

# CLENExchange

March 1999

“School ends, but education doesn’t.”

Volume 15, Number 3

## Creative Ideas to Make Your Training Memorable

by Gail McGovern

Providing training that makes a long term impact on attendees is always a concern. Trainers struggle to plan activities that not only engage the learner for the day, but also translate into future on-the-job skill development or improvement.

I have taught classes on grantsmanship since 1974 and am always searching for ways to make them more interesting and memorable. I always have

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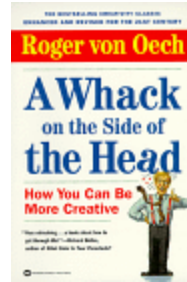
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used exercises that give attendees practice in researching topics as well as designing proposal components.

As funding resources became available on the World Wide Web, I added new information to my handouts, but I always feel there is something out there beyond my grasp, if only I could discover it: a miraculous new idea!

So, I took a break from the design of my upcoming grantsmanship classes, and browsed through the new book section at my local public library and found the 1998 “magical third edition” of **A Whack on the Side of the Head** by Roger Von Oech.

I started reading it because I wanted to see if there was enough new material in it to



Both of the books featured in this article, *A Whack on the Side of the Head* (\$15.99) and *Fifty Creative Closers* (\$34.95) are available from [amazon.com](http://amazon.com)

warrant writing a book review for this issue of the **CLENExchange**. Not only do I own a copy of the 1990 revised edition of this book, but also have the **Creative Whack Pack** deck of cards and the **Creative Whack Pack** software.

Even though I had these resources readily available, I had not reviewed them in years and certainly not in preparation for my grantsmanship classes.

What I found was that while there is new material in the “magical third edition” and I

would highly recommend it to those of you who don’t yet own a copy, the older edition and the other items I owned would have been sufficient to stimulate new creative approaches to my classes, had I only thought to look at them in this context!

In the section on “opening mental locks,” Von Oech says, “Without the ability to temporarily forget what we know, our minds remain cluttered with ready-made answers, and we never have an

*See Creative Ideas continued on page 6*

# President's Message

Annual Conference Options for the Future *by Judy Card*

**CLENEExchange** is the official publication of the Continuing Library Education Network and Exchange Round Table (CLENERT) of the American Library Association.

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Have you ever attended ALA's Annual Conference and felt frustrated because programs on the same topic, all of which sound terrific, are scheduled at the same time? Have you waited for shuttles hoping to make it on time to the next program related to adult services which is unfortunately two shuttles away?

One of the most exciting things happening for ALA right now is the ALA Conference Committee's report, "Annual Conference Options for the Future." This bold plan would utilize thematic program tracks, which would in turn avoid scheduling conflicts, establish a process for program planners to share ideas and resources, locate related programs in one location (or at least nearby locations), and just generally improve the quality of learning that takes place at this huge meeting.

The report recommends shortening and standardizing program

times and providing time to see the exhibits. It also addresses the need to make committee meetings more efficient.

The plan calls for the appointment of a Conference Coordinating Team to be appointed 2 years prior to the event. Representatives from all divisions and three roundtables will serve. CLENE would always have a representative on the team; the other two roundtables would be selected by the Round Table Coordinating Committee.

CLENE's inclusion on the team recognizes that many of these issues have been near and dear to CLENE for years. Since the mid-90s, at the instigation of Mary Moore, a past president and our current Marketing Chair, CLENE has conducted programs to encourage planners to think beyond divisions to share ideas and resources. We currently use e-mail and phone conferences to help the board

accomplish as much as possible. And we've often discussed what to do to make sure that conference programs utilize effective learning techniques and meet the need of the intended audience.

If this process can be put in place and given time to work out the kinks which are bound to occur, it has the potential to greatly improve the whole conference experience. I'm feeling optimistic!

If you'd like to read the entire report, it can be found at [ala.org/council/conference/draft3.html](http://ala.org/council/conference/draft3.html).

