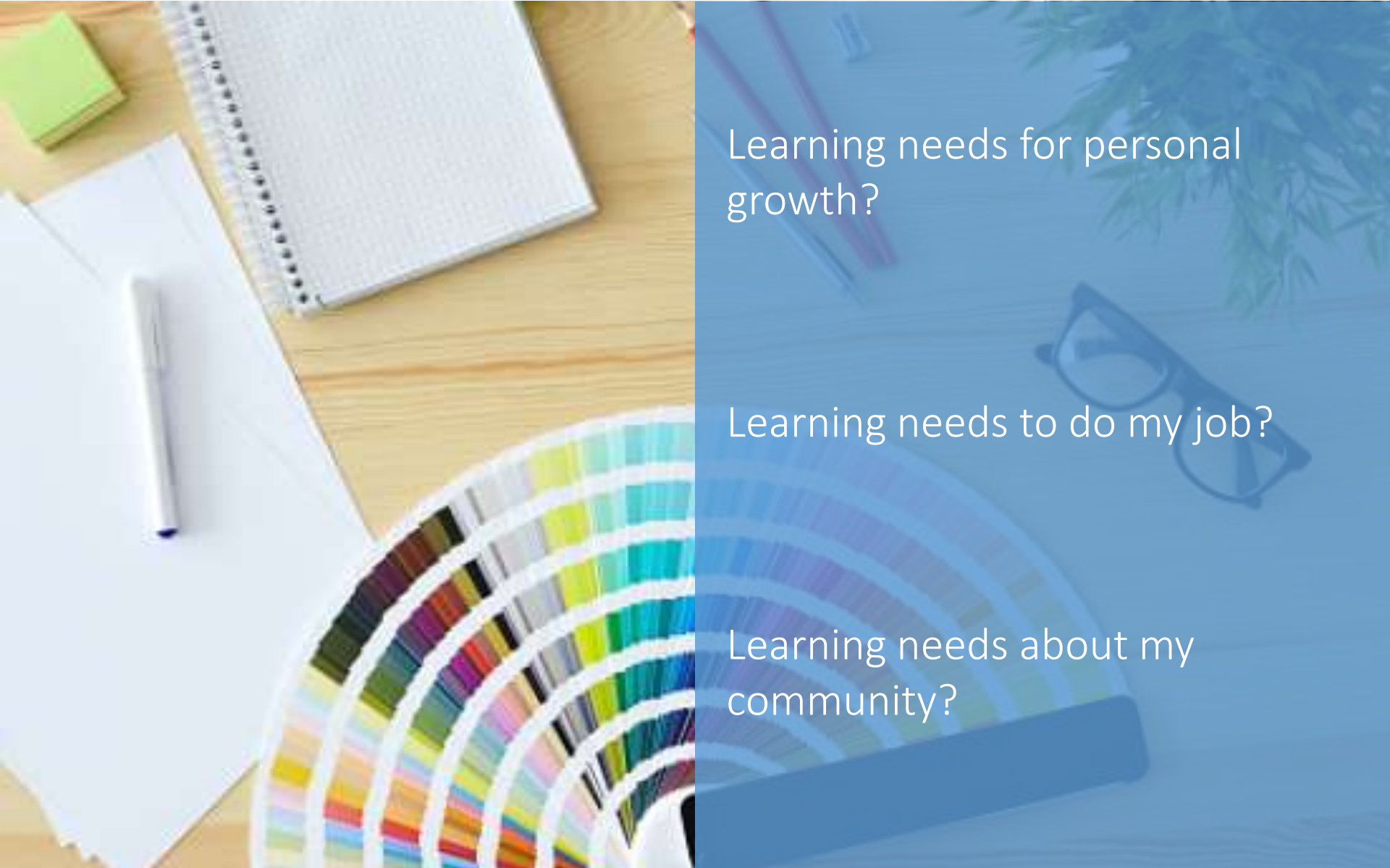




# The cycle of your learning is our learning



# Learning Plan: Identify your learning needs

A top-down view of a wooden desk. On the left, there is a spiral-bound notebook, a white pen, and a stack of green sticky notes. In the bottom center, a fan of color swatches is visible. On the right, a pair of glasses and a blue pen are resting on the desk. The right half of the image is overlaid with a semi-transparent blue filter.

