

# Best Strategies to Increase the Effectiveness and Impact of Your SCHOOL LIBRARY PROGRAM (Grade K-12)



A Unique One-Day Live Online Seminar Presented by

**Kristen Mattson**

Outstanding School Library Expert and National Presenter

Specifically Designed for School Librarians, Media Specialists,  
Library Aides, Resource Teachers, and Administrators  
Serving Grades K-12

**Discover the best strategies** to increase the effectiveness and impact of your school library program ... **Get your library program back on track in the post-pandemic school year**

**The latest trends to maximize and update** your curriculum ... Become the media and information leader your school needs

**Timesaving tips** that will increase your efficiency in responding to the diverse academic needs of students and school staff

Proven methods to transition your teaching and library presence that result in **greater student engagement and staff use**

## LIVE ONLINE SEMINARS

**November 3**

**9 AM Eastern**, 8 AM Central,  
7 AM Mountain, 6 AM Pacific

**November 9**

**9 AM Central**, 8 AM Mountain,  
7 AM Pacific, 10 AM Eastern

CEUs and Graduate Credit Available

See page 6 for details

### CAN'T ATTEND?

Order the recorded version  
and take the seminar online at  
your convenience (see page 6)

*"So much great  
content!"*

— KATHY SKRAUSE, LIBRARIAN

# Ten Key Benefits of Attending

*"Excellent program!"*

— JENNIFER LEMKE,  
SCHOOL LIBRARY MEDIA  
SPECIALIST



## Who Should Attend

School Librarians, Media Specialists, Library Aides, Resource Teachers, and Administrators Serving Grades K-12

### 1. Increase the Effectiveness of Your School Library Program: Meeting the Challenges of our Information Landscape

Learn how to make your library program more engaging and an essential part of the school ... Ways to position yourself and your library as a neutral information hub in a politically charged media landscape.

### 2. Explore the Latest Trends in School Libraries – What Are They and Do You Need Them in Your Library?

Makerspaces, coding, gaming, escape rooms, 3-D printers, STEM and STEAM activities are now in many libraries ... Find out if you need to invest time learning about them and spend money purchasing them

### 3. Position Yourself as a Leader in Digital Citizenship and Media Literacy

More teachers are recognizing the need for digital citizenship and media literacy lessons ... Help your staff through resources and teaching tips

### 4. Support Your Curriculum and Teach Information Literacy Skills at All Levels

Discover powerful literature to captivate students while introducing subject-area content and information literacy skills

### 5. Strengthen Your Students' Information Literacy Skills Using the National School Library Standards for Learners

Be sure that what you are teaching is relevant, reasonable and worth remembering by understanding the new standards from AASL

### 6. Utilize the Best Tech Tools that will Engage Your Students and Support Their Learning

Using technology does not have to be complicated ... Learn the best apps that will meet specific educational needs of your students and teachers

### 7. Increase Interest in and Usage of Your School Library

Making your library the "hub" of the school is easier than you think! Here's how! Develop a "Culture of Inquiry" throughout your school

### 8. Promote Independent Inquiry with Students at all Levels

We want our students to be good readers ... Find ways to get them in the library to learn and grow!

### 9. Engage Families and Stakeholders

Literacy is a team effort ... Learn practical ways to include parents and community members in your work

### 10. Receive an Extensive School Library Media Digital Resource Handbook

Leave the seminar with a comprehensive digital handbook that you will refer to in the days ahead to revisit ideas presented in this seminar ... These current ideas, strategies and materials will strengthen and enhance your school library program

# Outstanding Strategies You Can Use Immediately

## What You Will Learn ...

- **The best of the best ideas** for strengthening your entire school library media program ...  
Proven ways to reinvigorate and re-imagine your library program for the upcoming school year
- **Tips to save time and energy** so you are better able to work with students
- **The latest trends** in school library services that would be most meaningful for your students and will highly impact your students' learning
- **Dozens of ways to update your library** and make it more student-centered
- Proven ideas for **creating a culture of inquiry** for your school, beginning in the library
- **Tips for scheduling** to maximize student learning
- **Examples of lessons** based on National School Library Standards for Students
- Highly recommended **resources and help in deciding which ones apply** to your students' learning needs
- Ways to **use readily available data** to tell the story of your library
- How to **gain greater support** for your school library program
- **Exemplary library policies** that are inclusive, not exclusive
- Engaging methods to **attract student readers**
- Procedures that **make daily library practices flow**
- Innovative suggestions for **collaborating and co-teaching** across the content areas



*"Dr. Mattson was terrific! She is so knowledgeable and made this session go quickly."*