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## Check it out

When you see this hand, it means this brief item is a referral to a specific training resource. It could be a book, magazine article, videotape, conference, web site, etc. If you have a valuable source you would like to share with **CLENEExchange** readers, send e-mail to [gmcgovem@macnexus.org](mailto:gmcgovem@macnexus.org) or fax to 916-446-2411.

## 1999 Rural Library Conference to Take Place in Mt. Vernon, Illinois


The Holiday Inn in Mt. Vernon, Illinois, will be the site of the 1999 Rural Library Conference on April 28-30. Jeanne Simon, Chair of the United States National Commission on Library and Information Science, will keynote the conference. She will speak about "The Millennium and Libraries: Where Do Rural Libraries See Themselves Now and in the Future?"

Other General Session speakers include: Dr. Glen Holt, Director of the St. Louis Public Library, "Creating Libraries That Delight"; Pat Wagner of Pattern Research on the topic, "The Joy of Community: How to Make Your Library a Safe Haven for Civil and Productive Behavior, in Person and Online"; and Leigh Estabrook, Dean of the University of Illinois at Urbana-Champaign Graduate School of Library and Information Science, who will address "Outreach Through Technology: Promises and Pitfalls."

A series of Concurrent

Sessions will cover such topics as: library foundations, staff training, Friends groups, marketing, director/trustee relationships, compensation issues, Internet as a service, and how to deal with library situations--with humor. There will be a special Wednesday evening dinner with entertainment and a reception at the Mitchell Museum on Thursday evening.

To receive a registration brochure, contact Peggy Garvey, University of Wisconsin-Madison School of Library and Information Studies Continuing Education Services, 600 North Park Street, Madison, WI 53706. Phone: (608) 263-2942 Fax: (608) 263-4849 E-mail: [mjgarvey@facstaff.wisc.edu](mailto:mjgarvey@facstaff.wisc.edu)

 You will find an assortment of online assessments at ([www.franklincovey.com](http://www.franklincovey.com)), the FranklinCovey site. This company resulted from the merger of Franklin planners and the Stephen Covey of the 7 Habits. My favorite is the mission statement builder.



## Staff Development Discussion Group Midwinter Update

13 people attended the Staff Development Discussion Group at the Philadelphia ALA midwinter conference.

Discussion topics included using technology in training, staff exchange programs, customer service training and mystery shopping. Everyone was given the opportunity to share during the two hours.

Here's a sampling of what's happening in staff development around the country:

Irene Percelli from New York Public Library discussed a grant that NYPL is getting from the Hearst Foundation that will be used for staff development. Irene is also on the lookout for a large keyboard chart that can be used for keyboarding classes. If anyone can help her with this request please contact her at (212) 704-8618 or via e-mail at ([ipercelli@nypl.org](mailto:ipercelli@nypl.org)).

Jasmine Posey from the Greenwich (CT) Public Library distributed a

troubleshooting guide for the automated systems used at her library. The guide is intended for non-technical staff. Jasmine also shared a schedule of Internet training that is for the public and staff members to attend.

Barbara Rittinger from Arlington (VA) Dept. of Libraries updated the group on their personal development plan that was first discussed at a previous meeting. Arlington also has a staff exchange program under development.

Judy Card from Memphis (TN) Shelby County Public Library also has a staff exchange program which is part of the library's career development plan. Participants must submit an essay to be considered for the program. Judy also shared that Memphis has recently hired a technical trainer.

Jean Brinkman from Jacksonville (FL) Public Library shared that staff from her

*See Staff Development continued on page 7*

## Hot Stuff! *by Gail McGovern*

Here are resources to help you plan and implement your training sessions.

### BRAIN

#### The Ned Herrmann Group website

(<http://www.hbdi.com>)

This site focuses on how your brain and mind function, how you interact with other people and situations, why you are successful or satisfied at work and how you can become more effective. CLENE is sponsoring a program featuring The Ned Herrmann Group at the ALA Annual Conference in New Orleans on Sunday, June 27 from 9:30 a.m.-12:30 p.m.

#### Neuroscience for Kids

(<http://weber.u.washington.edu/~chudler/neurok.html>)

This site provides experiments, activities, and games to learn about the brain, spinal cord, neurons, and senses.