Learning needs for personal growth?

Learning needs to do my job?

Learning needs about my community?

# The WebJunction Collection

Articles and Resources

Crossroads Newsletter

Social Media

Social Library

Webinars

Recorded Webinars

Self-paced Courses

Our Projects

You!





# The WebJunction Collection



Quickly find the answer to your Question



[Go to Courses](#)

[Course Catalog](#)

[Webinar Calendar](#)

[Topic Areas](#)

[Our Projects](#)

[About Us](#)

## [Free November Webinars for Library Staff](#)

Jennifer Peterson / **Published:** 31 October 2016

With the change in seasons, and your patron learning habits settling in for the school year, there's no better time than now to set aside time for your own learning. November's list of free webinars includes learning in every area of library work, provided in an accessible format that can help you to connect with other practitioners in the field who are tackling the same problems you are, and innovating in new ways, sure to inspire. Remember that most of these offerings are recorded, so know you can revisit when you have the time. This list, provided by the Wyoming... [Read more](#)

**Posted In:** [Manage Staff Training](#). [Resources for Learners](#)



### New to the Catalog

*Free courses available on demand*

Getting Started with Digitization: An Introduction for Libraries

Future Proofing Library Spaces

Aspen Institute's Rising to the Challenge: Re-envisioning Public Libraries

Visual Content: Level Up Your Social Media

Technology Skills for Library Staff: Effective and Engaging Training Programs

## [Begin Building Partnerships for Early Learning at Your Library Today](#)

Liz Morris / **Published:** 27 October 2016

Cross-sector collaboration is essential to support sustainable community outcomes. This principle continues to take hold in the library field and beyond, through efforts like the Community Catalyst Initiative led by the Institute of Museum and Library Services (IMLS), or models such as collective impact that are being explored and embraced in communities nationwide.



Intentional collaboration among libraries, museums and early childhood services has the potential to yield incredible impact for kids and families, particularly in the critical area of early learning and for families that may not have regular access to these beneficial institutions.

### Subscribe



[Sign up to receive Crossroads](#), WebJunction's newsletter for library learning.

[Browse recent issues »](#)

### Follow Us



# Course Catalog



Quickly find the answer to your Question



[Go to Courses](#)

[Course Catalog](#)

[Webinar Calendar](#)

[Topic Areas](#)

[Our Projects](#)

[About Us](#)

## Course Catalog

Our Course Catalog is free to library staff everywhere. We offer library-specific self-paced courses, webinar recordings and other great learning materials. Certificates of Completion are available to help library staff meet CE and LEU credit requirements. Create your free account and start learning today.

[Go to Course Catalog >>](#)

Posted In: [Children](#), [Partnerships & Collaboration](#)

## [Social Library, Volume 70](#)

Jennifer Peterson / **Published:** 25 October 2016

In this latest edition of our Social Library we're highlighting library projects, celebrations and festivals, a charity team-building event, and an inspiring TED Talk. Each edition of the Social Library brings a fresh set of ideas from libraries who are connecting with their communities in a variety of ways, with patrons of all ages. We enjoy showcasing the great work of these libraries and hope you find inspiration for your own great work. If you'd like



## Subscribe



[Sign up to receive Crossroads](#)

WebJunction's newsletter for library learning.

[Browse recent issues »](#)

## Follow Us



# Webinar Calendar



## Webinar Calendar

WebJunction hosts free live webinars that are open to all. Each session covers a high-interest library topic presented by real-world practitioners and experts. Register to attend upcoming webinars, and view past webinar recordings.

