

## SLA Continuous Education Courses

SLA Headquarters gratefully acknowledges LEXIS-NEXIS' sponsorship of the SLA CE Courses at the convention center and West Group's sponsorship of the hands-on courses at their facility.



**LEXIS-NEXIS**  
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**WEST  
GROUP**

Levels:

- B** Basic
- I** Intermediate
- A** Advanced

\*Each annual conference continuing education course is labeled with the competency number that is best addressed by that specific program.



= Hands-on Course

**Saturday, June 5, 1999**

8:00 am - 12:00 pm

### SLA CE COURSE

#### Creating Your Own Home Page Using HTML

**B**



**110**

Member: \$ 120

Nonmember: \$145

An Introduction to creating pages on the World Wide Web. The workshop will cover the Hyper-Text Markup Language (HTML) as well as the guidelines for successful web page creation. Students will include images and sounds, and create links to other web pages using embedded hyperlinks.

Attendance for this hands-on course is limited to 15 people.

Instructor: *Henry K. Stair, Mycroft Information, LLC*

\*\*This course will be held at the West Group facility with transportation provided.

9:00 am - 4:00 pm

### SLA CE COURSE

#### Intranet Case Studies by Information Professionals

**I**



**115**

Member: \$220

Nonmember: \$250

In this full-day seminar, your peers will share their successes and lessons learned. Discover how the library has teamed with IS/IT and/or acquired their own technology expertise to build and maintain their Intranet. Learn how Intranet projects have been sold to management and marketed to end-users/customers. See successful applications, including dynamically created pages and learn about those in the planning stage.

Instructors: *Howard McQueen and Jean E. DeMatteo, McQueen Consulting*

### SLA CE COURSE

#### Internal Consulting Skills

**I**



**120**




Member: \$220

Nonmember: \$250

Internal Consulting Skills addresses the competencies needed for anyone engaging in a consulting relationship, a role of considerable importance to an information manager's success within an organization. The course covers theory, thinking, and practices of well-known consultants like Peter Block and Ron and Gordon Lippett. It also provides practice exercises in negotiating and evaluating client needs, phases of consulting, and ethics. Participants will be provided with an Internal Consultant's Guide.

Instructor: *Linda McFadden, Independent Consultant*

**SLA CE COURSE**  
**Strategically Planning Your Internet Presence**





   **125**

Member: \$ 220      Nonmember: \$250

Why go online? What makes a web site effective? How do you attract your target user community to your web site and ensure that it is of continuing value to them? This course addresses these questions and more as you learn how to apply planning principles to build a strategic plan for your web site. Through lectures and small group work, you will understand how strategic planning applies to the planning and implementation of an effective web presence, and you will have created a vision statement and a set of goals for a sample special library.

*Instructors: Art Goldsmith and Rita Vine, IMR Integrated Management Resources, Inc.*

**SLA CE COURSE**  
**Entrepreneurial Librarianship:  
 The Key to Effective Information Management**




    **130**

Member: \$220      Nonmember: \$250

While the management of library and information services can never be organized the same way that business management is organized, the library product, the service of information provision, cannot be dismissed lightly. The management of a specialist library is now driven by the same characteristics - responsibility, performance, control - that qualify a successful business operation, or any other successful enterprise, whether it is non-profit, not-for-profit, or profit-making. This seminar/discussion offers specific techniques for creating an entrepreneurial environment in a specialist library, or for initiating such techniques where a less successful operation is already in place.

*Instructor: Guy St. Clair, SMR International*

**SLA CE COURSE**  
**Creating Knowledge Map of Your Organization**

   **135**

Member: \$220      Nonmember: \$250

A knowledge map conjures up images of either complex computer systems or simple yellow pages. Yet neither is an effective use of resources. This course is designed to assist in understanding how to create an effective knowledge map from the content rather than the technology viewpoint. The intent of the course is to examine various techniques for mapping or pointing to the sources of knowledge. These sources will include those used by other organizations as well as a few innovative applications. The barriers to effective knowledge mapping that the participant may meet in his/her workplace are examined with techniques for overcoming obstacles and positively influencing, initiating and implementing knowledge mapping. The participants will solidify their learning through hands-on activities and discussions.

*Instructor: Xenia Stanford, Stanford Solutions*

1:00 pm - 5:00 pm

**SLA CE COURSE**  
**Advanced HTML**

    **140**

Member: \$120      Nonmember: \$145

An advanced workshop covering images, tables, frames, and forms. Client-and server side image maps will be studied. Special characters, transparent, and interlaced images will be explored along with advanced features such as JavaScript and Java Applets.

