

Subject Area > Course	Vendor	Course #	Description
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Library Management > Advocacy & Outreach

DEVELOPING MOTIVATING MESSAGES FOR YOUR LIBRARY	LibraryU	LU_COM002	This course provides an interactive opportunity for any library staff member to develop a wide variety of messages for any program or service, targeted at the many audiences they want to reach. These messages may be for outreach opportunities, dealing with the media, press releases, flyers, or Board Meeting presentations. The course guides the learner through simple but powerful work sheets that aid in completing powerful, directed messages for your specific program/service and audience. Course Topics include: Analyzing your audience; Developing your message; Enhancing your message
WebJunction's Spanish Language Outreach	WJ	WJ_SLO	WebJunction's Spanish Language Outreach provides useful tips and tools for reaching out to Spanish speakers near your library in order to define and better meet their needs and, ultimately, to help them bridge the digital divide that separates them from the benefits of information technology. The course is filled with best practices, case studies, resources, and Web sites to support outreach. Learners create an action plan for building partnerships and implementing outreach activities to Spanish-speakers in their community. Learning Goals: By the end of this course, learners will be able to: Identify two benefits of reaching out to Spanish speakers to increase their access to library resources. Identify two challenges in reaching out to Spanish speakers to increase their access to public computers and technology resources. Define culture, how people learn it, and how it impacts their behavior and perceptions. identify five cultural differences between Anglo-American and Hispanic/Latino cultures. Develop an action plan to build strong community partnerships and collaborate with a Spanish-speaking community. Explain why community partnerships are essential to outreach. List four techniques for m

Library Management > Budget & Finance

Accounting Fundamentals	SkillSoft	SS_FIN0121	How does a business achieve and maintain profitability? An understanding and an accurate application of accounting practices are hallmarks of a successful and financially progressive business. Accounting is a distinct discipline, with its own standards and language. Understanding accounting procedures requires a prerequisite knowledge of certain principles, concepts, terms, and common accounting records. This practical course gives you the why's and how's to accurately conduct accounting activities. "Accounting Fundamentals" examines the theories of accounting, how to maintain accounting records, and how to generate financial statements. A business deals with many transactions in a single day, so it's important to keep up-to-date records of its finances.
Analyzing the Income Statement and Balance Sheet	SkillSoft	SS_FIN0253	This course examines the Income Statement and the Balance Sheet, their respective structures and relationships as they correlate to business activities, and introduces common methods of analysis when using these financial statements to measure a business's financial performance.
Basic Budgeting	UNT	UNT_Budgeting	This course will help you to understand the budget process and the components that make up a library's budget. This tutorial and its two companion courses (Understanding Budgets and Financial Management) will take the mystique out of budgeting and put you in control of the budget.
The Basics of Budgeting	SkillSoft	SS_FIN0152	Running a department without understanding the budget process is like driving a car without knowing how to steer. Every manager needs a basic understanding of how to plan, use, and monitor adherence to a budget. Addressing the needs of your own budget process will help you support the financial processes and goals of your organization as a whole. In this course, non-financial managers will learn the concepts and techniques vital to the budget process, including: forecasting revenue and expenses; choosing the best kind of budget strategy, and progressively measuring the success of your plan through the use of variance reports.
Creating and Analyzing an Operating Budget	SkillSoft	SS_FIN0161	Working without a well thought-out operating budget can be compared to playing Pin the Tail on the Donkey. Although a company might know the direction in which it wants or needs to go, without a budget it must simply feel around in the dark and hope it comes close to its target. Unfortunately, if a business uses this approach, it will eventually fall victim to cash flow problems that could result in its downfall. As many would agree, the budget process in any business can be challenging and time-consuming. However, for a business to survive long-term, it must have a clear view of its goals and its means of achieving those goals. A well-planned budget is just the tool to help steer your company in the right direction--your company will be able to make critical decisions based on current facts and reasonable forecasts. In this course, you will learn the key components of an operating budget and be able to create a budget that you can manage and control. You will also learn various techniques to analyze your financial information, address variances, and, as a consequence, improve your company's operational performance and profitability.
Financial Management	UNT	UNT_FinMgmt	There is a temptation to celebrate on the first day of the Fiscal Year... the budgeting cycle has finally ended, the budget has been passed, and it is time to spend the money. However, the budget process has not ended. The budget must be spent properly, the bills must be paid, and the budget must be monitored. There will be revisions to the budget before the fiscal year ends. This tutorial and its two companions (Basic Budgeting and Understanding Budgets) will take the mystique out of budgeting and put you in control of the budget. Financial Management covers handling of the budgeted funds after they have been approved and the fiscal year has begun.