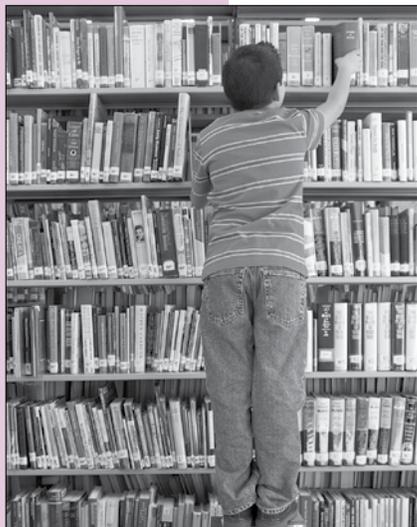
— ANN HAZLEY, LIBRARY MEDIA SPECIALIST

## Practical Ideas and Strategies

The role of the school library media specialist continues to evolve. Once thought of as mere "keepers of the books" or presenters of good stories, they are now called upon to be academic collaborative instructors with expertise in developing media and information literate digital citizens. In this timely and highly practical seminar, experienced school librarian **Kristen Mattson** will share how to use a highly effective, multi-faceted approach to librarianship. She will provide more than 100 innovative ideas, practical strategies and resources to increase the effectiveness and impact of your school library program. Kristen will share proven ways to better advocate for your school library to increase community and family partnerships. She will share proven ways to rethink collaborative projects and update library spaces to create a more future-ready, student-centered library environment. **You will leave this seminar with a plethora of practical, best practices for both the novice and the experienced librarian.**



# A Message From Seminar Leader, Kristen Mattson



## Uniquely Qualified Instructor

As an experienced school librarian, **Kristen Mattson** has had many opportunities to work with a wide range of students, teachers and librarians.

A sought-after conference presenter and on a variety of school library topics, Kristen encourages librarians to make libraries student-centered, collaborative environments where students are enabled to be strong readers and users of information. She is the author of *Best Strategies to Increase the Effectiveness and Impact of Your SCHOOL LIBRARY PROGRAM (Grades K-12)*, the extensive digital resource handbook each participant will receive at the seminar. Kristen's presentations are energizing, relevant, and equipped with a wealth of practical plans and resources ready for immediate implementation!

Dear Colleague:

Extensive research and anecdotal records indicate that quality school library programs significantly impact student achievement. I understand the importance of finding time to collaborate, plan, build a collection and meet the needs of teachers and learners in your school. I have had the opportunity to learn, share and study best practices in school libraries across the country.

My goal in this seminar is to provide you with time and space to examine your current practice and build on your successes. Examples of outstanding lessons, project-based unit ideas, and phenomenal resources will be presented. Our day will be filled with useful strategies and suggestions that will enable you to rethink your current practices, expand student-centered learning and enable you to effectively reach students, teachers and the entire learning community.

More than 100 strategies, resources and tips will be presented. I look forward sharing practical ways to help you get your school library program reinvigorated and ready for the upcoming school year.

Sincerely,

A handwritten signature in cursive script that reads "Kristen Mattson".

Kristen Mattson

P.S. This seminar will focus on **the best, most current, extremely practical and student-centered ideas** that you can begin using right away!

*"More than 100 strategies, resources and tips will be presented. I look forward to sharing practical ways to help you get your school library program reinvigorated and ready for the upcoming school year."*

# What Your Colleagues Say About Kristen Mattson

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*"Dr. Mattson **covered a wide span of topics and supplied a variety of high quality resources that I can put to use immediately!** Thank you for the time and thoughtfulness put into helping librarians stay relevant. It is not easy to keep up with all that is changing in our world, for teachers or students, and these resources and activities will help our students develop and practice the skills they need."* – Alyssa Eisner, School Library Media Specialist

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*"So many great resources and ready-to-use ideas! It will take me some time to digest all of it but **really has my mind thinking of new ways to work with students and faculty.**"* – Debbie Hubler, Library Media Specialist

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*"**SOOOO many resources!**"* – Jenna Moore, Media Specialist

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## About BER Seminars

### **Outstanding Instructors**

All programs are led by outstanding, top-rated BER national trainers.

### **Extensive Digital Resource Handbook**

You'll receive an extensive digital Resource Handbook full of practical strategies and resources.

### **Highly Interactive**

You'll be able to ask questions, consult with the instructor, and share ideas with other participants.

### **Program Guarantee**

As we have for 45 years, we guarantee the high quality of our programs. If you are not satisfied, we'll give you a 100% refund.

# Special Benefits of Attending



*"Funny, dynamic,  
relatable... Walking  
away with ideas  
I can implement  
tomorrow!"*

— ADAM DYCHE,  
HIGH SCHOOL TEACHER

## On-Site Training

Most BER seminars can be brought to your school or district in-person or online. See the options at [www.ber.org/onsite](http://www.ber.org/onsite) or call 877-857-8964 to speak to one of our On-Site Training Consultants.

## Extensive Digital Resource Handbook

Each participant will receive an extensive digital resource handbook specifically designed for this seminar. The handbook includes:

- Highly practical strategies
- Ideas for collaborating on media literacy, information literacy, and digital citizenship
- Information included on best practices, Future Ready Librarians, *AASL National School Library Standards*, ESSA, and advocacy
- Curricular resources you won't want to miss
- Pointers for engaging families and stakeholders

## Meet and Share

This seminar provides a wonderful opportunity for participants to meet and share ideas with other educators interested in increasing the effectiveness of their school library program.

## Consultation Available

Kristen Mattson will be available to answer your specific questions and the unique needs of your own program.

