

# CLENEExchange

June 2005

“School ends, but education doesn’t.”

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## Innovative Ideas for Designing Training Exercises: Using Brainstorming Tools, Techniques and Toys

by Gail McGovern, Planning and Training Wizard, CLENEExchange Editor (gmcgovern@macnexus.org)

This article will provide you with an introduction to a potpourri of innovative web sites, books, card decks and toys. They will help you to design creative and interactive learning experiences.

1. Both of Michael Michalko’s books, **Thinkertoys** and **Cracking Creativity** are full of concepts that will not only make you think, but also help you design training exercises for all types of meetings and workshops. To make it even easier to focus on specific concepts, try his brainstorming card deck, **Thinkpak**.

For a quick example, check out his web site [www.creativethinking.net](http://www.creativethinking.net) and click on techniques, exercises, articles & interviews. One of the suggested techniques to “loosen up a group and get them to think creatively” is *Take Off Your Shoes and Think*. I thought it especially appropriate to share with you because I have been trying to find a clever connection for this photo of



former CLENE presidents (see if you can tell who’s who)! Michalko explains how to use exercises built around taking off shoes, exchanging them and building a structure with them leads to team bonding, discussing dealing with discomfort and stimulating thinking.

2. The IDEO design firm is famous for helping companies with product innovation and customer service— e.g. the first mouse from Apple Computer, Oral B fat toothbrushes for kids, and Kaiser Permanente redesigned facilities and services. **The Art of Innovation** by IDEO general manager, Tom Kelley, is an eye opening look at how to “keep people at the center of your work.” Both the book and the **IDEO Method Cards** deck provide exciting ideas and tools.

For a quick example, check out the IDEO web site [www.ideo.com/ideo.asp](http://www.ideo.com/ideo.asp) and click on the Method Cards for sample cards and an explanation of the Learn, Look, Ask and Try categories.

3. Elliott Masie, well known for his **Computer Training Handbook: Strategies for Helping People to Learn Technology**, has moved on to specialize in e-learning and has unveiled details about his innovative *Learning2005* conference. Even if you aren’t able to attend, you will be stimulated by reading about the unusual learning approaches of “walking the talk” at the web site [www.learning2005.com](http://www.learning2005.com)

Masie offers two free PDFs that provide lots of ideas at [www.masie.com](http://www.masie.com) - **701 e-Learning Tips and What Keeps You Up At Night?**

See Ideas continued on page 6

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## Upcoming Conferences

### ALA Midwinter

January 20-25, 2006 - San Antonio

January 19-24, 2007 - Seattle

January 11-16, 2008 - Philadelphia

January 23-28, 2009 - Denver

January 15-20, 2010 - Boston

### ALA Annual

June 23-June 29, 2005 - Chicago

June 22-June 28, 2006 - New Orleans

June 21-June 27, 2007 - Washington, D.C.

June 26-July 2, 2008 - Anaheim

July 9-July 15, 2009 - Chicago

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**To take advantage of the member only benefits,  
contact Barbara Rittinger at [brittinger@arlingtonva.us](mailto:brittinger@arlingtonva.us)  
for the CLENE member number and members access website.**

## Member Profile: Seana Vece

by Mary Stillwell Power, Seattle Public Library, (mary.power@spl.org)



**Name:** Seana Vece

**Organization and Position:** Johnson County Library – In November 2003 I moved into the position of Marketing and Organizational Planning Coordinator. Previously I was the Training Coordinator here at the library.

**How long have you had that job:** I have been in my present position for a year and a half. I was the Training Coordinator for 6 years prior to my current position.

**Describe your typical work responsibilities:** I am responsible for the library's print promotional materials, as well as promotional planning, organizational policies and procedures, and strategic and service planning.

**What was your most interesting library-related job before your present position? Why?** The position of Training Coordinator was truly the first perfect job fit for me, before this one. It was the first time I got to interact with staff and managers at all levels of the organization as a trainer and planner. I developed a new employee orientation program for staff and implemented technology training during our automation conversion three years ago.