*Attendance for this hands-on course is limited to 15 people.*




*Instructor: Henry H. Stair, Mycroft Information, LLC*

*\*\*This course will be held at the West Group facility with transportation provided.*

**Sunday, June 6, 1999**

9:00 am - 4:00 pm

**SLA CE COURSE**  
**Second Generation Intranet Development**


   **200**

Member: \$220      Nonmember: \$250

The course has evolved from our "Building the Corporate Intranet Knowledge Center" CE course. Many Information Professionals have built and are maintaining fairly static Intranets and it's becoming increasingly difficult to find things. It's time to re-vamp the Intranet. This course specifically addresses how to make the site dynamic and relevant content easily findable.

*Instructors: Howard McQueen and Jean E. DeMatteo, McQueen Consulting*

**SLA CE COURSE**  
**Understanding and Using Metadata: A Workshop**

   **205**

Member: \$220      Nonmember: \$250

This workshop aims to provide you with the most you can learn in a single day about: the state of metadata today; future directions; whether you should use metadata; and how you could start using metadata in your own applications.

*Instructor: Erik Jul, OCLC Institute*

*\*Presented by SLA and OCLC.*

## SLA CE COURSE

## Team Concepts for Emerging Organizational Architectures



Member: \$220

Nonmember: \$250

Organizational structures are changing rapidly to address new technologies, competencies, and relationships. Team Concepts for Emerging Organizational Architectures is designed to help librarians apply the latest thinking and best practices of teams to ensure their own successful leadership and collaborative partnership within their respective organizations. The course covers the following: the evolution of theory about teams (Lewin, McGregor, Senge, etc.); what good teams look like; stages of team development; team types; team learning; roles and functions within teams; and when/when not to use teams.

*Instructor: Linda McFadden, Independent Consultant*

## SLA CE COURSE

## Knowledge Management: Cases, Complexities &amp; Competencies



Member: \$220

Nonmember: \$250

This workshop focuses on the foundations of knowledge management (KM) and describes what involvement in KM can mean for an information professional's career. It looks at how information professionals can add value by partnering with the "knowledge-hungry" and "knowledge rich" in their organization, and what can happen when those opportunities are missed. Areas discussed will include: KM technology infrastructure, organizational positioning, complexities, and competencies. Course components include: Case studies: Who is doing what? What are the lessons to be learned? Competencies: What's required and what are the gaps for information professionals? Complexities: What does KM involve? Where does one begin?

*Instructors: Jane Dysart and Rebecca Jones, Dysart & Jones Associates*

## SLA CE COURSE

## How to Make Your Training Sessions Come Alive



Member: \$230

Nonmember: \$260

This presentation is designed for librarians who want to excel as trainers. It is based on the premise that there is no such thing as a boring topic - a savvy librarian can turn any topic, no matter how potentially boring, into an engaging, enjoyable and memorable learning experience. You will learn how to: set behavioral as distinct from conceptual objectives for each training session; break the training session into discrete phases; develop more exciting training techniques than lecture and demonstration; evaluate whether learning has taken place; and design simple job aids that your participants can take away.

*Instructor: Joanne Feierman, Seminars in Communication*

## SLA CE COURSE

## Making Successful Change in the Chaotic Information Environment



Member: \$230

Nonmember: \$240

Today's information environment is changing daily. Organizations which must leverage these new technologies and resources must change too. But many technical and organizational changes fail because of human elements that increase resistance to change. *The course fee includes tools to assess target readiness and sponsorship for the change, and strategies to reduce resistance.*

*Instructor: Barbara M. Spiegelman, Westinghouse ESBU*

## SLA CE COURSE

## Putting the Internet to Work in Your Library



Member: \$220

Nonmember: \$250

The quality and quantity of Internet information of value to librarians has dramatically increased in the last two years. But how does one find value in the rubble of useless links and crass promotions? This hands-on course will provide librarians with a framework and methodology for searching in the Internet efficiently and productively using search engines and a variety of specialized catalogues. The course will also focus on desktop features of Windows and the browser that can dramatically increase speed and efficiency of time spent online.