Financial Risk Management	SkillSoft	SS_FIN0216	Do you like to take risks or do you prefer to avoid them? Do you only take a risk if you know you will be compensated for it in the end? Everyone is exposed to risk at some time—it is unavoidable. Having the proper tools to deal with risk can save you money and help you avoid financial hardship. This course familiarizes you with the strategies and products used to manage corporate risk. You will gain useful experience in risk management through a series of exercises and examples aimed at teaching various options that significantly reduce exposure to risk.
Introduction to Advanced Finance	SkillSoft	SS_FIN0211	Don't be intimidated by corporate finance and choosing appropriate investment projects. If you are a corporate manager faced with choosing between different investment projects, this course will be helpful. You will review Time Value of Money concepts, and learn how to choose corporate projects using accounting models and cash flow models.
Introduction to Auditing	SkillSoft	SS_FIN0231	Have you noticed that auditing is becoming an increasingly important business function? First and foremost, auditing is a way in which clients and businesses in a global marketplace are able to ensure quality, consistency, efficiency and reliable financial reports. This course will familiarize you with the basic terminologies, concepts, and approaches to performing a quality audit. You will develop your knowledge of what audits are, how they are conducted, how they are recorded, and how they are followed up. In addition, you will examine the basics of both internal and external audits and how they foster effective business processes.
Overview of Managerial Accounting	SkillSoft	SS_FIN0241	Managerial accounting is an activity that provides financial and nonfinancial information to business managers and other internal decision makers of an organization. This course examines how managerial accounting information is gathered, and how it is used by business professionals to make effective decisions. Lessons such as fundamentals of managerial accounting, cost accounting concept, and managerial accounting approaches will provide you with the concepts, procedures, and analytical skills you'll need to make informed decisions in today's complex business environment.
The Principles of Financial Management	SkillSoft	SS_FIN0151	Financial management is a key tool in controlling and directing the resources of any business organization. Managers—not only financial professionals but also managers whose responsibilities are largely non-financial—can use this tool to generate and analyze the financial information that is essential to decision making in business. Understanding the principles of financial management helps all managers, from line supervisors to senior executives, to use this tool more effectively to support the organization's goals. This course introduces non-financial managers to the principles of financial management. It explores the basic concepts of risk and return and the time value of money.
Principles of Financial Statements	SkillSoft	SS_FIN0251	This course presents an overview of the principles of financial statements, introducing the learner to critical concepts and terminology necessary for understanding the rules impacting the presentation of numbers on financial statements, and the cash cycle of financial management.
Understanding Budgets	UNT	UNT_UndBudgets	Budgeting is an intimidating process for most of us. We feel like the budget controls us, rather than our controlling the budget. This tutorial and its two companions (Basic Budgeting and Financial Management), will take the mystique out of budgeting and put you in control of the budget.

Library Management > Facilities Management

Keeping Your Library Looking Good	UNT	UNT_LibLookGood	In an ideal world, you would build a new library that is designed for easy maintenance. You would hire custodial staff who would know which products clean which surfaces. And, you would have staff and a clientele that appreciated the new library so much that they would take really good care of it. In the real world, we inherit some library buildings that were designed to win awards or were not originally designed as libraries. Our custodial staff is contract employees who clean the building during the night. We find graffiti on the restroom stalls, tar on the new carpet, water stains on the new furniture, and permanent markers used on the new marker board. Street people are sleeping on our new couches and in the bushes around the building; there are always paper towels on the floors of the restrooms; and the light bulbs in the bug-catching fixtures are constantly burned out. We were hired as librarians, but we sometimes feel like full-time janitors.
Asbestos Awareness	SkillSoft	SS_SAH0403	This one-hour course will provide you with information about the serious health hazards associated with exposure to asbestos. It will also address where asbestos is commonly found, how it can potentially affect you, and what you need to do to protect yourself and others from exposure. The content in this course is designed to comply with the intent of the applicable regulatory requirements. list the two agencies that have been principally responsible for generating regulations for asbestos control define terms associated with asbestos identify where asbestos-containing materials are commonly found in building materials list the requirements for signs and labels that identify asbestos exposure hazard areas identify illnesses related to asbestos exposure describe the medical surveillance program required by OSHA recognize circumstances in which personnel may be exposed to asbestos identify safety measures that protect against asbestos exposure

