

CLENEExchange

June 2006

“School ends, but education doesn’t.”

Volume 22, Number 4

Better Together: Creating Partnerships for Community Learning

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

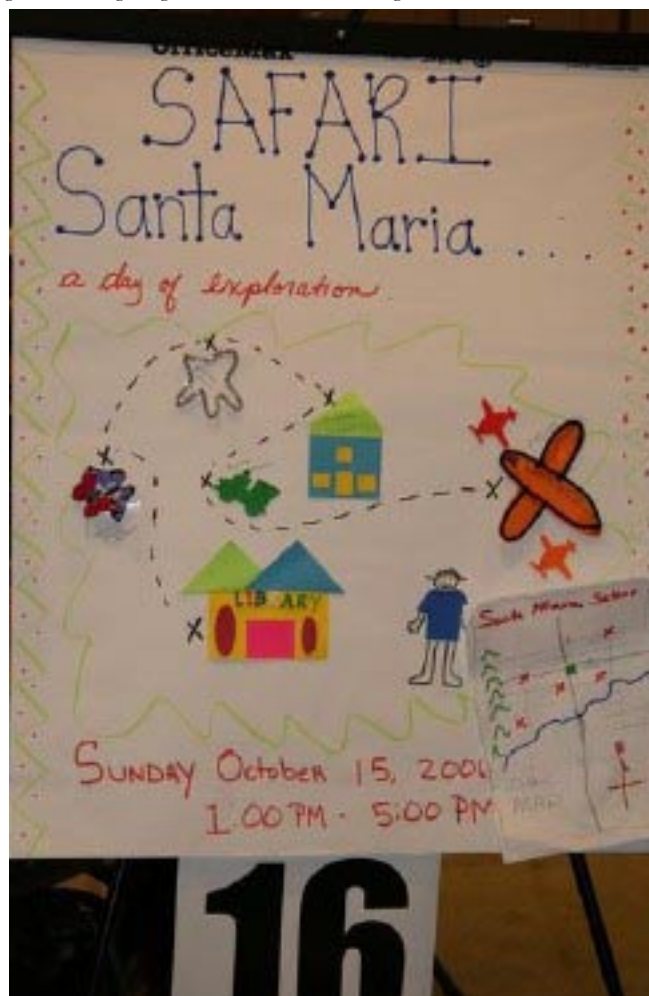
From April 8-10, 2006, the learning arm of the Cerritos Public Library, the clioinstitute, implemented a federally funded project entitled, Better Together: Creating Partnerships for Community Learning. The grant from the California State Library, allowed 89 participants representing 19 California public libraries and 47 team partner organizations to participate in the Better Together Conference, a training event designed to expand their offerings to current customers and broaden their appeal in order to reach new people.

The conference concept was determined as a response to expressed concerns of both community and library leaders in interviews and recent reports emphasizing the need for learning as an invaluable coping skill in today’s complex society. Statistics published in *Reading At Risk: A Survey of Literary Reading in America*, a 2004 publication of the National Endowment for the Arts, show that essential skills and knowledge of all Americans are at risk due to declining participation in literary and arts activities.

The conference was based in large part on the premise showcased in The Urban Institute and Urban Libraries Council 2003 publication, *Partnerships for Free Choice Learning: Public Libraries, Museums and Public Broadcasters Working Together* that libraries need to foster creative opportunities for “free-choice learning” in their communities through partnerships with museums and public broadcasters.

Each team was expected to produce a detailed plan for cooperatively providing at least one new learning opportunity for their community.

The partner organizations included museums, public broadcasters, government agencies, historical societies and educational institutions. Working



Example of a team plan shown on a flip chart page that was used in an activity patterned on elements from poster sessions and “speed dating.”

with its partner, the Pacific Asia Museum, the clioinstitute designed an event in which participants were exposed to a wide variety of experiences to help them design plans tailored to the needs of their diverse communities. In addition to the official scheduled sessions, optional activities were chosen to inspire as well as stimulate participants’

See *Better Together* continued on page 7

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

It is distributed free to members of CLENERT and is published quarterly in September, December, March and June.

Editor: Gail McGovern

CLENERT Officers

President:
Judy Card

Secretary:
Peter Bromberg

ALA Staff Liaison:
Lorelle Swader

Website:
www.ala.org/clenert/

Subscription rates:
4 issues per year

U.S. and Canada
\$25 a year
Outside the U.S. and Canada
\$30 a year.