*Attendance for this hands-on course is limited to 30 people.*

*Instructors: Rita Vine and Art Goldsmith, IMR Integrated Management Resource*

*\*\*This course will be held at the West Group facility with transportation provided.*

## SLA CE COURSE

## Functional Space Planning for Libraries and Information Centers



Member: \$220



Nonmember: \$250

The course is intended to assist the special librarian in meeting all of the challenges related to the design process in the library today, where libraries are planned for a two year obsolescence the librarian needs to prepare not only for this generation of plan, both how to react to future needs with minimal disruptions as we move further to the electronic/virtual library. The accent will be on up front needs analysis, presenting your needs and working with staff, management, architect/space planner and whomever else will be involved. Design will be discussed in a case study framework, but the main thrust will be project preparation and the balancing of functional needs against esthetic/architectural goals during the process.

*Instructor: Chuck Finnerty, Designs for Information*

**SLA CE COURSE**

**Introduction to Library Imaging & Image-Based Systems**

**B**   **240**  
 Member: \$220      Nonmember: \$250

Imaging is a growing part of information dissemination both on web and as a way to provide access to specific important internal documents and legacy information systems. This is a beginner course which will introduce attendees to imaging concepts, as well as technical issues, and training and management requirements. Specific platform requirements and recommendations will not be made. There will be a heavy use of examples and a description of an imaging project in progress.

*Instructor: Susan Ardis, University of Texas at Austin*

**Thursday, June 10, 1999**

**8:00 am - 12:00 noon**

**SLA CE COURSE**

**Success Guides for Teaching the Internet**

**I**   **700**  
 Member: \$120      Nonmember: \$145



Special librarians as information intermediaries are the natural choice for others to turn to for guidance in learning to use the Internet. This course guides special librarians through the process of designing an introductory course for their colleagues and co-workers on successfully using the World Wide Web. The course will cover setting objectives, structuring meaningful exercises, preparing course materials which will help your students continue learning at their own pace, introducing terminology and important concepts, troubleshooting, and preparing for an optimal learning environment. Additional pointers on customizing the course for your organization will be provided.

*Instructor: Pamela R. Cibbarelli, Cibbarelli's*

**9:00 am - 4:00 pm**

**SLA CE COURSE**

**Copyright in the Electronic Age**

**B**   **705**  
 Member: \$220      Nonmember: \$250

This course is designed to provide librarians with an overview of the current status of the U.S. Copyright Law and its impact on library services. Emphasis is on the copyright status of print, audiovisual, and electronic information as well as computer programs, databases electronic journals, the Internet, and the World Wide Web. Participants will focus on copyright law basics and learn to apply considerations for formatting institutional and organizational copyright policies.

*Instructor: Laura Gasaway, University of North Carolina*

**SLA CE COURSE**

**Benchmarking for Strategic Performance Improvement**


**B**   **710**  
 Member: \$220      Nonmember: \$250

Library/information center managers frequently have to justify the value of their services and even their very existence. This course helps them to develop measures that are meaningful to the parent organization and use them to justify services, costs and value. Participants will learn how to plan and conduct a successful comparative benchmarking study that shows not only "how your library stacks up", but shows where improvement is needed and then provides the powerful facts needed to "make a case."

*Instructor: Annette Gohlke, Library Benchmarking International*

**SLA CE COURSE**

**Exceptional Information Delivery: Using the TQM/QIM/SLA Competencies Connection**

**I A**   **715**  
 Member: \$220      Nonmember: \$250

Library and information services management has entered a new age of accountability, and the provision of information, even in "traditional" library settings, is no longer accepted by funding authorities as "inherently good." Library and information services professionals must now justify their existence, and applying the basic concepts of quality management to library and information units can lead to success in the validation of services. This seminar provides a basic overview of quality assurance programs in an information services environment.

*Instructor: Guy St. Clair, SMR International*



## Division CE Courses

Saturday, June 5, 1999

8:00 am - 12:00 pm

### BUSINESS AND FINANCE DIVISION

#### Negotiating Global Contracts

  **145**

Member: \$120      Nonmember: \$135



This course will offer a Practitioners' Toolkit for those managers whose responsibility it is to negotiate global contracts on behalf of their information centers and end-users. The course focuses on both online and market data and is especially relevant for those managers in the financial services practice. With an acknowledgment to the move toward open systems, and a nod to pricing services for the enterprise, this course hopes to provide managers with an introduction to those fundamental skills and issues affecting efficient and effective management of information investment.

*Instructor: Pamela Clark, American International Group*

9:00 am - 4:00 pm

### BUSINESS AND FINANCE DIVISION

#### Valuing Companies for Mergers and Acquisitions

  **150**

Member: \$220      Nonmember: \$250



One of the most frequent reasons for researching company information is for some aspect of a potential merger or acquisition. When research has been collected in any of these projects, the data gathered is then mainly used to value a company. Many companies are also involved in consortia or strategic alliances developing major projects where critical valuations are required.