Confined Space Entry	SkillSoft	SS_SAH0414	This one-hour course covers information about confined spaces, hazardous atmospheres, necessary equipment, and permits. The intent of the course is to provide the learner with information about the hazards and hazard control methods that will permit safe work in enclosed work areas or confined spaces. recognize terms commonly associated with confined spaces distinguish the difference between permit-required confined spaces and non-permit required confined spaces identify hazards associated with confined spaces recognize signs and symptoms of overexposure identify equipment needed for confined space entry specify safe entry procedures for confined spaces recognize permits posted at points of entry to a confined space, and specify their purpose and use identify the duties and responsibilities of personnel involved with confined spaces
Defensive Driving	SkillSoft	SS_SAH0417	This one-hour course will provide simple defensive driving techniques to reduce your chances of being involved in a motor vehicle accident. The content in this course is designed to comply with the intent of the applicable regulatory requirements. define defensive driving recognize accident prevention methods identify the importance of seat belts describe the facts concerning the impact of "drinking and driving" identify vehicle safety measures on the job
Electrical Safety Awareness	SkillSoft	SS_SAH0419	An awareness level course that discusses how to work safely with electricity. It focuses on specific electrical hazards found in the workplace and methods to minimize or eliminate those hazards. The content in this course is designed to comply with the intent of the applicable regulatory requirements. recall basic rules of electricity as they relate to electrical safety identify actions to take in an electricity-related emergency recognize common electrical hazards describe methods to reduce or eliminate electrical hazards
Hand and Power Tool Safety	SkillSoft	SS_SAH0434	A variety of hand-held tools are used in the workplace. This course will provide an understanding of the potential hazards associated with the use of hand tools and power tools as well as the safety precautions required to prevent those hazards from occurring. Power tool hazards are addressed by the power source used: pneumatic, liquid fuel, hydraulic, or powder-actuated. The content in this course is designed to comply with the intent of the applicable regulatory requirements. identify general power tool safety precautions define the purpose and correct usage of guards specify what tools are equipped with safety switches identify specific hazards and control measures related to the use of electric tools identify specific hazards and control measures related to the use of power grinders identify specific hazards and control measures related to the use of pneumatic tools identify specific hazards and control measures related to the use of powder-actuated tools identify specific hazards and control measures related to the use of hydraulic jacks

Library Management > Friends & Trustees

Become an Effective Trustee	UNT	UNT_Trustee	"Become An Effective Trustee" was developed in conjunction with the Nebraska Library Commission, and was designed to support a newly-revised edition of the 2006 Nebraska Library Board Manual. One of the main targets for this course is the new trustee or board member, someone ready to begin their new trustee responsibilities but searching for more detailed information on what this job entails. This material does not assume that the new trustee has any particular level of experience with libraries, any advanced academic background or any specified educational level or special training. The consultants in this project felt strongly that new trustees should be encouraged to be pro-active (vs. reactive), interconnected with various aspects of the library and aware of the constant level of change within a library.
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Library Management > Funding

Grant Writing Basics	UNT	UNT_Grant	Grants are not just free money, but require an investment in planning, resources, commitment, and sustainability. Applying for a grant can seem like a daunting task. Certainly, there is work involved, but with the help of this tutorial, you will know the steps that are necessary and find that success is not as hard to attain as you might think. Grants also have added benefits for the library in addition to funding, such as valuable partnerships, resolved community needs, and increased community support. This tutorial will cover each phase in the grant writing and submission process: Prepare Focus on Library Priorities Develop the Grant Project Research Funders and Find Appropriate Grants Write the Grant Proposal Implement, Evaluate and Continue the Process
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Library Management > Marketing