### DISTANCE EDUCATION

#### American Journal of Distance Education

(<http://www.ed.psu.edu/acscde>)

The Journal is designed for professional trainers; teachers in schools, colleges, and universities; researchers; adult educators; and other specialists in education and communications. It

was created in 1987 and disseminates information and acts as a forum for criticism and debate about distance education.

#### Distance Education Clearinghouse

(<http://www.uwex.edu/disted>) This University of Wisconsin-Extension site allows users easy access to a wide range of information about distance education. Definitions and glossaries are included.

#### United States Distance Learning Association (USDLA)

(<http://www.usdla.org>) The USDLA is a non-profit association formed in 1987 by

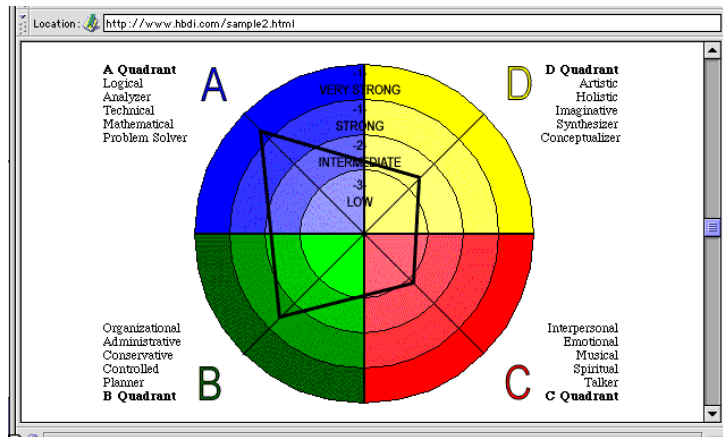
Patrick Portway, Dr. Smith Holt of Oklahoma State University and Dr. Ralph Mills of California State University; its purpose is to promote the development and application of distance learning for education and training.

### TRAINING

The Clemmer Group (<http://www.clemmer-group.com>)

Jim Clemmer is a consultant specializing in leadership. The site includes excerpts from articles he has written. Of special interest is the article entitled, "Why Most Training Fails". Here's a sample comment, "Use training technologies that build how-to skills that are highly relevant and immediately applicable. Research clearly shows far more people act themselves into a new way of thinking than think themselves into a new way of acting."

If you have resources you think should be shared in Hot Stuff, please e-mail them to: [gmcgovem@macnexus.org](mailto:gmcgovem@macnexus.org)



The Ned Herrmann Group website (<http://www.hbdi.com>)

## Nominations 1999

The following names have been placed in nomination for CLENERT offices. Those elected will take office at the end of the 2000 ALA Annual Conference.

### For Vice-President/President Elect

Wendy Ramsey, Staff Development Coordinator  
Columbus Metropolitan Library

Kathy Schalk-Greene, Program Development Coord.  
So. Jersey Regional Library

### For Board of Directors (2 to be elected - 2 year terms)

Kenna Forsyth, Information Specialist, Baltimore  
County Public Library

Mary Ginnane, Group Leader, Library Development  
Oregon State Library

Patricia Hogan, Administrative Librarian  
Poplar Creek Public Library District

Donna Hussin, Continuing Education Consultant  
South Central Library System

Blanche Woolls, Director, SLIS  
San Jose State University

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## Annual Conference Program on Brain Dominance

The CLENE program, entitled Putting Your Library's Whole Brain to Work, at the New Orleans ALA Annual Conference will be Sunday, June 27 from 9:30-12:30.

The presenter, from the Herrmann Group, will focus on: how well a library leverages its brain power, i.e. how different thinking styles

affect the library, what the brain has to do with team performance, how to foster team synergy and implications for individual personal growth and creativity

For information about brain dominance, see the Herrmann website, [www.hbdi.com](http://www.hbdi.com) and /or read Ned Herrmann's book, **The Creative Brain**.

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## Book Review



**Reading People: How to understand people and predict their behavior — anytime, anyplace** by Jo-Ellan Dimitrius and Mark Mazzarella. Random House, 1998.