Special librarians in the business and finance field in the offices of corporates and advisers often do most of the hard work in information gathering, but often do not have much training or experience in the theory and practice of company or project valuation. This new CE course will provide a detailed background for understanding valuations and provide insight into the world of DCF and EVA analysis as well as encouraging the provision of an excellent and value added information service to support valuation specialists.

*Instructor: Sylvia James, Sylvia James Consultancy*

### SOLO LIBRARIANS DIVISION

#### Management Strategies for the Solo Librarian

  **155**

Member: \$220      Nonmember: \$250



Learn how to survive and thrive as a solo librarian. Issues covered will include competencies, professionalism, continuing education, management techniques, impact of technology, and tools and resources you can use in your work. A course for all who are the sole information provider in their location or who feel isolated professionally.

*Instructor: Judith Siess, Information Bridges, Inc.*

\*Student rate does not apply.

### LEGAL DIVISION

#### Planning for the Law Library of the Next Millennium

  **160**



Member: \$220      Nonmember: \$250

The ordinary law library will not survive in the next millennium! Information professionals will operate in a virtual environment and be expected to plan for it. This CE course will redesign a typical law library to create a state-of-the-art information center. Participants will work in groups using a combination of project management software, case histories, and lectures by experts in library management and IT systems to create a new environment. Technology issues, product developments, and budget analysis will factor heavily into the curriculum.

*Instructor: Nina Platt, Faegre & Benson*

### INSURANCE AND EMPLOYEE BENEFITS DIVISION

#### Business Mapping: Organizing, Analyzing & Integrating Information Using Desktop GIS

  **165**



Member: \$220      Nonmember: \$250

It is estimated that 80% of all data already contains a geographic component, such as an address or location. Using GIS you can arrange, view and manipulate information by its location and its position relative to other locations. Not only can you display business information in map form, but you will learn how GIS can add additional dimensions to business information. This course will demonstrate basic business applications of desktop geographic information system software to create new and different points of access to business information.

*Moderator: Roberta Brody, Queens College of the City University of New York*

## SCIENCE-TECHNOLOGY DIVISION

### Patent Searching: Part I

**B**   **170**

Member: \$220      Nonmember: \$250

The course is designed to provide an overview of the patenting process, sources of patent information and its retrieval including fundamental searching techniques. The basics of domestic and foreign patent law will be covered with special emphasis upon what patent documents and documentation are provided during this process. Further, the various sources of patent information, both computerized and manual will be discussed as well as an outline of the type of patent questions and searches that are typically requested. Some online searching experience and an academic or empirical background in physical sciences or engineering is highly recommended. *This is Part I of a two part course. Part II will be given on June 6, 1999. You may register for either one or both of the classes.*

*Instructor: Lucille J. Brown, LJB International*



Sponsor: Academic Press

**Sunday, June 6, 1999**

9:00 am - 4:00 pm

## BUSINESS AND FINANCE DIVISION

### Web-Based Business Databases: Evaluating Them and Developing End-User Interfaces

**I**   **245**

Members: \$250      Nonmember: \$275

Librarians have been recently bombarded with web-based business databases that claim to be “everything to everyone”: BusinessSource Elite, Business & Industry, FIS Online, Dow Jones Interactive, Promt, Global Access, Lexis/Nexis Universe, and Tablebase. These award-winning instructors will examine these and other web-based databases and compare their content, search capabilities, access methods (IP filters, passwords, user IDs, etc.), and price. Drawing on these comparisons, you will then develop effective methods for face-to-face and remote (i.e., web-based) communication about these databases to end-users.

*Instructors: Brent Mai and Hal Kirkwood, Purdue University*

## NEWS DIVISION

### Everything You Ever Wanted to Know About Public Records

**I**   **250**

Member: \$205      Nonmember: \$205

Public records are the lifeblood of the news industry. Reporters and editors turn to news librarians more and more for the answers to their records questions. Tracking down “everything” about a person or business has become a common request. News librarians must have expertise in searching public records through commercial databases as well as acquiring records directly from public agencies.

The course instructors will provide a primer on public records, including the laws, the procedures, and the secrets behind acquiring public records. They will also evaluate public records services based on geographic area, flexibility, usefulness, and cost-effectiveness.

