

CCLI invites you to attend its 2011 annual workshop
No Librarian Is an Island:
Exploring in-person and virtual instruction, as we work towards innovative, collaborative, and engaging teaching techniques

Friday, May 13, 2011

University Inn & Conference Center
 611 Ocean Street
 Santa Cruz, CA 95060

Program Schedule

9:00-9:45 - REGISTRATION—MORNING REFRESHMENTS

9:45-10:00 - WELCOME

10:00-11:15 - **Mad Men in Your Library: Writing About Information Literacy**
Emily Missner, Business Librarian, Drexel University

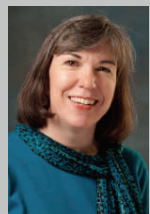


You may be asking yourself: what's a creative writing workshop doing at an instruction conference? When we think about information literacy (IL), we usually picture ourselves standing in front of a classroom of people. However, as more of our library instruction activities move onto the screen—the Web, video, blogs or email—we need to be aware of how we frame library research methods and resources. How can we hold our users' attention and make our message interesting enough for them to watch the movie, read the blog post, or use the Web page?

In this hands-on workshop, we will delve into the challenge of writing evocatively about IL to spark the interest of our users in a way that engages them. Using what advertisers, or "Mad Men," know about our target demographic, we'll discover some of the best ways to describe IL pedagogy to our undergraduate/graduate users. We will look at some of the devices that advertisers use to market to this demographic, and we'll work to create some great copy for marketing library services, products, and library research skills. *So fix yourself a cocktail, wear your finest 1960s business attire, and become a library Mad Man.*

11:15-12:30 - LUNCH—BUFFET

12:30-1:45 - **Connecting Online: Distance Learning Techniques to Reach All Students**
Debbie Faires, Lecturer & Assistant Director, Distance Learning, San Jose State University, School of Library & Information Science

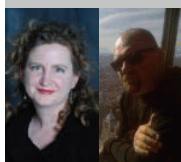


Today's students are not easily characterized as being local or distant. Even students who live on campus access library resources and services via the Web or Short Message Service. This has opened the door for librarians to connect with students through the library web site, the campus learning management system (LMS), and other technologies. Such issues, once the exclusive domain of distance learning librarians, are now being considered by all information professionals who serve students in higher education.

What are the principles and best practices for online learning? What have we learned from years of research in distance education that should form a foundation for online library instruction and support? In this session, we'll discuss principles and examples in asynchronous LMS environments, synchronous web conferencing sessions, and other technologies that fall somewhere in between.

1:45-2:15 - BREAK—COFFEE AND NETWORKING

2:15-3:30 - **Toward a Reflective Information Literacy Collaboration**
Dr. Dale Jacobs, Director of Composition, Department of English, University of Windsor
Dr. Heidi LM Jacobs, Information Literacy Librarian, Leddy Library, University of Windsor



Within the scholarship on information literacy (IL), the word collaboration is everywhere. How do we start collaborations? With whom should we collaborate? What makes a successful collaboration? What are the obstacles to collaborative relationships? Why should we collaborate? Another thread within the scholarly literature is the need for critical reflection about what we do, why we do it and how we might improve what we do. In this presentation, we want to bring these two strands of thinking together to consider the interplay of collaboration and reflection.

We argue for the development of reflective IL collaborations and the habits of mind that will support these relationships. Using our Composition and IL collaboration, we will consider the questions: what is a reflective collaboration? what are the habits of mind required for collaboration and self reflection? how might we use reflection to nurture and sustain collaboration? how might collaboration help us become more reflective? This presentation is not intended to provide answers but rather start conversations.

3:30 - WRAP UP

Registration

Fee: Regular attendees—\$45; Library school students—\$25

Payment methods:

- Paypal—Make payment at <http://cclibinstruction.org>
- Check (postmarked by April 29th)—Payable to CCLI. Mail this form and your check to Tim Sturm, American River College Library, 4700 College Oak Drive, Sacramento, CA 95841-4217.

Fee includes lunch buffet and light refreshments. For registration questions contact Tim Sturm, sturm@arc.losrios.edu. For hotel info visit <http://www.ucscinn.com>. A \$79 rate is available for Thursday night. Call 866-827-2466 and mention "California Conference on Library Instruction" for the discount. Room availability is limited.

Name: _____

Institution: _____

Job Title: _____

E-mail: _____

May we include your contact information on a list of conference attendees?

Yes No