**Idaho Info2Go!**
Monthly webinar hosted by the Idaho Commission for Libraries. Come learn, get questions answered and share your knowledge.

Log in **12:30-1:30 pm MT (11:30-12:30 pm PT)** to explore new library trends and services.

No registration required

http://icfl.adobeconnect.com/ce

- **September 19** ~ ALA Emerging Leaders – New Librarians Leading the Way
- **October 17** ~ Leading Volunteers – Sheila Winther, ICfL Volunteer Coordinator
- **November 14** ~ PNLA Leads – Pacific Northwest Leadership Development
- **December 19** ~ Association of Rural and Small Libraries – Leadership and Mentorship for Rural Librarians

Archives: http://libraries.idaho.gov/freetraining#INFO2GO

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**WebJunction Webinars**
1 PM Mountain; 12 Noon Pacific
WebJunction webinars are available from the course catalog.

**Support Small Business Development at Your Library**
September 15, 2016
Registration: http://www.webjunction.org/events/webjunction/support-small-business-development.html

Economic development and job opportunities are concerns in most communities, and thriving small businesses are important to ensuring a community's economic health. Join the Small Business Information Center (SBIC) Librarian from the Cecil County Public Library (CCPL) to learn how your library can be a part of the formula for building and supporting a stronger local economy. You'll learn how CCPL has developed the SBIC since its inception in 2003, growing from a shelf of books to a personalized service, with examples and lessons they've learned along the way.

Find out how your library can be an excellent resource for aspiring and experienced business owners. This session will cover the basics of collection development, classes, marketing, partnerships and more. Hear how libraries are not only helping launch small businesses, but as these businesses continue to thrive, they are able to give back to the community. For an awe-inspiring example, watch this story of CCPL’s role in a local small business with global impact.

**Teen Programming: A Mover & Shaker's Recipe for Impact and Success**
Tuesday, September 20, 2016 ♦ 3 pm Eastern / 12 pm Pacific ♦ 1 hour
Registration: http://www.webjunction.org/events/webjunction/teen-programming.html

When "Change Agent" Courtney Saldana was featured as a 2016 Library Journal Mover & Shaker, we were treated to a sampling of her outstanding work with teens, and knew that all libraries could benefit from hearing more. Learn about her teen programming...
basics along with practical and actionable steps for doing a teen needs assessment, creating a teen space and hosting a teen book fest. Courtney will also introduce us to Skills for Teen Parenting (STeP), a program connecting teens with what they need to succeed as adults and parents: how to interview successfully, dress professionally, deal with conflict and time management, care for their child, postpone or prevent a second pregnancy, and more. Expanding from local success to state-wide implementation, the STeP program embodies a wonderful example of the replicable innovation brought to the field by Movers & Shakers.

United for Libraries and the ALA Chapter Relations Office

Part 1: Building your Base (presented July 14, 2016)
This workshop makes the connection between program and services outreach and building a library's base of support for advocacy. This workshop details:
- Using recent research as well as preparing public service return on investment calculations.
- How to map a community.
- Options for program development - examples used are the Recreation market and local elected officials.
- Connection between customer service and advocacy.
- Use of social media.
- Managing data.
- Using volunteer messengers.

Watch Part 1 here:
http://ala.adobeconnect.com/p5t7fbl4ydo/

Part 2: The Best Defense is a Good Offense (presented July 21, 2016)
This workshop provides participants with the knowledge needed to:
- Create a campaign plan.
- Recruit volunteer leadership.
- Detail roles and responsibilities.

Watch Part 2 here:
http://ala.adobeconnect.com/p2hqvspyjfg/

Part 3: Message, Marketing, & Media (presented July 28, 2016)
This workshop walks participants through:
- How to develop a campaign message using values and emotional branding.
- Integrating that message into campaign outreach.
- Public presentations.
- Using the media to advance the message.

Watch Part 3 here:
http://ala.adobeconnect.com/p75rooxhv57/

Part 4: Connecting with YES Voters + Part 5: Get out the Vote (Immediately following Part 4) (presented August 4, 2016)
This workshop details the nuts and bolts of a library field operation including:
- Targeting through using enhanced voter files.
- Phone Banking/Direct Mail/Social Media/Email/Voter Tracking

This workshop brings the previous four together with the ultimate goal of reaching out to Yes voters and getting them to the polls.

Watch Part 4 here:
http://ala.adobeconnect.com/p5dlvyu5jtsc/

Sage Publishing
Free Webinar: Survey Tips for Librarians
Tuesday, Sept 20, 2016 11:00 am PT | 2:00 pm ET

Librarians use surveys to measure user behavior, gather what resources patrons are looking for, and for feedback on library services.

Join us for a free webinar during which Survey Research expert Lesley Andres, Professor, Department of Education, University of British Columbia, will give the top tips for creating and deploying effective surveys. Learn best practices for phrasing questions, offering answer choices, and minimizing bias.

RSVP to reserve your spot for this free webinar today! All registrants will receive a link to the archived session.
ALA’s Public Programs Office will host two free webinars in September. Space is limited; visit http://programminglibrarian.org/learn to register and learn about other upcoming offerings.

“ALA’s Excellence in Library Programming Award Presents: Creating a Civic Engagement Series about Race”
Sept. 6, 2016 12 Noon Mountain - 11 am Pacific

Learn about the popular and award-winning Voices of Race series, winner of the 2016 ALA Excellence in Library Programming Award. In 2015 a coalition of Illinois libraries, schools and community organizations hosted more than 70 events as part of Voices of Race, a program series grounded in building knowledge of and appreciation for the diversity represented in Niles Township. More than 8,000 people participated in the activities of Voices of Race; many more attended a related traveling exhibition, Race: Are We So Different? In this webinar, program leaders from the Skokie (Ill.) Public Library and Lincolnwood (Ill.) Public Library will discuss how the series came to be and what they learned about libraries supporting public dialogue around race and racism. They will also discuss how they worked with organizations and partners in the community to provide well-rounded enriching experiences for participants.

“Pokemon! How Two Libraries Scored Major Points with a Game Craze”
Sept. 14, 2016 Noon Mountain - 11 am Pacific

Wondering how you can use your library’s status as a Pokéstop or gym to your advantage? Two librarians share how they’re using the excitement around "Pokémon Go" to revitalize programming and introduce new patrons to the library. For 10 years, the Prince George Public Library (PGPL) in British Columbia, Canada, has hosted downtown walking tours highlighting historic buildings and landmarks. The recent "Pokémon Go" phenomenon has led to an increase in downtown foot traffic, drawing Pokémon players to these historic sites, many of which are Pokéstops. Seeing an opportunity for outreach, PGPL began guided “'Pokémon Go' Walking Tours,” in which players can learn about the history of Prince George while battling for gyms, collecting Pokémon and hatching their eggs. This presentation will share how PGPL was able to work this unique mobile app into a thriving, educational program.

Through simple social media posts, traditional paper marketing and some of the silliest conversations of their careers, the staff of the Pryor (Okla.) Public Library used "Pokémon Go" to reach new library users and increase their “street cred” among current users. Learn how your library can use the game’s augmented reality feature to engage patrons on social media, place lures to draw patrons and Pokémon to the library, and create fun in-house marketing to let your patrons know that your library knows what’s up.