

# Computer Training Programs for the Public

WLA Pre-Conference

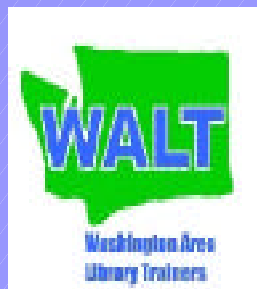
April 9, 2003

Sponsored by **WALT**

## **Presenters:**

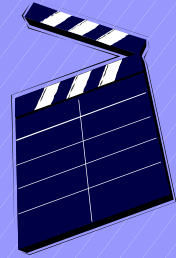
Christa Hardy and Mary Stillwell

**Panel Speakers:** Steve Kahn,  
Terry Beck, Karen Miller, Kristie  
Kirkpatrick

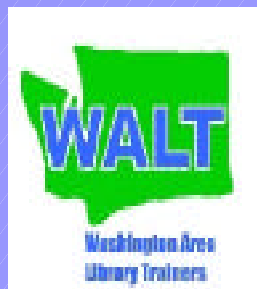


April 9, 2003

# Action Items



<h2>Brochures</h2>	<ul style="list-style-type: none"><li>✓Snappy!</li><li>✓Short &amp; to the point.</li><li>✓Include:<ul style="list-style-type: none"><li>•Key resources &amp; services</li><li>•Mission statement</li><li>•Logo or theme</li></ul></li><li>✓Partner with other agencies to boost distribution.</li></ul>
<h2>Calendars &amp; Newsletters</h2>	<ul style="list-style-type: none"><li>✓Creative &amp; consistent</li><li>✓Include schedules &amp; class descriptions.</li><li>✓Distribute in locations other than inside the library (restaurants, bookstores, daycare centers).</li><li>✓Submit info to other community newsletters and calendars.</li></ul>
<h2>Community Mailings</h2>	<ul style="list-style-type: none"><li>✓Partner with other agencies to combine your periodic mailings.</li></ul>

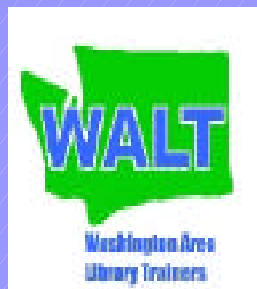


April 9, 2003

# Action Items

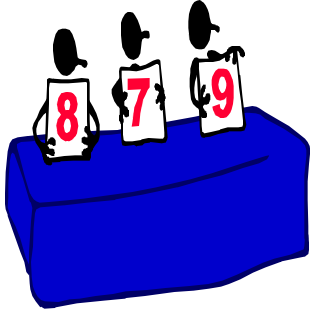


<h2>Open Houses</h2>	<ul style="list-style-type: none"><li>✓ Get Community members involved.</li><li>✓ Involve your Friends of the Library or Library Board.</li><li>✓ Target audiences: Teens, Seniors, Teachers, Government officials</li><li>✓ Plan events around national events like National Library Week.</li></ul>
<h2>Library's Website</h2>	<ul style="list-style-type: none"><li>✓ Update schedule &amp; class descriptions regularly.</li><li>✓ Include links for self-paced learning opportunities and at home study.</li><li>✓ Offer basic information regarding registration.</li></ul>
<h2>Personal Selling</h2>	<ul style="list-style-type: none"><li>✓ Remember the best sales pitch for training comes from you &amp; your staff.</li><li>✓ Word of mouth is still one of the most effective ways to spread the word about training throughout your community.</li></ul>



April 9, 2003

# Evaluation Made Simple



- ✓ Student's reaction & Level of learning
- ✓ Relevancy of Content
- ✓ Trainer Performance
- ✓ Facilities
- ✓ Other classes they would like to see

## Example:

*Please answer these quick questions to help us improve our workshops.*

- ✓ What was the most useful thing you learned in this workshop?
  
- ✓ What was one thing you didn't learn but wish you had?
  
- ✓ What could the instructor have done to make this workshop more useful, interesting, or relevant for you?

***Thank you for your feedback!***

Additional Comments?

April 9, 2003



# Steps of the Marketing Process

Marketing the Library Web-based Training for Public Libraries was commissioned by the Ohio Library Foundation with financial support provided by the Drew Carey Fund and appears on this web site through a cooperative agreement with the Ohio Library Council.  
Check out:  
[www.olc.org/marketing/index.html](http://www.olc.org/marketing/index.html)

1. Begin the marketing process by examining your library's mission or purpose.
2. Assess library capabilities with a marketing audit, an internal assessment.
3. Find out what products (services) your users want and how they perceive the library through marketing research.
4. Develop goals and objectives based on your mission and the results of your internal audit and external research into what customers want.
5. To meet goals, select strategies to promote your products that will work best, be affordable, and reach your customers. Include the Internet in your plan. Look at what others are doing.
6. Create a plan of action that describes all the steps needed to carry out the strategies for meeting goals. Outline the specific tasks, timelines, and assignment of responsibilities. Consider budget restraints.
7. Evaluate how well you have done. Evaluation may indicate that some goals can't be reached or can't be measured, some methods of promotion don't work as expected, or what's really needed is an entirely new plan!