[Go to Webinar Calendar for upcoming webinars >>](#)

[Go to Webinar Recordings for past webinars >>](#)

**Posted In:** [Manage Staff Training](#), [Resources for Learners](#)



Visual Content: Level Up Your Social Media

Technology Skills for Library Staff: Effective and Engaging Training Programs

## [Begin Building Partnerships for Early Learning at Your Library Today](#)

Liz Morris / **Published:** 27 October 2016

Cross-sector collaboration is essential to support sustainable community outcomes. This principle continues to take hold in the library field and beyond, through efforts like the Community Catalyst Initiative led by the Institute of Museum and Library Services (IMLS), or models such as collective impact that are being explored and embraced in communities nationwide.



### Subscribe



**Sign up to receive Crossroads**, WebJunction's newsletter for library learning.

[Browse recent issues »](#)

### Follow Us



Intentional collaboration among libraries, museums and early childhood services has the potential to yield incredible impact for kids and families, particularly in the critical area of early learning and for families that may not have regular access to these beneficial institutions.



# Topic Areas



[Course Catalog](#)

[Webinar Calendar](#)

[Topic Areas](#)

[Our Projects](#)

[About Us](#)

## Leadership

[Advocacy](#)  
[Budgets & Funding](#)  
[Change & Adaptability](#)  
[Communication](#)  
[Community Relations](#)  
[Digital Inclusion](#)  
[Friends & Trustees](#)  
[Innovation & Creativity](#)  
[Legal Responsibilities & Ethics](#)  
[Organizational Management](#)  
[Partnerships & Collaboration](#)  
[Planning & Coordination](#)  
[Staff Management](#)

## Staff Training

[Competencies](#)  
[Create & Deliver Training](#)  
[Manage Staff Training](#)  
[Personal Growth and Development](#)  
[Resources for Learners](#)

## Library Service

[Access & Equity](#)  
[Children](#)  
[Collections](#)  
[Customer Service](#)  
[Digital Literacy](#)  
[Government Information in the 21st Century](#)  
[Marketing & Outreach](#)  
[Needs Assessment](#)  
[Older Adults & Seniors](#)  
[Policies](#)  
[Programming](#)  
[Readers Advisory](#)  
[Reference](#)  
[Social Library](#)  
[Space Planning](#)  
[Spanish Speakers](#)  
[Teaching Patrons](#)  
[Workforce Services](#)  
[Young Adults & Teens](#)

## Technology

[Computer & Internet Basics](#)  
[Computer Equipment](#)  
[E-Rate](#)  
[E-Readers & Other Mobile Devices](#)  
[Integrated Library Systems & Databases](#)  
[Managing Public Computers](#)  
[Networking Public Computers](#)  
[Office Applications & Other Software](#)  
[Social Networking & Web 2.0](#)  
[Technology Planning](#)  
[Website Design](#)



# Social Library

Overview

News

See All



This Social Library is a regular WebJunction feature surfacing some of the amazing work from the libraries that we follow on Facebook. It's a great virtual tour of how libraries are using social media to connect with their communities, promote services and programs, and engage with their patrons and fans. If you'd like to see your library featured in the Social Library series, please let us know via [social@webjunction.org](mailto:social@webjunction.org), or find us on [Facebook](#).

The [Social Library Series spreadsheet](#) (xls) collects all volumes and can be sorted by state, library, and topic.

Facebook image courtesy of the [Slover Library](#), Norfolk, Virginia

## Most Recently Added



### [Social Library, Voters' Edition](#)

Last Modified: News / 11 October 2016

Today is National Voter Registration Day and so we thought it only appropriate to feature in this edition of the Social Library, some of the ways in which libraries are raising awareness for voters in their communities. From voting workshops to mock ...



### [Social Library, Volume 69](#)

Last Modified: News / 11 October 2016

With this edition of the Social Library, we're featuring Facebook posts from libraries who are enriching their communities with fun events, informative workshops, audio heritage walks, library card awareness and tools for facilitating difficult discu...

<http://www.webjunction.org/explore-topics/social-library.html>

# Social Library on Social Media



**WebJunction** Thanks to Braswell Memorial Library, Woollahra Libraries, Shelton Timberland Library, Westerville Public Library, Algonquin Area Public Library for your great work!