**What was your most interesting non-library related job? Why?** I've worked for Johnson

*CLENEExchange June 2005*

County Library for 20 years and my first job in high school was at the library so I haven't had a lot of "non-library" related experience. In 2001 I worked for about a year part-time as a waitress. This position gave me a chance to practice my customer service skills in a non-library setting. I enjoyed the experience because it made me realize that it's not as much *what* you do, but *how* you do it that makes the difference when it comes to serving the public, and leaving them with a positive feeling about the experience.

**What is your educational background?** My master's degree is in Human Resource Development from Webster University in Kansas City.

**How did you become a training/CE librarian? What special training did you take to prepare for that position?** I moved into the role of Training Coordinator after I had worked with other staff to develop the first patron training classes after our conversion to an online catalog. My undergraduate major was in secondary education and that was part of the reason I was selected to work on the training program. After that, I assisted in the development of staff training classes for the automation system and discovered that adult education was much more interesting to me. I gave up looking for a school teaching job when the position of Training Coordinator was offered to me and have never regretted it. My special training consisted of 10 years of public service experience in almost every library position, hands-on, trial-and-error training development for staff and patrons, and my education background in college.

**What training/CE activities do you do at work?** My position as Marketing and Organizational Planning Coordinator still encompasses training and staff development responsibilities that focus on informing and educating staff about the library's strategic plan, facilitating planning processes for groups and departments and training public service staff on issues such as managing difficult patrons, teambuilding, and communica-

*See Profile continued on page 6*

# 2005 Training Showcase

## Don't Miss CLENE's Second Annual Training Showcase: Best Practices in Training

### **What is the CLENE Training Showcase?**

This showcase is a poster session that celebrates the variety of successful training programs in America's libraries and provides the opportunity for librarians, staff, and professionals in the field to network and exchange ideas about continuing education, staff development and training initiatives. Representatives from the American Society for Training and Development (ASTD) and the American Management Association (AMA) will be on hand for any attendees to ask questions about their organizations. Drawings for door prizes will be conducted throughout the program.

### **When and where is the Training Showcase?**

This year's Showcase takes place on Saturday, June 25, 2005 from 1:00-4:00 p.m. in the McCormick Place Conference Center, Room N230.

### **Who is presenting at the Training Showcase?**

This the second year CLENE has planned and provided this programming for the ALA Annual Conference. The poster session presenters represent a wide range of libraries and programs from around the world. See the presenter list on page 5.

### **Who helped plan the Training Showcase?**

The 2005 Training Showcase planning committee is: Jennifer Sharkey, Chair, Alan Harkness, Vice-Chair, Tina Herburt, Rebecca Richardson, and Mary Ross.

### **Would you like to volunteer at the Training Showcase?**

The planning committee is currently seeking volunteers to help at the Training Showcase. Volunteers can provide help in a variety of ways—such greet attendees at the door, answer questions at the CLENE Information table, help the poster session presenters with setup or take down, and/or take pictures throughout the event. Please contact either Jennifer Sharkey, [sharkeyj@purdue.edu](mailto:sharkeyj@purdue.edu) or Alan Harkness, [aharkness@gwinnettpl.org](mailto:aharkness@gwinnettpl.org) to sign up.

**CLENE thanks Showcase sponsor, WebJunction, [www.webjunction.org](http://www.webjunction.org)**

WebJunction is an online community where library staff meet to share ideas, solve problems, take online courses - and have fun

# 2005 Training Showcase

## CLENE'S 2005 Training Showcase: Best Practices in Training Presenter List

<b>Program Title</b>	<b>Name</b>
Anytime, Anywhere Answers	Buff Hirko
Beginning Workshop	Debra Bacon-Ziegler
Boot Camp	Mary Kay Wilder
Connections at the NCSU Libraries	Monica Lopez & Angie Ballard
Continuous Learning Subscription Service	Jan Ison, Donna Schaal, Amy Weber
CSI Fresno	Camille A. Turner
DNA of the 21 <sup>st</sup> Library & Information Professional	Helen Partridge & Gillian Hallam
Evaluation & Return on Investment (ROI) for Training	Barbara J. Stites
Library Education @ Desktop	Gary Werchan
LibraryU	Lisa Barnhart
Live Online Training	Diana Bitting
New Employee Orientation Program	Patricia Promis
Ohio Library Support Staff Institute	Linda S. Dobb
OPAL	Lori Bell
Outreach Package for Scientists & Engineers	Karen Buxton & Christine Noonan
Plug and Play	Karen Harris
Public Service Survival Skills	Lori Albrizio
Ready for Reference	Mary Bucher Ross
SOLINET Ecademy	Beth Cackowski
SOS: Staff Online Safety Training	Susanne Woodford & Laurel Steiner
Staff Development From the Ground Up	Lew Belfont & Susan Stonesifer