*Instructors: John Ullman, University of Wisconsin-Eau Claire, Bill Krueger, The News and Observer, John Martin, St. Petersburg Times, Dorothy Shea, Atlanta Journal-Constitution*

## PHARMACEUTICAL AND HEALTH TECHNOLOGY DIVISION

### Benchmarking in a High-Tech Environment

**B**   **255**



Member: \$220      Nonmember: \$250

Discover the power of using technology in a high-tech information environment. Learn how to plan and launch a benchmarking study within a pharmaceutical/health technology information center. Compare how your library services stack up against the results of a recent survey of Pharmaceutical and Health Technology Division members and learn what’s hot and what’s not. Listen to expert practitioners put theory to work in the afternoon via a panel discussion and participate in round table discussions and group sharing opportunities.

*Instructor: Annette Gohlke, Library Benchmarking International*

## SOLO LIBRARIANS

### Prove Your Contribution: Measuring Value in Solo Libraries

**I A**   **260**

Member: \$220      Nonmember: \$250

Prove your value as a solo librarian to management by using objective performance metrics. We will discuss types of measurements, where to start, and how to collect data. Learn how to improve your results by choosing the right metrics, setting achievable goals, improving work processes, and how to use these measurements to prove your contribution.

*Instructor: Renee Daulong, Information Resource Services, Inc.*

\*Student rate does not apply.

## LIBRARY MANAGEMENT

### So You Want to Be a Consultant



TICKET # 265

Member: \$225 Nonmembers: \$250

Thinking of starting your own business? Learn the basics of library and information management consulting from two experienced consultants.

Topics include:

- Establishing a Business
- Typical Management Projects
- International Consulting
- Marketing
- Basic Proposal Writing
- Project Fulfillment
- Client Satisfaction
- Consulting Qualities and Lifestyle

*Instructor: Sylvia James, Sylvia James Consultancy and Katherine Bertolucci, Isis Information Services*

## SCIENCE-TECHNOLOGY DIVISION

### Patent Searching: Part II



TICKET # 270

Member: \$220 Nonmember: \$250

This course includes a review of previous lecture material and that is followed by practical applications using a case study format. Cases will have been mailed to participants prior to the course. The previous course (Patent Searching, Part I) is a prerequisite to course attendance or a minimum of 2-3 years as a patent searcher. Academic or empirical background in physical sciences or engineering is highly recommended. *This is Part II of a two part course. Part I will be given on Saturday, June 5. You may register for either one or both of the courses.*

*Instructor: Lucille J. Brown, LJB International*

Sponsor: Academic Press

\*Student rate does not apply.

## EDUCATION DIVISION

### ENGINEERING DIVISION

#### Mentoring One on One: Building Mentoring Programs to Continue the Education of Information Professionals



TICKET # 275

Member: \$220 Nonmember: \$250

As a mentor, you work with people to coach, guide, or teach new skills. Using today's technology, you may develop distance mentoring programs. You help people gain confidence in their abilities and skills. This course is an intensive training program on mentoring designed for information professionals in special libraries. Strategies for effective mentoring, guidelines for mentoring your users, and the essential elements of successful mentor programs will be presented.

*Instructor: Dr. David P. James, International Mentoring Association*

## SCIENCE-TECHNOLOGY DIVISION

### All About ISO: An Introduction to the International Organization for Standardization



TICKET # 280

Member: \$220 Nonmember: \$250

This course is designed for the librarian who has occasion to work with standards on the job. It will review the international standardization development and the formation of ISO, the Institution itself (membership, scope, protocols), and the impact of ISO on the modern standards era. Discussion will cover ISO committees, standards and sources as well. Each participant will receive training materials and an ISO catalog.

*Instructor: Claudia Bach, Document Center*

## BIOMEDICAL AND LIFE SCIENCES DIVISION

### Online Resources in Alternative Medicine



TICKET # 285

Members: \$220 Nonmembers: 250

The course focuses on online resources that can provide access to information about alternative medical therapies. It incorporates review of the vocabulary used in alternative medicine queries, a survey of events leading to the recent resurgence of interest in complementary treatments, and brainstorming discussion of relevant issues likely to affect information retrieval. Building on this foundation, discussion of sample on-line searches highlights special indexing features in key commercial databases, with group practicum exercises to reinforce strategy formulation skills. A portion of the agenda is also devoted to evaluative commentary on a selection of free Internet resources.

*Instructor: Bonnie Snow, Citizen 1 Software, Inc.*

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