Like · Reply · 1 · Commented on by Erin M. Schadt [?] · July 5 at 9:10am



**Woollahra Libraries** Thanks for featuring us! We love seeing what libraries around the world are doing too.

Unlike · Reply · Message · 1 · July 5 at 8:18pm



**Algonquin Area Public Library** Thanks for showing how we use social media to be a true community partner!

Like · Reply · Message · July 11 at 8:43pm

434 people reached



Like



Comment



Share



Laura Hess, Stanton Public Library and 5 others

Top Comments ▾

2 shares

3 Comments



Write a comment...



**WebJunction** Thank you for your hard work Naperville Public Library, Bloomfield Public Library, Stanton Public Library, North Manchester Public Library, Avon Grove Library, Newport News Public Library System!

Like · Reply · 3 · Commented on by Erin M. Schadt [?] · July 19 at 4:00pm



**Susan West** Avon Grove Library Rocks!

Unlike · Reply · Message · 1 · July 19 at 4:18pm




**Stanton Public Library** Thank you WebJunction!

Unlike · Reply · Message · 1 · July 21 at 12:43pm



# Learning Plan: Find Time and Content

A top-down view of a wooden desk. On the left, there is a spiral-bound notebook, a white pen, and a stack of green sticky notes. In the bottom right, a color palette with many small color swatches is visible. A pair of glasses is resting on the desk in the background. The right side of the image is overlaid with a semi-transparent blue rectangle containing text.

What are days of the week that work best for me?

Identify a few topics to explore

Identify upcoming webinars to register for and attend

Identify webinar recordings you'd like to view in the next few months

Identify self-paced courses on [learn.webjunction.org](https://learn.webjunction.org)

# The WebJunction Way

and the cycle of social learning...



# Social Learning



CC image on Flickr by Cindi: <https://www.flickr.com/photos/trucolorsfly/1732302968/>

(Learning online is *not* learning alone)



# Enhance your learning



# Learn with a cohort

Benefits of blending face-to-face time with a webinar:

- Co-workers come together as learners
- Learners acquire a common language about the topic
- Post-event discussion to find local relevance of the topic
- Brainstorm ways to apply learning to your work
- Motivate each other to take the next step
- Team action plans
- Shared goals



# Learning Plan: Learn Together



Share what has inspired you!

Find or connect with a thought partner, or someone that you'd like to learn with.

Who could you support in their learning?



# A WebJunction Story



# Make connections & share learning



## Project Compass Workshops: Workforce Recovery and Beyond

*Shifting mindsets, building skill sets  
and increasing capacity*

# Self-directed Achievement

“A culture of **lifelong learning**  
...begins with me.”

**1** goal  
**1** hour  
**every** week  
= culture change



# A Happy Hour for Library Staff Learning

Susan Green / 30 July 2013

Like 42 Share Tweet G+ 2 Share 125



*In February 2013, WebJunction hosted a webinar, [Self-Directed Achievement: if you give library staff an hour](#), with **Jami Carter** and her team from the Tooele City Library in Utah. We have heard from a number of libraries that they have begun to use the Self-Directed Achievement model presented in the webinar to address staff training and development needs and that they are seeing impactful results. This article was written by **Susan Green**, branch manager for the Morrison Regional branch of the Charlotte Mecklenburg Library in Charlotte, NC. We look forward to hearing from other libraries who are using the model to innovate with staff learning....*

## And more learning resources are created!

We developed a set of [Happy Hour Talking Points](#) to help introduce staff to the approach that we're happy to share with others looking to develop a program. We also want to share a few examples of our festive Happy Hour schedules from our [Children's](#) and [Circulation](#) teams.

# *Happy Hour!*

Larisa: Thursdays 6:30-7:30 pm

Debbie: Thursdays 12-1 pm

Cathy: Tuesdays 2:45-3:45 pm

Walker: Mondays 4-5 pm

Martha: Tuesdays 1-2 pm



*Cheers to New Learning!*

- Read appropriate books or articles
- Study online resources
- Follow tutorials
- Listen to webinars – live or recorded
- Watch training videos
- Do hands-on training
- Ask another staff member to train you

# Self-Directed Achievement on a Small Scale

Betha Gutsche / 05 April 2016

Like 54 Share Tweet G+ 1

Share 29

When I first watched Jami Carter's webinar on [Self-Directed Achievement](#) (SDA), I was inspired, *really inspired*, and became an avowed evangelist for the SDA concept. Apparently, I was not the only one. Joan Blalock, branch manager of the Cowpens Library branch of Spartanburg County Public Libraries (SC), was also seeing the light that day. "The clouds parted, the sun came out, and I finally understood how to make [staff training] happen. I know that sounds silly but it was just like that."



