

Draft, Pending Approval at Next Meeting

SENYLRC CONTINUING EDUCATION COMMITTEE

DATE: January 17, 2006

MINUTES AND ACTIONS

Meeting start time: 1:30pm

Members present: Cheryl Felmler, Rebecca Gerald, Barbara Liesenbein, Marilyn McIntosh, Margie Menard, Mary Jo Russell, Pam Stocking, Wendy Swik, Judy Fischetti

Members excused: Merribeth Advocate, Maureen Spada, Barbara Petruzzelli, Vivian Milczarski,

Issues/Items Discussed

- CE Report (JF)
 - Mandarin workshop for hospital and special libraries not scheduled. It is not needed at this time and the hospital librarians have requested other programs.
 - Robert Lackie will present two programs on March 17, “Changing Face of the Scholarly Web” and “Training for Effective Database Use”
 - Three trainers have been identified for a presentation skills workshop including Regina Clark, Joanne Roukens and Helen-Ann Brown.
 - Polly Farrington has been contacted regarding a class in Excel charts and graphs.
- Survey results
 - The top responses for workshop notification include emails and brochures.
 - Continue with traditional formats for workshops.
 - Top three reasons people do not attend CE workshops are interest in the topic, staff coverage and distance to the program.
- Marketing
 - The goal is to have participants come to 4 – 6 workshops in 2 years, rather than 1 – 3.
 - Review of what we do now: brochures mailed to all libraries, email sent to listservs
 - Make sure all systems have notification to subscribe to selist.
 - Distribution of notices internally in a library varies, sometimes top – down and sometimes open to all staff.
 - Brochure and brand identity from SENYLRC is beneficial.
 - Half-sheet marketing tool to send out to targeted staff – description of SENYLRC continuing education; include testimonials from prior workshops.
- Program Evaluation
 - Ask for feedback as to how this workshop might impact your work.
 - Optional contact information space
 - Identify 2 workshops to do follow-up questions with participants
 - Incorporate outcome-based-evaluation (OBE) in follow-up opportunities to get qualitative instead of quantitative data; great evaluative tool.
 - Board of trustees’ liaison indicated that current evaluation results as presented are sufficient for the board at this time.

Actions/Recommendations

(List all motions, whether passed or defeated, and other decisions made.)

- Committee approved the minutes of the November 29, 2005 meeting.
- The committee recommends that a marketing tool be mailed to the following target audiences: directors of small libraries, new staff & directors, people who don’t have the ability to check email, trustees of public libraries, friends of libraries, part time and paraprofessional staff, community college staff and academic library staff.

Meeting End Time: 3:33pm

Recorders: Margie Menard and Mary Jo Russell

Next Meeting (Dates and Time): March 21, May 16 – 1:30pm-3:30pm