



PROFESSIONAL DEVELOPMENT WITH DEBORAH B. FORD

Technology in the Library: The What, the Why, and the How: Part 1

A Professional Development Workshop presented by Deborah B. Ford, Director of Library Outreach @ Junior Library Guild

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Websites

Web Resources for Educators <http://bit.ly/webresourcesforteachers>

JLG Symbaloo <http://bit.ly/JLGresources>

Using Technology in Management:

The Why: Reasons to Use Technology in Management

1. Raise money
2. Feature students or patrons
3. Staff development
4. Time saving
5. Ease of access

The How: Steps in Planning for Management

- Reason
- Determining length
- Writing the script
- Practicing the script/Testing the product
- Recording the podcast/screencast or final test of codes and surveys
- Uploading the product

The What: Tools for Management

1. Screencasting/podcasting

Ideas for using:

Screencast/Podcast Content

1. Classroom news/broadcasts
2. Tour of school/library
3. Interviews
4. Book reviews
5. How to's

6. Oral history
7. Weather reports
8. Sporting events
9. Class presentations
10. Absentee support
11. Flipped classrooms
12. Biography interviews in subject areas
13. STEM reports
14. Foreign language interviews/reports
15. Tips for parents
16. Commercials- band classes, chorus, upcoming events
17. Prepare substitute teachers
18. Audio tours of the library
19. Book reviews
20. Translations
21. Instructions or orientation
22. Troubleshooting

Screencasting:

A screencast is a digital movie with audio of your screen. You can make one of anything that your desktop shows.

Free sites let you create and host your videos, or you can save them to your hard drive and use them wherever you can post or send a file.

Resources

Kathy Schrock Screencasting <http://www.schrockguide.net/screencasting.html>

[Jing](#) - Take a picture of a video you are watching online or snapshots of what you see on the screen to create new presentations or even Tweet what you see.

[Ken Richardson's Chemistry Podcasts](#) - Now an important component of Ken Richardson's classroom; podcasts deliver his lessons.

[Screencastomatic](#) - One click screencasting software for free. Record up to 15 minutes and upload to You Tube. Internet-based.

[Screenr](#) - Create screencasts with this free web-based site.

Apps for Screencasting

Explain Everything

Educreations

ShowMe

ScreenChomp

Using Technology for Curation:

The What: Tools for Curation

1. Delicious
2. Evernote
3. Google Docs
4. **LiveBinders.com**
5. **Symbaloo**
6. Thinglink

The Why: Reasons to Use Technology in Curation

1. Time saving
2. Easy access
3. Marketing tool

The Where: Best Content Tools

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Ideas for using:

1. Reading websites
2. Research notes
3. Tool collection
4. Website homepage
5. Customize presentations

Using Technology for Marketing:

The What: Tools for Marketing

1. Voki
2. SMore

The Why: Reasons to Use Technology in Marketing

1. It works
2. Beyond bricks and mortar

Ideas for using:

1. Advertise an upcoming event
2. Generate interest in a display
3. Advocacy

Now What?

1. Name three ways you might use screencasting.
2. Identify which digital curator you will use. What's your first topic?
3. How will you use a tool for marketing? By the end of next week, email one to Deborah. dford@juniorlibraryguild.com



About the presenter:

Deborah B. Ford, JLG's Director of Library Outreach, is an award-winning library media specialist and international speaker with almost thirty years of experience as a classroom teacher and librarian in K–12 schools. She is the former District Resource Librarian for San Diego Unified School District, which serves over 180 schools. Traveling across North America, she does workshops, library coaching, and professional development for school and public libraries. She writes a weekly column for School Library Journal in Extra Helping, JLG's Booktalks to Go. She also maintains an award-winning coordinating online resource at LiveBinders.com. Contact her at dford@juniorlibraryguild.com. Follow her on Twitter [@jlgdeborahford](https://twitter.com/jlgdeborahford).