tion. In addition, I am an instructor for the Kansas City Metropolitan Library & Information Network. I conduct workshops for area library staff on HR issues, marketing, strategic planning, evaluations, staff recognition and others. I also conduct workshops for library systems throughout the state. I recently finished teaching my first class for the Emporia School of Library Science on Marketing.

**How long have you been a CLENE Member?**

**What prompted you to join?** I've been a CLENE member for approximately 4 years. I joined after discovering that there weren't a lot of training resources available for libraries. After trying to do research and experimenting with things on my own someone pointed out to me that CLENE would be a good group for networking to share ideas and learn about resources. My first CLENE workshop at ALA was in San Francisco and as soon as I left the workshop I felt rejuvenated and excited about what I was doing. Just knowing there were ideas, resources and techniques available to me made me excited to get back to work. Not to mention that I loved getting a chance to meet people who did what I did!

**What is a helpful training resource that you use on a regular basis?** The most helpful training resource I have ever used is other trainers. Gathering experiences and suggestions from people who have done it before or developed something new allows you to learn from others mistakes without making them again with your staff. I try to share as regularly as I can with others who train to help them avoid my mistakes as well.

**Describe your best training idea to share with CLENE members.** I have learned that I have the most success with workshops when I weave personal experiences into my instruction. Telling a group how to do something is effective, but being able to show them an example of how you've applied it yourself and offering up what you've learned and experienced draws them in and adds to your credibility.

**What is the biggest training disaster you have ever experienced? And what did you learn from it?** That's an easy one! My first assignment

as Training Coordinator was to conduct a 2-day workshop for front-line staff on customer service and "owning the problem." Here's a tip—step into instruction slowly so you can learn what works and doesn't work without subjecting your participants to two long days of bad training! I didn't incorporate any group activities or individual learning activities. It was all lecture, lecture, lecture. In addition, I was so focused on trying to look professional that I didn't use any humor or personal examples... YAWN! Six months after the training no one was using the information I had given them and everyone was leery about taking any more training from me! It took awhile for me to build up my credibility again, which I did by conducting short sessions as part of department meetings or workshops that lasted no more than an hour or two and incorporated discussion, activities, and my own personal style.

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*Ideas continued from page 1*

4. Thumbing through catalogs of "training toys" and/or looking at ideas from other trainers are great ways to think of creative approaches. Here are a few URLs for web sites that offer helpful hints about using toy and/or free ideas for trainers.

- ✿ About.com  
<http://humanresources.about.com/od/training>
- ✿ Alan Chapman/Businessballs  
[www.businessballs.com/teambuilding.htm](http://www.businessballs.com/teambuilding.htm)
- ✿ Business Fundamentals  
[www.businessfundamentals.com](http://www.businessfundamentals.com)
- ✿ Ideas and Training  
[www.ideasandtraining.com/OnlineGames.html](http://www.ideasandtraining.com/OnlineGames.html)
- ✿ JVD Creativity  
[www.jvdcreativity.com/free\\_icebreakers.htm](http://www.jvdcreativity.com/free_icebreakers.htm)
- ✿ Office Playground  
[www.officeplayground.com/trainingideas.html](http://www.officeplayground.com/trainingideas.html)
- ✿ Thiagi Group  
[www.thiagi.com/freebies-and-goodies.html](http://www.thiagi.com/freebies-and-goodies.html)
- ✿ Trainer's Warehouse  
[www.trainerswarehouse.com/trainingtips.asp](http://www.trainerswarehouse.com/trainingtips.asp)
- ✿ Workhelp.org  
<http://workhelp.org/>

# Membership as a Staff Development Initiative

*John Chrastka, Manager for Membership Development, American Library Association (jchrsatka@ala.org)*

Support staff have significant opportunities for professional development through membership in library associations. Membership has traditionally been a way to make essential connections that benefit one's work and personal life. However, many support staff do not consider association membership as a regular part of their career development. With encouragement from progressive directors and department heads, support staff can begin to see association membership as a vital, natural component of their professional journey.