After checking in with Carter (Blalock: "I'm just ripping off all your slides." Carter: "Go ahead!"), Blalock set the plan in motion. She realized the importance of having strong staff buy-in, so she decided to take it slow. She first showed the webinar archive at a staff meeting.



# Don't get tripped up...

## One size does NOT fit all



CC image by Dave Foord <https://flic.kr/p/bzm375>

# Another WebJunction Story!



# Share your success and enhance learning

DEC  
12

## Extreme Customer Service, Every Time

In this webinar, learn how to commit to library customer service that will create an experience beyond all patron expectations.

This event has passed.

Commitment to great customer service goes beyond “service with a smile.” It is a commitment to truly engage and communicate with patrons and to find ways to extend the experience above and beyond their expectations. Building on the success of the Darien Library, whose reputation is known internationally for providing “extreme customer service,” presenter Gretchen Caserotti will provide you with practical and actionable ideas that can help your library, whether small or large, commit to excellent customer service.

Presented by **Gretchen Caserotti**, director, Meridian Library District (ID), who has served from frontline librarian to policy maker, was trained at the Darien Library (CT) and was a [2010 Library Journal Mover & Shaker](#).

### Access Recording

- [Course based on this webinar](#) (You will be prompted to login to our free Course Catalog.)

#### Date

12 December 2013

#### Time



**Gretchen Caserotti**  
Director,  
Meridian Library  
District, Idaho,  
2010 *Library Journal*  
Mover & Shaker

#### Related Topics

- ▶ [WebJunction Events Calendar](#)
- ▶ [Library Customer Service](#)
- ▶ [Innovation & Creativity](#)

#### Webinar Attachments

 [Slides: Extreme Customer Service](#)

 [Chat: Extreme Customer Service](#)



# Chat is where it's at!

**from Sara to All Participants:**

**Earlier this year our library did an online staff survey. I called it "Today I bent a rule (or wanted to) in order to provide good customer service."**

Staff had the opportunity to **tell us about specific barriers** to customer service (library policies, procedures) they encounter. We now have a **list of issues** to address.

Read Sara's follow up article,  
"Today I Bent a Rule"

**from Karol:** I love that you did that! I would **love to see a copy** of the survey! Any chance you can email a copy?

**from Gabriel:**  
I would **also love a copy** if possible

**from Sarah:**  
me too!

**from Jennifer:** Sara, if you're willing, **you can send the survey to WJ** and we **can post** to the archive page resources.

# Today I Bent a Rule

*Barrier Identification Staff Survey at Halifax Public Libraries*

Sara Gillis / 13 December 2013

Like 8 Share Tweet G+1 0

Share 101



During a recent WebJunction webinar, *Extreme Customer Service, Every Time*, Sara Gillis shared in chat that their library had conducted a staff survey to help identify specific instances of barriers to customer service. Sara has written this article to explain this employee-driven approach to more responsive customer service.

A session at the annual Ontario Library Association Super Conference presented by Markham Public Library (MPL) staff, called *Evolution of the Revolution: Customer Service at MPL*, resonated with us at Halifax Public Libraries. MPL had been grappling with issues around being a rules-based organization but at the same time wanting to refocus their policies, procedures, staff roles, training, and services to create a true customer focus. To help kick-start our own refocus on customer service we invited the MPL team to present to staff at Halifax Public Libraries and share their experiences on how MPL transformed their customer service approach through employee-driven initiatives.