SUBSCRIPTION questions (e.g. missing issues, address change) should be sent to:

Lorelle Swader
ALA/CLENERT
50 E. Huron Street
Chicago, IL 60611
Fax: 312-280-3256

Questions regarding CLENExchange **CONTENT** should be sent to:

Gail McGovern
gmcgovern@macnexus.org

Upcoming Conferences

ALA Midwinter

January 19-24, 2007 - Seattle
January 11-16, 2008 - Philadelphia
January 23-28, 2009 - Denver

ALA Annual

June 22-June 28, 2006 - New Orleans
June 21-June 27, 2007 - Washington, D.C.
June 26-July 2, 2008 - Anaheim
June 9-July 15, 2009 - Chicago

Public Library Association

March 25-29, 2008 - Minneapolis

Volunteers Needed for ALA in New Orleans CLENE is once again sponsoring one of its most popular conference programs, Good CLENE Fun



This fast-paced showcase of ideas designed to energize team meetings, staff development sessions or computer training classes is a perennial favorite of ALA attendees. Participants move through quick, highly interactive round table sessions and see a variety of techniques demonstrated.

Volunteers are needed to be presenters, pass out materials, and greet attendees. If you will be available to help on Saturday, June 24 from 1:30 to 3:30 p.m., contact either

Jasmine Posey at jposey@greenwichlibrary.org
or Kathy Schalk-Greene at Kathy@mtlaurel.lib.nj.us

Going to ALA in New Orleans? Don't Miss CLENE's Third 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. Drawings for door prizes will be conducted throughout the program.

When and where is the Training Showcase?

The Showcase takes place on Sunday, June 25, 2006 from 1:30-3:30 p.m. during the ALA Annual Conference in New Orleans.

Why should you attend the Training Showcase?

You will see examples of outstanding training programs, have a unique opportunity to network with staff development and training professionals from around the nation and find exhibit materials targeted to trainers from Showcase Sponsors: the American Management Association (AMA), the American Society for Training and Development (ASTD), HRD Press, Neal-Schuman Publishers, Pfeiffer, Scarecrow Press and WebJunction.

What could you win at the Training Showcase?

A variety of great door prizes from Showcase sponsors.
All attendees will receive a free copy of Training Magazine.

**CLENE salutes WebJunction www.webjunction.com,
a Showcase Sponsor for the second year!**

CLENE appreciates the support of all of the Showcase Sponsors.
Please thank them when you attend.



Another quality program brought to you by
the Continuing Education & Network Exchange (CLENE)
a Round Table of the American Library Association
www.ala.org/clene

Member Profile: Pat Taviss

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



Name: Pat Taviss

Organization and your position there:

Pat Taviss Consulting, Chief Change Catalyst/
Library Consultant/Founder

How long have you had that job?

In September 1991 I started my own training and consulting company after a two year stint as a CLSI Installation Consultant and almost a decade as a professional librarian.

Describe your typical work responsibilities:

My work responsibilities can vary greatly depending on the client and the type of assignment. That is one reason I love what I do. As a consultant I am often hired for my expertise in handling organizational change and effectiveness as well as seeing the big picture. As a facilitator I provide process methods where the client has the answers and solutions but may need guidance and structure to uncover and discover their real truths. As a trainer I provide offerings ranging from technical to soft skills sessions. Typically there are three phases to any assignment or engagement: 1) assessment/diagnosis, 2) integration/discovery and 3) sustaining.

What was your most interesting library-related job before your present position?

Why? Systems Manager, Lane Public Library,

Hamilton, Ohio 1986 - 1989. This was exciting and interesting because I was able to integrate traditional library services with then new library technologies. I quickly discovered that automation was never really about the introduction of new technology but how individuals interacted to the change ahead of them.

Where did you earn your MLS?

School of Library and Information Science, University of Western Ontario, London, Ontario, Canada, 1980.

What is the most helpful training resource that you use on a regular basis? Carter McNamara's Free Management Library for For Profit and Nonprofit Organizations available on the web at <http://www.managementhelp.org/>

Describe your best training idea to share with CLENE members. At this point in my career I sincerely believe in helping groups engage in conversations that matter. I have found that it is really important to schedule time to reflect and dream about positive futures as individuals and more importantly to engage the entire organization in the room at the same time.

What is your favorite place that you have traveled and why? Cheeseburger in Paradise on Maui is one of my most favorite places. Since moving to the West Coast my husband and I have been exploring the Hawaiian Islands. I experienced a 'perfect' moment eating a cheeseburger at this rustic beachfront restaurant with a gentle breeze blowing and Jimmy Buffet playing on the sound system.