KEEPING IT SIMPLE: DEVELOPING A MARKETING PLAN FOR YOUR LIBRARY	LibraryU	LU_MAR009	An effective library marketing plan can be crucial to ensuring the library remains a central and vibrant part of the community that is valued by both patrons and funders. This course provides you the knowledge and tools to: Understand what marketing a library entails Follow a clear, 7 step approach to marketing Create a marketing plan for the library Prepare quality collateral/print materials for the library Create a better level of communication with the media Develop partnerships that benefit the library
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MERCHANDISING THAT WORKS	LibraryU	LU_CUS003	<p>Don't throw out passion for your work yet! Everyone feels overwhelming public demand, having only strained resources to offer our communities. Merchandising That Works will inspire you to revitalize your approach to merchandising various collections, using simple to apply models suitable for 21st Century libraries. Experience a fun, professional way to get answers about merchandising without straining your budget. Learn how, when and why to display popular materials in a way that empowers customers.</p> <p>Learning Objectives: At the end of this training the participants will be able to:</p> <p>Understand the philosophy of using merchandising to "open up" their collection for better access for the 21st Century user.</p> <p>Identify 14 popular collections to merchandise with success.</p> <p>Identify and apply 6 simple design elements to create eye-catching displays</p> <p>Garner a higher visibility by promoting an Abundance Mentality despite a cash-strapped budget.</p> <p>Increase circulation with intuitive collection layout to promote self-directed use.</p> <p>Empower the browsing customer to save staff time.</p>
Retailing Methods and Techniques in Libraries	UNT		
Analyzing the Market	SkillSoft	SS_MKT0202	<p>This course will walk you through four crucial elements of analyzing your market. First, you'll learn to scan your environment, considering the economical, technological, social, and political impacts on your organization. Then you'll learn how market segmentation can assist you in developing products and marketing strategies. You'll be given a set of tools that can be utilized for developing and keeping your plans on track, and you'll become familiar with forecasting options that can provide you with the valuable information you need to make smart decisions.</p>
Creating a Marketing Campaign	SkillSoft	SS_MKT0206	<p>Your marketing plan has been approved! Now you need to get the job done. How you execute your plan is as crucial as the plan itself. In this course, you'll learn about tactical marketing tools needed to put your plan into gear and create your marketing mix. These include branding, packaging, promotions, publicity, advertising and merchandising.</p>
Competitive Factors in Strategic Marketing	SkillSoft	SS_MKT0203	<p>You've got a great idea for a new product or service for your organization, or a major enhancement for an existing one. Now you've got to present the case to the decision-makers to go forward. What kinds of topics should you include in your strategic marketing plan? In this course you'll learn exactly what to consider as you develop and present your plan, including market data and competitor capabilities. Then you'll want to plan out the target deadlines for each task required to make this plan happen. You'll find it all in this course.</p>
Delivering Your Message	SkillSoft	SS_COMM0302	<p>So, the presentation is prepared and practiced. Great. But this means nothing to the audience. When you stand there in front of them, all that matters to them is what you look like and what you say. This course is about delivering your message, and the techniques you need to do this. First of all, you have to make a positive first impression on your audience members by how and where you stand, by your appearance, and how you look at them. Then, you must lead your audience through your message, referencing what is important through the language you use, and the physical techniques you employ. Finally, the course shows what is needed to make a presentation really memorable, the 'wow' factor that outstanding presenters have, and how to achieve it.</p>
Elements of Marketing Strategy	SkillSoft	SS_MKT0201	<p>You want to develop a powerful, and well-documented marketing strategy in order to get your new product or service approved. This course is designed to give you a strong start in developing your marketing vision, direction, and ultimately a plan. You'll get an overview of the key factors encompassing the broad scope of strategic marketing. You'll be able to discuss cost structures and their influence on your marketing strategy. The impact of product life cycles on your markets is another focus. Methodology to achieve or increase profitability is another featured section of this course. Apply the best thinking and research techniques to the development of a superior market strategy plan to gain the backing you need to be successful.</p>
E-mail as a Marketing Tool	SkillSoft	SS_COMM0234	<p>How can you find new customers? How can you build stronger relationships with new and existing customers? How can you boost sales of your company's products and services? This course will provide you with useful strategies to help you incorporate electronic mail into your marketing approach. Learn how to communicate effectively with your customers through e-mail. You and your company will benefit from better customer relations and increased sales.</p>
Principles of Marketing: Fundamentals of Marketing	SkillSoft	SS_en_US_42401_ng	<p>Principles of Marketing: Fundamentals of Marketing offers the student an overview of the information required to identify key marketing terms, language, and concepts. The program details the elements of the marketing mix, the stages of the product life cycle, and the proper steps to implement the market segmentation process.</p>
The Online Branding Environment	SkillSoft	SS_MKT0222	<p>When a new marketing medium emerges, in this case, the Internet, marketers have to adapt. No matter how marketing savvy they may have been in the use of traditional media, such as newspapers, magazines, radio, and television, the Internet is a whole new world. In this course, marketers will be brought up to speed in the fast-paced world of online branding by a thorough examination of the e-marketplace and its customers. Learners will explore the difference between traditional brands and cyberbrands as well as discover how to use the Web's interactivity to build strong online brands. The course also examines how consumers adopt brands in the Web environment and how marketers build strong brand relationships with consumers. If online branding seems perilous to you now, with this course as a guide, you can be assured of smooth sailing and a successful transition of your brands to the online world.</p>