Written by a jury consultant and a trial lawyer, this book tells how to evaluate people's complex characteristics and how to see the overall pattern those characteristics form — the pattern that truly can reveal and predict behavior. Seven "reading readiness" skills are emphasized:

1. Spend more time with people. That's the best way to learn to understand them.
2. Stop, look and listen. There's no substitute for patience and attentiveness.

3. Learn to reveal something of yourself. To get others to open up, you must first open up to them.

4. Know what you're looking for.

5. Train yourself to be objective.

6. Start from scratch, without biases and prejudices.

7. Make a decision, then act on it.

This is a fascinating book. Check the website for a listing of the locations of their book tour appearances. ([www.readingpeople.com](http://www.readingpeople.com))



The American Psychological Association website at (<http://helping.apa.org>), is full of interesting information. The "Which Traits Predict Job Perfor-

mance?" article notes that most psychologists agree that personality is as important as intelligence, and maybe more so, for some aspects of job performance.

## Get Involved

Want to get involved in ALA but **NOT** over-loaded, over-whelmed, and over-committed? Work with a CLENE committee; offer your skills to help CLENE make even more of an impact; volunteer for a committee, work with dynamic leaders and feel exhilarated!

To volunteer, contact the committee chair directly by e-mail or phone:

Programming - help plan exciting national conference programs  
contact: Wendy Ramsey  
WRAMSEY@cml.lib.oh.us  
614-645-2800

Electronic publishing - help brainstorm a new web page and listserv  
contact: Kathy Schalk-Green  
schalk@sjrlc.org  
609-346-1222

Print publications - help plan practical booklets on a variety of topics (e.g. using focus groups)  
contact: Sandy Stephan  
ssstephan@islc.net  
843-525-9882

ADA Assembly Representative  
contact: Judy Card  
cardj@memphis.lib.tn.us  
901-725-8851

Marketing - plan marketing strategies  
contact: Mary Moore  
MMOORE@statelib.wa.gov  
360-704-5266

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### FOR SALE

Copies of CLENE's newest publication, **Program Planning: Tips for Librarians** are still available for only \$15. This 43 page booklet is full of practical tips and forms to save you time and energy.

To order, call ALA at 800-545-2433, ext. 7.

## Creative Ideas continued

opportunity to ask the questions that lead off the beaten path in new directions."

Another section which helped me specifically revise my class design is "the right answer." Von Oech says, "Much of our educational system is geared toward teaching people to find 'the right answer.' This approach is fine for some situations, but many of us have a tendency to stop looking for alternative right answers after the first right answer has been found. This is unfortunate because often it is the second, or third, or tenth right answer which is what we need to solve a problem in an innovative way."

This really hit home in regard to grantsmanship, since I am always asked what is *the right way* to prepare a proposal and have to explain the uniqueness of each funding source.

Von Oech suggests that we employ a simple technique such as training ourselves to ask "what are the answers" rather than "what is the answer."

After reading **A Whack on the Side of the Head**, I decided to explore my own bookshelves and see if I had other resources to help me create additional approaches to my classes.

I read through, **Fifty Creative Closers**, by Bob Pike and Lynn Solem. According to the authors

of this book, "one year after a training event, participants retain and use only 15% of what they learned" and "two of the most important learning concepts are primacy and recency. People don't remember middles--only beginnings (primacy) and ends (recency)."

I found two ideas I have added to my upcoming class. One is called Colored Dots; the trainer gives attendees sheets of small multi-colored, removable adhesive dots at the beginning of the class so that they can mark sections of the handouts as good ideas, things to remember, etc. I decided to use adhesive stars instead of dots.

The second idea is called Aspirin/Seltzer; the trainer has two identical glasses of water. The trainer drops an aspirin in one glass and tells attendees if they don't do anything with what they learned, it's like an aspirin dropped in water — nothing much happens. Then the trainer drops the seltzer tablet in the other glass and tells attendees that if they take the skills, knowledge, and networking from the class, it's like the seltzer dropped in water — things start bubbling!

