CALIFORNIA
CLEARINGHOUSE
ON
LIBRARY
INSTRUCTION

CCLI invites you to attend our 2010 Spring Workshop:
Count us in!
Strategic innovation to navigate changing learning environments

California State University, East Bay, University Union Room 311, Hayward, CA—Friday, May 7, 2010

Program Schedule

9:00-9:30 Registration, Continental Breakfast

9:30-9:45 Welcome

9:45-10:45 *Reflective teaching, effective learning: Instructional literacy for library educators*
Char Booth, E-Learning Librarian, University of California, Berkeley
Char Booth, an avid library education and technology advocate, introduces a series of concepts that will empower teaching librarians at any level of experience to become better designers and presenters, as well as building their confidence and satisfaction as library educators. By interactively exploring instructional literacy and a step-by-step approach to creating learner-focused instruction, attendees will leave with personal strategies for becoming more effective and engaged educators.

11:00-12:00 *Search engine optimization as an information literacy: Building engagement by revealing information architecture*
Nicholas Schiller, Systems & Instruction Librarian, Washington State University, Vancouver
When preparing to teach a unit on search engine optimization (SEO) Nicholas Schiller realized that revealing the information architecture behind web search is intrinsically motivating to many students and that students who understand how search functions are much more likely to become expert searchers than students who do not. His will give an overview of teaching search engine optimization and demonstrate how the principles that make teaching SEO so valuable can be applied to other information literacy environments.

12:00-1:00 Lunch

1:00-2:00 *Panel: Information literacy outreach: Connecting with campus partners*
Nicole Greenland, Library Systems Administrator/Faculty Development Librarian, Holy Names University.
HNU has a new campus-wide faculty development/instructional technology initiative, which helps faculty develop technology skills.
Margot Hanson, Web Services Librarian, Golden Gate University. When Golden Gate University hired a Director of Assessment and Evaluation, instruction librarians leveraged the positive relationship to develop meaningful learning assessment, and toss out those one-shot evaluation forms!
Annette Marines, Instruction & Outreach Coordinator, University of California, Santa Cruz will discuss a year-long pilot to integrate writing faculty input into selected one-shot sessions. This collaboration led to increased instructional opportunities with the writing program and generated new best practices for UCSC's IL instruction program.

2:15-3:15 *Take the best and leave the rest*
Karen G. Schneider, Library Director, Holy Names University
Karen G. Schneider, director of the Cushing Library at Holy Names University, will use research findings from the past several years to demonstrate some of the challenges and opportunities for traditional information literacy instruction. Her emphasis will be on the tremendous opportunities the current budget crisis presents for libraries interested in rethinking and reengineering IL.

3:15-3:45 Evaluations and Wrap-up

Registration

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

Payment methods:
- Credit Card (Paypal)-Make payment at http://ic.arc.losrios.edu/~ccli/
- Check-payable to CCLI, must be received by April 30th. Send this form and your check to: Tim Sturm, American River College Library, 4700 College Oak Drive, Sacramento CA 95841-4217

Fee includes lunch (buffet with veggie/meat options) and continental breakfast. For transportation and workshop or CCLI information see http://ic.arc.losrios.edu/~ccli/.

For more information contact Annette Marines, amarines@ucsc.edu or 831-459-3255.

Name: _____

Institution: _____

Job Title: _____

E-mail: _____

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

☐ Yes   ☐ No

CCLI's mission is to offer quality professional development in library instruction at affordable rates. Thank you for your interest in this workshop.