Membership is an often overlooked staff development area. Studies have consistently shown that feelings of 'connection' motivate staff to perform better at work, have lower absentee rates and stronger personal identification with the success of projects. Look for ways to encourage your support staff to make connections with others in their field by joining a library association. Demonstrate that you believe in your staff by identifying ways they can personally contribute to a library association as a member.

Your state organization may have a special interest group for support staff. Local paraprofessional and support staff groups are often organized "by staff for staff" and can be an excellent venue for involvement. The American Library Association (ALA) recently lowered membership dues for support staff to \$35.00/year, making membership in the national organization very accessible. ALA offers distance education and skills building workshops, support staff conferences, and opportunities for committee work. Information about support staff participation can be found at [www.ala.org/ssirt](http://www.ala.org/ssirt) along with information about specialty divisions and round tables at [www.ala.org/membership](http://www.ala.org/membership).

Membership can also be used as a staff appreciation technique. Consider gifting a yearly membership in ALA or your state association for an employment anniversary. Offer membership as a prize during National Library Workers Day or a staff appreciation day. You can encourage your

board or friends group to provide membership as a non-salary benefit for key employees. Any efforts to encourage support staff in their career development will return dividends to your library through a well motivated, better informed, and more connected staff.

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## CLENE Sponsors Three Sessions at ALA's Conference Within a Conference: Empowering Library Support Staff for the 21st Century

ALA's two-day Conference Within a Conference—a separate, specially-priced educational opportunity for library support staff—will be Saturday and Sunday, June 25 and 26, 2005 in Chicago during the 2005 ALA Annual Conference.

Sessions will be on a variety of topics aimed specifically for support staff—including reference services, children's services, circulation, health & safety, internal customer service, management skills, technology, advocacy, outreach, bookmobiles, program planning and career development.

CLENE's three sessions are all scheduled on Sunday, June 26:

8:30-10:00 a.m. How to Provide Staff Development with No Talent, Money or Time-MCP S405 with Heather Dray, Training Supervisor, Educational Services, SOLINET

8:30-10:00 a.m. Stress-Free Library Program Planning-MCP S401 with Gail McGovern, Planning and Training Wizard and Judy Card, Consultant. Copies of CLENE's publication, *Program Planning: Tips for Librarians* will be given to all attendees at this session.

1:00-4:00 p.m. Capital Choices: Noteworthy Books for Children- MCP S406A with Sharon Grover, Co-Editor, Capital Choices, Youth Collection Specialist, Arlington County Public Library and Lizette Hannegan, Library Supervisor, Arlington Public Schools.



# CLENE Events at Chicago

## ALA Annual Conference June 23-30, 2005, Chicago CLENE Meetings and Programs

Saturday, June 25	9:30 a.m. - 12:30 p.m.	Board Meeting - HYATT Grand Ballroom E
Saturday, June 25	1:00 p.m. - 4:00 p.m.	Training Showcase: Best Practices - MCP N230
Sunday, June 26*	8:30 a.m. - 10:00 a.m.	How to Provide Staff Development with No Talent- MCP S405
Sunday, June 26*	8:30 a.m. - 10:00 a.m.	Stress-Free Library Program Planning - MCP S401
Sunday, June 26*	1:00 p.m. - 4:00 p.m.	Capital Choices: Noteworthy Books for Children - MCP S406A
Sunday, June 26	2:00 p.m. - 3:30 p.m.	Staff Development: Getting Started! PALM Clark 5
Monday, June 27	2:00 p.m. - 4:00 p.m.	Staff Development Discussion Group HIL McCormick Bdrm

*\*These programs are part of the Empowering Library Support Staff Conference within a Conference*

Don't forget to visit CLENE's Exhibit Booth #4916 - MCP Pavilion Hall

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