Writing a Marketing Plan: Phase 1	SkillSoft	SS_MKT0204	This course will define the marketing plan, types of plans and outline the purposes for using a marketing plan. You will then get started on writing the plan by establishing objectives and working on introductory elements. Then, you'll complete a situational analysis that evaluates the overall market, industry, internal and competitive factors pertinent to your product or service. Finally, you'll complete a SWOT analysis that will help you identify the strengths and weaknesses that will be critical to writing your plan.
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Library Management > Policies & Procedures

Copyright Basics for Libraries	UNT	UNT_CopyrightBasics	Copyright is a hot topic in libraries. While the library and academic communities once felt that they had a good grasp on legal and ethical use of protected materials, recent changes in law and important court cases, as well as aggressive legal actions, have put librarians on edge. Knowing what copyright entails and how to deal with the most basic copyright situations in a library can help a library avoid the more common copyright risks. This tutorial doesn't purport to cover every possible copyright situation in a library. Given the limited time frame, we will only discuss basics. However, with this foundation you will be able to better understand what you read regarding copyright and make decisions that are based on solid baseline information, not rumor or possibly erroneous "common knowledge." While copyright may not always be intuitive, it is current federal law. It isn't optional, and it isn't easy. Taking some time to read, discuss, and develop an understanding of the topic is essential to protecting yourself and your library from potential legal action. Best of luck on your first steps of this challenging, but interesting, journey.
Copyright Issues in the Classroom and School Library	UNT	UNT_CopyrightIssues	Copyright is a hot topic in schools and libraries. While the library and academic communities once felt that they had a good grasp on legal and ethical use of protected materials, recent changes in law and important court cases, as well as aggressive legal actions, have put librarians on edge. Knowing what copyright entails and how to deal with the most basic copyright situations in a library can help a library avoid the more common copyright risks. This tutorial doesn't purport to cover every possible copyright situation in a library. Given the limited time frame, we will only discuss basics. However, with this foundation you will be able to better understand what you read regarding copyright and make decisions that are based on solid baseline information, not rumor or possibly erroneous "common knowledge." While copyright may not always be intuitive, it is current federal law. It isn't optional, and it isn't easy. Taking some time to read, discuss, and develop an understanding of the topic is essential to protecting yourself and your library from potential legal action. Best of luck on your first steps of this challenging, but interesting, journey.
Gifts for Libraries: Be Careful What You Wish For	UNT	UNT_Gifts	From your own experience with gifts in a library, you may already be aware that there is both good news and bad news about gifts. The good news about gifts to libraries is that they are many. The bad news is that only a small percentage of what is offered or given is likely to be what the library really wants or need. This course will pay special attention to those gifts that are intended to become part of the "stock" of the library. It will also deal with the elements of a complete gift policy and discuss the political and public relations implications involved with gifts.

Library Management > Rural & Small Libraries

Rural Library Sustainability	WJ	WJ_Rural	This course is designed for any library staff seeking strategies for sustainability or for those who wish to facilitate the action planning process with their staff, library boards, or others in their rural community. Learning Goals for the Rural Library Sustainability online course include: Identifying seven areas of interest critical to sustaining public access computing in your library Understanding the value of using an action plan for implementing strategies and activities Creating an action plan for your library Successfully implementing an action plan and identifying indicators of success As a part of a national initiative, WebJunction's Rural Library Sustainability Program partnered with state libraries to provide workshops across the country that introduced seven areas key to sustaining public access computing. This course is based on the success of the workshop curriculum and the growing exchange of information, ideas, and expertise on WebJunction addressing these seven areas.
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