Following the MPL presentations to our staff earlier this year, we asked staff for feedback on our own customer service strengths and weaknesses at Halifax Public Libraries through an online feedback form. Staff shared their thoughts on where they felt we excelled but also being very clear about what they felt we needed to work on. Many staff commented on the negativity in our messages to the public including this comment: "...at a minimum, we need to review our policies and ask 'why'. I like the notion of removing the negativity in our messages and empowering staff at all levels to make the customer service experience easy and pleasant" and another suggestion that we need to remove "...library created barriers to service - policy that ties people to following the rules over creating a good customer service experience".

<http://www.webjunction.org/news/webjunction/today-i-bent-a-rule-barrier-identification-at-hpl.html>



Menu

- ▼ Introduction  
Extreme Customer Service, Ever...
- ▶ Extreme Customer Service
- ▶ The 6 Elements of Extreme Custo...
- ▶ Library Customer Service
- ▶ Obstacles - Failures - Mistakes
- ▶ The Customer Service Matrix
- ▶ How Do You Perform?
- ▶ Resources & Chapters Completed

# Extreme Customer Service, Every Time





Menu

- ▼ Introduction
  - Extreme Customer Service, Ever...
- ▼ Extreme Customer Service
  - Introduction
  - Some Truths About Library Serv...
  - My Experience As a Customer**
    - How Customers Experience Me
- ▶ The 6 Elements of Extreme Custo...
- ▶ Library Customer Service
- ▶ Obstacles - Failures - Mistakes
- ▶ The Customer Service Matrix
- ▶ How Do You Perform?
- ▶ Resources & Chapters Completed

## My Experience As a Customer

**Think back to a time when you received really great customer service.**

Where were you? What were you doing?  
What went well or really stood out to you?

Enter your reflection here



SUBMIT

Menu

- ▶ Introduction
- ▶ Extreme Customer Service
- ▼ The 6 Elements of Extreme Customer Service
  - Convenience
  - Comfort
  - Hospitality
  - Quality
  - Trust
  - WOW
- ▶ Library Customer Service
- ▶ Obstacles - Failures - Mistakes
- ▶ The Customer Service Matrix
- ▶ How Do You Perform?
- ▶ Resources & Chapters Completed

## Libraries as community - a place to interact, share ideas



- Gathering places with relaxed seating - Not at work - and not at home

Select the element below that best matches this scenario. Then, select **Submit**.

Convenience

Comfort

Hospitality

Quality

Trust

WOW

## WebJunction Course Catalog

### Navigation

Home

 Site news

 Courses

### New To The Catalog

- Getting Started with Digitization: An Introduction for Libraries
- Future Proofing Library Spaces
- Aspen Institute's Rising to the Challenge: Re-envisioning Public Libraries
- Visual Content: Level Up Your Social Media
- Technology Skills for Library Staff: Effective and Engaging Training Programs
- Digital Skills for Older Adults:



**Welcome to the learning management site for WebJunction's continuing education opportunities.** Access to WebJunction's library-specific courses and webinar archives is available for free to all library workers and volunteers. Through the generous support of OCLC, the Gates Foundation, and many state library agencies across the U.S., WebJunction provides timely and relevant learning content for you to access anytime, from anywhere.

**All new learners will need to create an account.** Begin by selecting "Log in" at the top right of this page, and then "Create new account." Once you've created your new account, explore the catalog of library-focused self-paced courses and webinars. Certificates of completion will be available to you after you have completed any course or webinar that you enroll in from the catalog.