What is your favorite thing to do when you attend library conferences? I love meeting and greeting, whether I am attending or organizing conferences. It is often the unexpected conversations we have waiting for a conference session, or in line for a latte that can be the most enlightening speakers. I always try to take at least one-half day to tour the city. It would be a shame to travel to

See Profile continued on page 5

Profile continued from page 4

What is the biggest training disaster you have ever experienced? What did you learn from it?

I have numerous war stories. I once conducted a computer training class that was set up in a conference room at a hotel. There were extension chords running everywhere to support the 20 plus machines in this makeshift room. At one point I instructed all the students to save at the same time and the sudden spike in power demands blew a fuse. You can never be too prepared or have too much electrical power.

Events of Interest to Trainers

Even though obstacles such as time, money and stamina keep you from attending as many training events as you would like to sample, you can choose from a wide variety of online offerings— websites, blogs, podcasts and webcasts. This CLENExchange feature will point you to a few to expand your horizons.

1. O'Reilly Emerging Technology Conference
Known as ETech, this conference has “showcased peer-to-peer networks and person-to-person mobile messaging, web services and weblogs, big-screen digital media and small-screen mobile gaming, hardware hacking and content remixing.” For more info see <http://conferences.oreillynet.com/et2006/>

2. TED Conference
“TED was born in 1984 out of the observation by Richard Saul Wurman of a powerful convergence between Technology, Entertainment and Design. The first TED included the public unveiling of the Macintosh computer and the Sony compact disc, while mathematician Benoit Mandelbrot demonstrated how to map coastlines with his newly discovered fractals and AI guru Marvin Minsky outlined his powerful new model of the mind.” For more info see <http://www.ted.com/> Be sure to click on About TED and look at the Book Club.

3. Elliott Masie's Learning 2005 Wiki
The December 2005 issue of the CLENExchange featured an interview with Gail Griffith, who attended Learning 2005. Check out a wealth of info at the wiki site—<http://www.learningwiki.com/>

CLENE IS A CORPORATE MEMBER



All CLENE members are
AMA PREFERRED PROFESSIONAL MEMBERS
entitled to “member only” benefits
Examples are listed below.

- Exclusive discounts and special offers
- Preferred pricing on all AMA seminars
- Unlimited access to Members-only Website
- 50% discounts on seminar “Last-Minute Seats”
- Access to special track on HR/Training issues
- Access and benefit from case studies
- Use of interactive self-assessments

**See the public AMA Website at
<http://www.amanet.org/index.htm>
Contact Barbara Rittinger
at brittinger@arlingtonva.us
for the CLENE member number and
members access website.**

Favorite Quotes

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and re-learn.” Alvin Toffler

“Who dares to teach must never cease to learn.” John Cotton Dana

“Knowing is not enough; we must apply. Willing is not enough we must do.” Goethe

“What I hear, I forget. What I see, I remember. What I do, I understand.” Confucius

Hot Topics in Learning

Editor's Note

Hot Topics in Learning is a new feature of the CLENExchange; it will include emerging trends and hot issues from learning-related fields.

E-Learning 2.0

If you are not familiar with the term, E-learning 2.0, take a look at Stephen Downes' article E-learning 2.0 in *eLearn Magazine*. Here is an excerpt—"This approach to learning means that learning content is created and distributed in a very different manner. Rather than being composed, organized and packaged, e-learning content is syndicated, much like a blog post or podcast. It is aggregated by students, using their own personal RSS reader or some similar application. From there, it is remixed and repurposed with the student's own individual application in mind, the finished product being fed forward to become fodder for some other student's reading and use."

Read more at <http://tinyurl.com/bt3k2>

Informal Learning

In his post on the Internet Time Blog, Jay Cross writes about the over-investment in formal training vs. informal learning.

Here is an excerpt—"People acquire the skills they use at work informally – talking, observing others, trial-and-error, and simply working with people in the know. Formal training and workshops account for only 10% to 20% of what people learn at work. Most corporations over-invest in formal training while leaving the more natural, simple ways we learn to chance."

Read more at <http://tinyurl.com/f3flw>

If you want additional information, check out Jay's online presentation at <http://tinyurl.com/kr79n>

Dysfunctional Learning Behaviors

In his blog on business innovation and knowledge management, Dave Pollard includes a compilation of behaviors that impede learning and knowledge sharing. His list of 25 behaviors is broken down into four categories: information politics, information unawareness, faulty sense-making and poor reward systems. Be sure to read his list of "some

things you might choose to do a bit differently with Millennium Generation members."

Here is an excerpt re the Millennium Generation—

- Don't expect them to read manuals or even blogs.
- Understand the power of the network and viral communication.
- Be completely honest. Trust is paramount to them; betray that trust at your peril.
- They're opportunistic, so give them opportunity, and challenge them to take a chance."