If you have creative ideas and/or resources, you'd like to share with the **CLENExchange**, please e-mail them to: gmcgovern@macnexus.org

## CLENE Activities at Midwinter 1999

Friday evening in Philadelphia, the Board and interested CLENE members met to draft a position paper for the Congress on Professional Education.

Known as a source of expertise in training, staff development and program planning, CLENE was asked to contribute to the series of papers written for the Congress.

At the Board meeting, plans for upcoming activities at ALA in New Orleans were discussed. Programs include a 2-day Training Design and Delivery preconference, a CLENE party on Friday night, the main program, Putting Your Whole Brain to Work on Sunday morning and the Staff Development Discussion Group on Monday afternoon.

A marketing committee is examining methods to both increase the membership and to make CLENE more visible to both members and other ALA groups; a marketing plan will be drafted during a planning session in New Orleans on Saturday afternoon.

CLENE has also been asked to send a representative to the ALA Conference Planning Coordinating Team which will develop a plan for eight program tracks for future annual conferences.

## Staff Development Discussion Group continued

library had created a customer service training skit for a meeting of the circulation staff that modeled customer service behaviors. The library had an unobtrusive reference survey a few years ago and is doing follow-up reference training. She also shared that it is now mandated for all city employees to have 24 hours of training during the next fiscal year. Eight hours of the training has to be devoted to quality control. Jean's mention of mystery shopping prompted others in the group to ask if other libraries do mystery shopping surveys.

Columbus Metropolitan (OH) Library has conducted 5 mystery shopping surveys since 1989. For info, contact Wendy Ramsey at 614-645-2800 or

e-mail [wramsey@cml.lib.oh.us](mailto:wramsey@cml.lib.oh.us)

At the June meeting in New Orleans Wendy will share and demo two video CD training products that have been developed at her library. One is an introduction to CML's CLASS customer service training and the other is an overview on the STYLE reference accuracy training. If there is interest in the mystery shopping information Wendy can also bring samples and discuss how the survey is conducted.

The discussion group will meet Monday, June 28 from 2-4pm, location to be announced. Send your suggestions for discussion topics to Wendy Ramsey. Fax them to her at 614-645-2870 or e-mail [wramsey@cml.lib.oh.us](mailto:wramsey@cml.lib.oh.us)

## Preconference on Training Design and Delivery

CLENE will present a 2-day preconference at the New Orleans ALA Annual Conference, Thursday and Friday, June 24-25 from 9-4:30. This two-day workshop is designed to provide staff trainers with practical tips and a foundation in the total training process — from beginning (needs assessment) to end (evaluation).

Working in teams, participants will actually perform the steps of the process as they design and deliver a 20-30 minute training session that is videotaped and reviewed by the class.

Areas of focus include: needs assessment, learning objectives, instructional design (content, adult learning styles, training styles, environmental influences), delivery methods (lecture, group discussion, etc.), training aids (visuals, exercises, humor, group participation), evaluation, and transfer of training.

Fees:  
\$250 for CLENERT members  
\$265 for ALA members  
\$315 for non-members

Includes materials, continental breakfasts and breaks

# CLENE Annual Schedule

American Library Association Annual Conference  
June 24-June 27, 1999, New Orleans

Thursday, June 24	9:00 a.m.-4:30 p.m.	Training Design and Delivery Preconference, day 1
Friday, June 25	9:00 a.m.-4:30 p.m.	Training Design and Delivery Preconference, day 2
Friday, June 25	8:00 p.m.-10:00 p.m.	Party
Saturday, June 26	9:30 a.m.-12:30 p.m.	Board meeting
Saturday, June 26	1:00 p.m.-6:00 p.m.	Board Strategic Planning Session
Sunday, June 27	9:30 a.m.-12:30 p.m.	Putting Your Whole Brain to Work Program
Monday, June 28	2:00 p.m.-4:00 p.m.	Staff Development Discussion Group

*If you are planning to be in New Orleans for Annual, the members of the CLENE Board urge you to attend any of the meetings listed above. Contributions to the work of the Round Table are very much valued. We hope to see you there. In case of last minute changes, be sure to check your conference program upon arrival.*

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