

Symposium of Sages CE

“Do-able solutions for marketing your library services & reaching your stakeholders.”

Erin Wimmer (Teaching & Learning Librarian) and Bryan Hull (Education & Technology Research Associate) at Spencer S. Eccles Health Sciences Library at the University of Utah

Title: Video Made the Library Star!

Librarians, library staff, and others interested in sharing their library's value through fun, innovative, and inexpensive multimedia project. Through this session, participants will acquire tips and tricks for implementing a video project by:

1. Identifying free or inexpensive ways to create videos
2. Reviewing the process of preparing to undertake a video project
3. Recognizing opportunities and challenges for creating these videos
4. Promoting videos via appropriate social media and other distribution channels

Monica Rogers, Health Information Literacy Coordinator at the National Network of Libraries of Medicine Creighton University Health Sciences Library

Title: Be a Wiz at Visualizing Data!

Need to breathe some life into your annual reports? Wish you could get more out of your data? Come and learn how to visualize data! A brief demonstration on how to use Tableau software for data visualizations, discuss the variety and types of visualizations available (charts, tables, interactive graphs, etc.) as well as decision-making and considerations when creating visualizations.

Lisa Traditi, Head of Education and Reference Health Sciences Library at University of Colorado Denver Anschutz Medical Campus

Title: It's Who You Know: Building and Maintaining a Personal Network.

Many people think of networking as “schmoozing” – they see it as a bad word. It's not! Networking is really the art of developing mutually beneficial relationships with people around you. Networking is a give and take relationship, where you help each other. Librarians can and should easily develop this skill and use it to promote themselves, their library services, and to create constructive working relationships with people at all levels of the organization.

By the end of the session, participants will acquire knowledge of how networking can help them personally and professionally, as well as tips and tricks for building and maintaining constructive, positive relationships with people at all levels of influence.