Read more at <http://tinyurl.com/n6bkq>

Planning Career Moves

Whether you are interested in your next career or are involved in coaching others, you will find this blog entry, also from Dave Pollard, of interest. It focuses on a model Dave based on Dick Richards' book *Is Your Genius at Work? 4 Key Questions to Ask Before Your Next Career Move*. While Dave feels there are no perfect approaches and any may need to be tailored for every individual, he suggests the following: "One approach is to start with who you want to work with, and then work with them to discover work that is needed, which the collective group is good at, and which each member of the group can work within, doing work that they love. Another approach is to start by asking the question Who needs your gift now?"

Read more at <http://tinyurl.com/jlhn6>

Brainstorming Inside the Box

If you participate in brainstorming sessions, download the eight page PDF, *Looking For Ideas In All The Wrong Places: An Argument for Staying in the Box*. Co-author Renee Hopkins Callahan, describes it as follows:

"In a nutshell, this paper shares our learnings about how to go about putting good, actionable ideas into your pipeline so your entire new product or service development process can work more efficiently. In this paper, what we're saying is you have to put some thought into how and where you look for ideas. It's not enough to have creative ideas, if those ideas are wildly ricocheting off the ceiling

See Hot Topics continued on page 7

imagination and creativity. Optional activities connected to the conference Asian theme included an artists' bookmaking workshop, an informal conversation and viewing of a special artist installation by Mary Heebner as well as special library and museum exhibits of Asian artifacts. Other touches connected to theming included black kung fu shirts worn by conference staff and a Japanese happi coat I wore in my role as coordinator.

Keynote speakers included Susan Hildreth, the State Librarian of California on Developing Partnerships for Free Choice Learning, Bob Rogers, Founder and Chairman of BRC Imagination Arts about the new Abraham Lincoln Presidential Museum where *Scholarship meets Showmanship™* and Craig Rosa, Director of Information Technology at The Tech Museum of Innovation on Customizing the Visitor Experience Using Technology. A museum/public broadcaster panel discussed challenges and strategies in connecting with their customers.

Participants had a choice of two of the four small group skill building sessions on navigation and wayfinding, displays and booths for use at community events, enhancing websites and production of public programs using webcasting and videoconferencing technology.

Teams planning forms included partnership as well as local service goals. During the team planning session, resource consultants were available to answer questions on all of the areas presented during the conference. After plans were constructed, a session on how to make presentations emphasized key points in selling plans to library administrators and governing bodies. An artist book designed both for a promotional tool at the December 2005 California Library Association conference was used to demonstrate the poster session approach.

Teams then designed a flip chart page to be used in a "speed dating" activity during which half of the teams presented their plan to the other half. Teams who presented stayed at their flip chart and repeated a two-minute overview of their plan in a poster session atmosphere. Teams who listened during

the first round moved from team to team and then for the second round listeners switched places with presenters. Resource consultants scored the presentations and awards were given for best idea, best presentation and best of show.

For a detailed schedule of speakers as well as specific activities, see the conference website at www.btconference.info/schedule.html



An artist book was constructed as a conference demonstration of an interactive exhibit which became a permanent part of the Cerritos special book collection.

Hot Topics continued from page 6

and walls and are so far out they can't be developed into the products, services and/or processes you need. Nor is it enough to build a well-thought-out innovation or product development process, if that process starts with "Let's brainstorm to get some ideas" or "We don't need to look outside our company for ideas, we can come up with all we need on our own."

Download the PDF at <http://tinyurl.com/jlhn6>

Your Invitation to CLENE Events at Annual

ALA Annual Conference June 22-28, 2006, New Orleans **CLENE Meetings**

Saturday, June 24	8:00 a.m. - noon	CLENE Board Meeting	MCC 263
Saturday, June 24	1:30 p.m. - 3:30 p.m.	Good CLENE Fun	MCC 261-2
Sunday, June 25	1:30 p.m. - 3:30 p.m.	CLENE Training Showcase	MCC 273
Monday, June 26	8:00 a.m. - 10:00 a.m.	CLENE Board Meeting	MCC 235-6
Monday, June 26	1:30 p.m. - 3:00 p.m.	CLENE Staff Development Group	MCC 235-6

For more information from ALA about the conference, see the website at
<http://www.ala.org/ala/eventsandconferencesb/annual/2006a/2006an.htm>

CLENExchange
906 Q Street
Sacramento, CA 95814-6416

First Class
U.S. Postage
PAID
Permit #1884