**Marketing:** "The **process** of planning and executing conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives."

Dictionary of Marketing Terms, 2nd edition, edited by Peter D. Bennett, published by the American Marketing Association, c1995.

## Marketing Resources For Public Libraries on the Web

### Marketing Ideas for Libraries

<http://www.owls.lib.wi.us/info/desks/bc/imapket/default.htm>

Shares tips and good ideas from public libraries across the country. Full of great examples.

### Marketing Library Services

<http://www.infotoday.com/MLS/default.shtml>

Comprehensive site, which includes links to detailed resources and an online marketing program, which can be purchased, and examples of successful ideas.

### Library Media and PR

<http://www.ssdesign.com/librarypr/index.html>

Strategies, techniques, resources, tips and tools for library communicators.

### Marketing Our Libraries

<http://www.librarysupportstaff.com>.

Articles and resources, understanding future trends, marketing the library on the Internet, plus other resources.

The following links can be accessed from:  
Marketing the Library:

<http://www.olc.org/marketing/instructions.htm#copyright>

Ohio Public Library Standard for Communications is described in the State Library of Ohio (SLO) Librarian's Toolkit and has an excellent bibliography of books, articles, and web sites for library marketing, public relations, communications, and promotions.

Professional information: Marketing and Public Relations Resources: online resources are listed by the Ontario Library Association, updated Jan 2003.

Maine Library Association Public Library Standards, Chapter VII -- Marketing / Community Relations, Bibliography.

Colorado Library Marketing Council resources page includes links to general, research, tools, and print marketing resources. Site includes research papers, some full-text articles and presentations.

# Sample Lesson Plan Template

Title

Length

Audience

Objectives

Lesson

Introduction

Overview

Activity

Review

Evaluation

Additional Resources

Handouts

Supplies

# Train-the-Trainer

## ***Suggested Topics:***

How to Teach Adults  
Learning Styles  
Training Techniques  
Act as teaching assistant or observe others train  
Practice delivering classes

## **Resources:**

### ***Adult Learning:***

Brookfield, Steven. *Adult Learning, an Overview*.  
Viewed at: <http://nlu.nl.edu/ace/Resources/Documents/AdultLearning.html>

Billington, Dorothy D. PhD. *Seven Characteristics of Highly Effective Adult Learning Programs*

Viewed at:  
<http://www.modares.ac.ir/elearning/Mchizari/AEA/Page/Class%204/seven.htm>

*Assumptions about the Adult Learner.*

Viewed at: <http://archon.educ.kent.edu/~nebraska/curric/ttim1/aaal.html>

### ***Learning Styles:***

Taylor, Kathleen. *Developing Adult Learners: Strategies for Teachers and Trainers*.  
Jossey-Bass, 2000.

*Telecommunications for Remote Work and Learning Website: Pedagogy—Adult Learners*. Viewed at: <http://cyg.net/~jblackmo/diglib/styl-a.html>

### ***One-on-One or Group Training:***

Agre, Phil. "How to train novice computer users." *Training*. March, 1997.

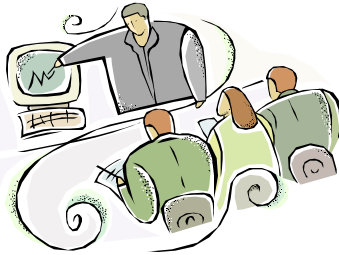
Clothier, Paul. *The Complete Computer Trainer*. McGraw-Hill Professional. 1996.

Goldsborough, Reid. "How to teach a novice PC user." *Computer Dealer News*. October 15, 1999.

Nilson, Carolyn. "How to train employees one-on-one." *Supervisory Management*. May 1991.

Pike, Bob et al. *One-on-One Training: How to Effectively Train One Person at a Time*.  
September 1999, Jossey-Bass/Pfeiffer, 2000.

## Using Volunteers in Computer Training Programs



**Computer Coaches**—Volunteers are responsible for assisting patrons with electronic resources, including the OPAC and the Internet. The volunteers go through orientation and are required to be available at least two hours each week.

**Internet Ranger**—Volunteers roam the public service areas of one mid-sized library, helping patrons with computer basics, and doing basic troubleshooting.

**CyberSundays**—Sundays are designated as a day to get training from volunteers called “Technohosts”. The volunteers provide one-on-one assistance.

**Using teenagers**—library staff recruit teenagers and train them to assist patrons by pretending to be helpless computer users. Once the teens pass this ‘test’ they are ready to assist the public.

Another library used a grant from their county library association to hire teens to work two hours a week at night in the library. Patrons could sign up for one-on-one training with the teens, which was an enormous relief to the public service desk staff.

One library has a board member, a retired librarian, who assists in the computer area of the library. The board member has developed an appreciation of the importance of the computers to the public.