

*Step Up
Step Forward* 
MIDWEST CHAPTER / MLA & WHSLA
SEPTEMBER 24 - 28 □ MADISON, WI

<http://midwestmla.org/conference2010/>

Continuing Education Schedule—Saturday September 25

The Ropes: Planning Instruction for the Adult Learner
(8 MLA Contact Hrs)

Saturday September 25, 8AM – 5PM

Location: Best Western Inn on the Park

Cost: MC/MLA member \$180; non-members \$230

Instr: Max Anderson, NN/LM Greater Midwest Region Chicago, IL

Course Description: This 8-hour train-the-trainer course covers the process of building a user-centered training session, covering needs assessment, learning styles, working with and from participant objectives, and evaluation of outcomes. Students will participate in several group exercises where they will explore different training situations. Emphasis will be placed upon user-centered development and the building of objectives.

Behind Closed Doors: Politics in the Library

(4 MLA Contact Hrs)

Saturday September 25, 8AM -12PM

Location: Best Western Inn on the Park

Cost: MC/MLA member \$100; non-members \$150

Instrs: Marty Magee, NN/LM Midcontinental Region, Omaha, NE & Barb Jones, NN/LM Midcontinental Region Columbia, MO.

Course Description: We are all surrounded by politics: the only way to avoid them is to operate in isolation. Typically, politics are concerned with positioning your ideas in a favorable light and knowing what to say, to whom, how to say it, and when. This class will focus on learning how to effectively influence and manage others' perceptions of you and your ideas, how to change enemies into allies, how to stay in the loop and how to manage outcomes short term and far into the horizon.

Grant Writing: Turning Ideas into Dollars

(4 MLA Contact Hrs)

Saturday, September 25, 2010, 8AM -12PM

Location: Best Western Inn on the Park

Cost: MC/MLA member \$100; non-members \$150

Instrs: Ruth Holst & Jacqueline Leskovec, NN/LM Greater Midwest Region Chicago, IL.

Course Description: Learn basic tips and techniques for writing and organizing a funding proposal for writing and organizing a funding proposal. This workshop will focus on the components of successful proposals and highlight sources of funding. Participants will have the opportunity to compose sample objectives, methodologies, and evaluation strategies.

Community Assessment (4 MLA Contact Hrs)

Saturday, September 25, 2010, 8AM -12PM

Location: Best Western Inn on the Park

Cost: MC/MLA member \$100; non-members \$150

Instr: Susan Barnes, NN/LM Outreach Evaluation Resource Center HSL Seattle, WA.

Course Description: This basic course will help librarians and others involved in health information outreach to design and garner support for quality programs by collecting information about the groups of people who will be involved. Participants will learn about creating an initial community profile using existing data, followed by use of interviews and questionnaires to develop a more detailed picture for project planning.

Identity Check: What's Your Personal Brand?

(4 MLA Contact Hrs)

Saturday, September 25, 2010, 1PM-5PM

Location: Best Western Inn on the Park

Cost: MC/MLA member \$100; non-members \$150

Instr: Jenifer Grady, American Libraries Association Chicago, IL.

Course Description: You may spend time planning how to brand our libraries and services, but little time strategizing on your personal brand. Guess what? It's being formed even without your conscious input! During this session, you're going to take time to think, talk, write and learn about yourself.

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You will learn what working for and against you and craft your brand strategy. Bring a photograph, resume, social networking username, cover letters and/or performance reviews.

Health Literacy: You Can't Tell by Looking

(4 MLA Contact Hrs)

Saturday, September 25, 2010, 1-5PM

Location: Best Western Inn on the Park

Cost: MC/MLA member \$100; non-members \$150

Instr: Melinda Orebaugh, Gundersen Lutheran Health

System La Crosse, WI.

Course Description: Up to 80% of patients forget what their doctor tells them as soon as they leave the office. And nearly 50% of what they do remember is recalled incorrectly. Learn the value of plain language in patient comprehension and other health literacy techniques that librarians can employ to enhance provider-patient communication.

Tuesday, September 28, 2010

Emergency Preparedness for Librarians

(4 MLA Contact Hrs)

Tuesday, September 28, 2010, 8AM-12PM

Location: Best Western Inn on the Park

Cost: MC/MLA member \$100; non-members \$150

Instr: Holly Ann Burt, NN/LM Greater Midwest Region Chicago, IL.

Course Description: This discussion-oriented class examines strategies to assist librarians with preparing for, responding to, and recovering from emergencies. Class activities provide the opportunity to discuss and begin developing a continuity of service plan which includes conducting a basic risk assessment, strategies for continuing library services during the emergency; disaster planning models; types of resources available for emergency planning and recovery; relationships with first responders, vendors, and other libraries; and issues related to salvage.

Writing Good Surveys (4 MLA Contact Hrs)

Tuesday, September 28, 2010, 8AM-12PM

Location: Best Western Inn on the Park

Cost: MC/MLA member \$100; non-members \$150

Instr: Alexandra Dimitroff, University of Wisconsin-Milwaukee Milwaukee, WI.

Course Description: A review of good survey research methodology will enable participants to plan, write, and conduct a survey that will result in quality data for use in decision making, program and service planning, and evaluation activities. Emphasis will be on writing quality questions, but we will also touch on survey objectives, sampling, and data analysis.

Healthy Aging at Your Library: Connecting Older Adults to Health Information (4 MLA Contact Hrs)

Tuesday, September 28, 2010, 8AM-12PM

Cost: MC/MLA member \$100; non-members \$150

Location: Ebling Library Training Lab, Rm 3268, Health Sciences Learning Ctr, UW-Madison

Instr: Samantha Hewakapuge, NN/LM Greater Midwest Region Chicago, IL.

Course Description: As we age, we have challenging needs in regards to our health. This "train the trainer" class will offer reliable resources for healthy aging and help librarians to assist their older adult patrons find health information. Discover techniques for teaching older adults to use computers and to find health information on the Internet, learn what makes a website senior-friendly; plan library programs on senior health topics; and find out about some recommended health websites for older adults.

Public Health 2.0 (4 MLA Contact Hrs)

Tuesday, September 28, 2010, 8AM-12PM

Location: Ebling Library Training Lab, Rm 2121, Health Sciences Learning Ctr, UW-Madison

Cost: MC/MLA member \$100; non-members \$150

Instr: Nancy Allee, University of Michigan Ann Arbor, MI.

Course Description: This workshop will explore the use of Web 2.0 technologies in public health. Web 2.0 technologies offer many features to support the work of public health in collaborative partnerships, communication programs, and community engagement and health improvement. This workshop will feature a range of technology tools and resources, including blogs, wikis, podcasts, virtual reality, social networking, and other tools and will provide practical examples of how these technologies can be applied to public health practice. The workshop will draw on experiences and lessons learned from two case studies involving training initiatives and collaborative partnerships between a health sciences library and local public health departments to integrate Web 2.0 technologies into the strategic planning and communication plans for the departments.