## Meet Inservice Requirements / Earn State CEUs

Participants of Live Online Seminars and those completing the Recorded Version online can receive a certificate of participation that may be used to verify five continuing education hours. For details about state CEUs available, visit [www.ber.org/ceus](http://www.ber.org/ceus)

## Earn One to Four Graduate Semester Credits



Up to four graduate level professional development credits are available with an additional fee and completion of follow up practicum activities. Details may be found at [www.ber.org/credit](http://www.ber.org/credit)

## Can't Attend?

### Other Professional Development Options:



#### Recorded Version of the Seminar

Order the recorded version of this seminar to take online at your convenience. You'll have access to the entire course and to the extensive digital resource handbook. To enroll, see the registration form on page 7, and for optional CEUs and graduate credit available, please visit [www.ber.org/credit](http://www.ber.org/credit)



#### Related On-Demand Online Courses

A related On Demand Video-Based Online Learning course, *MAKERSPACES: Creating Motivating, Engaging Work Spaces for Your Library, for Grades K-12*, and other library-related courses are available for immediate registration. To enroll, visit [www.ber.org/online](http://www.ber.org/online)

# Best Strategies to Increase the Effectiveness and Impact of Your SCHOOL LIBRARY PROGRAM (Grades K-12)

## Registration (BSZ3F1)

1. November 3, 2022 (Start time: 9 AM Eastern)
2. November 9, 2022 (Start time: 9 AM Central)  
— or —
3. I'd like to order the recorded version of this seminar

FIRST NAME \_\_\_\_\_ M.I. \_\_\_\_\_ LAST NAME \_\_\_\_\_

POSITION, SUBJECT TAUGHT \_\_\_\_\_ GRADE LEVEL \_\_\_\_\_

SEMINAR NUMBER: \_\_\_\_\_ (Please see list above)

*List additional registrants on a copy of this form*

SCHOOL NAME \_\_\_\_\_

SCHOOL MAILING ADDRESS \_\_\_\_\_

CITY & STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

SCHOOL PHONE NUMBER \_\_\_\_\_ HOME PHONE NUMBER \_\_\_\_\_

( ) ( )

**Registration confirmations and login details are sent via e-mail**

E-MAIL ADDRESS (REQUIRED FOR EACH REGISTRANT) \_\_\_\_\_

HOME MAILING ADDRESS \_\_\_\_\_

CITY & STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

**IMPORTANT – PRIORITY ID CODE: EBSZ3F1**

## METHOD OF PAYMENT – Team Discount Available

The registration fee is \$279 per person, for teams of three or more registering at the same time, the fee is \$259 per person. **Payment is due prior to the program.** No cash, please.

- A check (payable to **Bureau of Education & Research**) is attached
- A purchase order is attached, P.O. # \_\_\_\_\_  
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## FIVE EASY WAYS TO REGISTER:

 REGISTER ONLINE at: [www.ber.org](http://www.ber.org)

 EMAIL this form to: [register@ber.org](mailto:register@ber.org)

 PHONE toll-free: **1-800-735-3503**  
(Weekdays 5:30 am - 5:00 pm Pacific Time)

 FAX this form to: **1-425-453-1134**

 MAIL this form to: **Bureau of Education & Research**  
915 118th Avenue SE • PO Box 96068  
Bellevue, WA 98009-9668

## Program Hours

All **Live Online Seminars** are scheduled 9:00 AM – 3:30 PM in the time zone indicated. Check in 15 minutes prior. Registrants will be sent login information by email four days before their Live Online Seminar.

## Fee

The registration fee is \$279 per person, \$259 per person for groups of three or more registering at the same time. Call us at 1-800-735-3503 for groups of ten or more. **Payment is due prior to the program.**

Fee includes seminar registration, a certificate of participation and an extensive digital resource handbook. The fee is the same for Live Online Seminars or Recorded Seminars.

## Cancellation/Substitutions

100% of your paid registration fee will be refunded if you can't attend and notify us at least 10 days before the seminar. Late cancellations made prior to the event date will be refunded less a \$15 service fee. Substitutions may be made at any time without charge.

## Program Guarantee

We stand behind the high quality of our programs by providing the following unconditional guarantee: If you are not satisfied with this program, we'll give you a 100% refund of your registration fee.

## Further Questions

Call the Bureau of Education & Research (800) 735-3503 or visit us online at [www.ber.org](http://www.ber.org). The Bureau is North America's leading presenter of PD training for professional educators. Programs are based on sound research, are highly practical in content and consistently receive excellent evaluations.



BSZ3F1

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An outstanding one-day Live Online Seminar

Includes an extensive digital Resource Handbook

Can't Attend? Order the Recorded Version to access online at your convenience



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## Increase the Impact of Your SCHOOL LIBRARY PROGRAM FALL 2022

BSZ3F1

## Best Strategies to Increase the Effectiveness and Impact of Your SCHOOL LIBRARY PROGRAM (Grades K-12)



Bureau of Education & Research

Live Online Seminar  
or Recorded Version



A Unique One-Day Live Online Seminar  
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Presented by

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