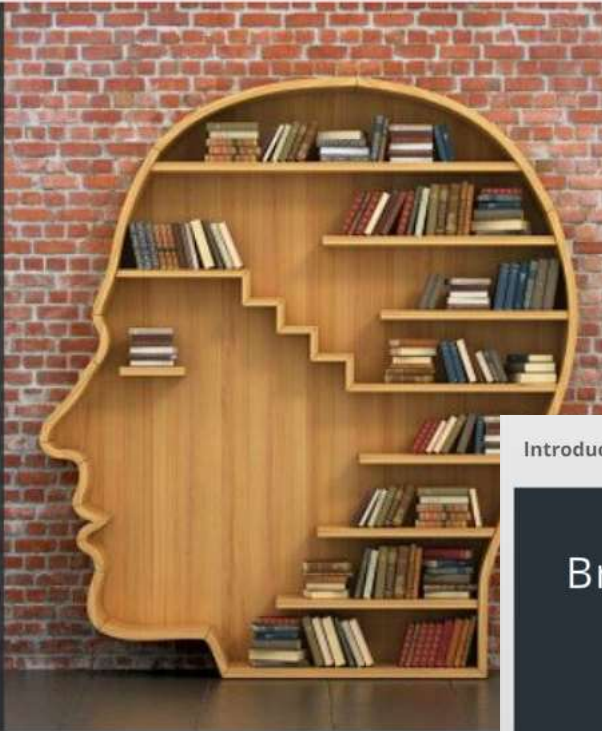
Search courses:

Go



# Introduction to Cataloging for Non-Catalogers

Begin



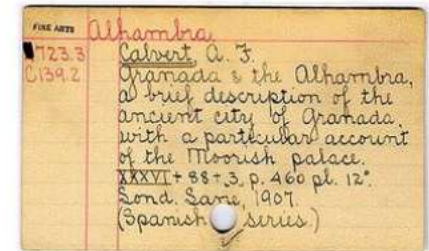
# LibraryU

# Self-paced course

## Brief history of catalogs

### Handwritten cards

After these books became too unwieldy, people began making handwritten cards. These cards could then be organized and filed.



Click on catalog card to view larger image

The benefit of the cards was that when a collection changed, i.e. a book was withdrawn or added, it was much easier to add or remove a card than to make changes in the books.

# e-Reader Detectives: Solving the case for your library patrons

Are  
you  
ready?

Asking the right questions, tracking clues, and following paths of inquiry are part of the process to support your eReading patrons.

Follow the fingerprints!

Complete this case to earn your eReader Detective badge.

Infopeople

Self-paced course

29% of eReaders given as gifts in the US are Kindle Fires, compared to 21% for Kindles, and 12% for Nooks.



## The Patron - John

John is a regular at the public library. He teaches at the University and has always been an advocate for technology.

He uses his office desktop computer to access library resources.

John tells you he has a Kindle Fire.



## Welcome to Project PALS!



Next ▶

For technical support, please call (800) 357-1072 or email us at [support+PALS@fcim.org](mailto:support+PALS@fcim.org)

# Self-paced course

## Strategies to Streamline Visual Clutter

Here are some strategies to increase the structure of the main lobby of a library for children and their families, youth, and adults:



**Easy to read signs** with illustrations, consistent color schemes, and fewer words.



**Strategically-placed mats** to designate where an individual should stand for specific library services.



**Organized bulletin boards, posters, and flyers** at a specific location to



A clearly marked book return or book drop with plenty of space

## Florida State University

- School of Information
- School of Communication Science & Disorders
- FSU Autism Institute
- Florida Center for Interactive Media



# WebJunction

# Self-paced course

## SUPERCHARGED STORYTIMES



You already provide great storytimes.  
Supercharge your practice to make them even better.

[Getting Started](#) / [Session 1](#) / [Session 2](#) / [Session 3](#) / [Session 4](#) / [Session 5](#) / [Supercharged Library](#)

- Webinar recordings
  - Instructor lead
- Additional resources
  - Learning into practice
- Discussion forums
  - Reflect and share

### Getting Started



Before you begin each session, please take time to review the tips below to explore content, share reflections, and maximize your learning experience. Also be sure to learn more about the project that influenced Supercharged Storytimes. We hope you enjoy getting Supercharged!

# Learning Plan: Take Action



Identify a specific topic

Put time on your calendar for learning

Find a location that meets your needs

Find your learning partner

Focus on your learning – turn off distractions

Share what you learned

# The cycle of your learning is our learning





# Reflect and Share with us!

- Stories of **your work** that others can learn from
- How **you learn** through WebJunction
- We'll continue to **support your cycle of learning**



**Jennifer Peterson**  
Community Manager  
petersoj@oclc.org



**Kathleen Gesinger**  
Learning Community  
Manager  
gesingek@oclc.org