

Report on CALL Webinar Series,
2010 – 2011

Liana Giovando
Webinar Subcommittee Chair

April 6th, 2011

Webinar Subcommittee Members for the 2010-2011 season:

Connie Crosby
Wendy Reynolds
Meris Bray
Liana Giovando

Eve Leung will be replacing Wendy Reynolds for the 2011-2012 season.

Sessions Delivered in 2010-2011

May 19, 2010: Getting Started with Online Conferencing - Speaker, Laura Quinn

Summary: A webinar on "Getting Started with Online Conferencing" was held May 19, 2010 as a kick-off to the series. The webinar was sponsored by CALL/ACBD. Members may watch the webinar by logging in and going to the "Webinars" sub-menu under Professional Development.

Participation: ~60

Feedback: Positive comments received during and after the webinar. A survey was not conducted.

August 26, 2010: The Elevator Speech: Justifying and Promoting our Libraries - Speaker, Farida Karim

Summary: "Google organizes the world's information and makes it universally accessible and useful." Every touch point of your brand creates an impression on your customer. But what is it? How do you corral your brand? How do you express it? Effective brands are defined succinctly and competitively in a single sentence. Your statement needs to express what is different about you and why it matters. It should be short enough to write on the back of a business card and definitive enough to describe the brand's purpose.

Participation: 26 calls connected. We estimate at least 10 more people were sharing lines.

Feedback: There was a higher level of interaction between participants and speaker in this webinar. Participants seemed engaged and enthusiastic. A survey was not conducted.

November 23, 2010: Cost-saving Measures in the Library - Speaker, Joan Rataic-Lang

Summary: Cost cutting measures in libraries include difficult decisions on hard costs as well as the more elusive costs of staff time, processes and procedures. Balancing requirements with expenditures is a constant challenge for anyone responsible for a budget, much less trying to accommodate a shrinking budget. This presentation will arm the listeners with best practices and insights gained from a former law librarian who oversaw a major cost cutting project in a law firm library.

Participation: 48 calls connected. We estimate at least 10 more people were sharing lines.

Feedback: We received extremely enthusiastic comments during the webinar in the chat, for example, "Joan is my hero. This was fabulous, timely, and practical"! Only 7 participants completed the survey but the comments were positive. Please find the complete survey results appended to the end of this document.

December 7, 2010: The Unified Theory of Everything (in Information Policy) - Speaker, Jacob Glick

Summary: A simple insight -- the policy debates in Canada over the last two years around net neutrality, Canadian content online, copyright reform, the digital TV transition, the future of local TV and anti-spam legislation are all reflections of a single technological and business transformation: the convergence of everything to the open internet. This convergence has led to unparalleled innovation, consumer choice and competition. Policy should seek to protect and promote the open internet rather than distort it to protect existing business models or technologies. Join us for a tour of "The Unified Theory of Everything (in Information Policy)" led by Jacob Glick, Google's Canada Policy Counsel.

Participation: 26 calls connected. We estimate at least 10 more people were sharing lines.

Feedback: Very few questions or comments during the presentation. 9 participants completed the survey. Comments were both negative and positive. Please find the complete survey results appended to the end of this document.

January 25, 2011: Next-Gen Integrated Library System - Speaker, Steve Lastres

Summary: The presentation begins with an overview of the benefits ROI of Next-Gen ILS solutions, which have a direct impact on delivering improved client services. Through case studies of various Next-Gen ILS features, including customizations and third-party integration solutions deployed at an AMLAW 100 law firm library, the presenter will show how technical services librarians can take a more proactive role as enablers of Knowledge Management and technology initiatives, resulting in improved

client services and more efficient utilization of library professionals and paraprofessionals. 1) Participants will better understand how next-gen Integrated Library System (ILS) features will maximize access to the library's print and electronic resources and enhance the patron experience. 2) Participants will be able to integrate next-gen functionality into their ILS systems to improve services, including content distribution, reference tracking, ILL and RFID circulation.

Participation: 54 calls connected. We estimate at least 29 more were sharing lines.

Feedback: 25 participants completed the survey with very positive comments. Please find the complete survey results in attached Excel document.

March 22, 2011: Classroom in the Cloud: Course Reserves Project at McGill University - Speaker, Maryvon Côté and Diane Koen

Summary: Following from Stephen Lastres' presentation, where he showed us the innovative use of his ILS to enhance Knowledge Management at Debevoise & Plimpton LLP, we present Maryvon Côté and Diane Koen from the McGill University Library. They will be presenting the virtual casebooks and course readings available to students through the Course Reserve module of the library catalogue. Leveraging features of Quicklaw, CanLii and HeinOnline, McGill students are able to access required readings without printing large volumes of paper.

Don't work at a university library? How can you adapt McGill's innovation to assist your clients with current awareness, in preparing client newsletters, or other applications which may arise?

Participation: 33 calls connected. We estimate at least 15 more were sharing lines.

Feedback: Only two people completed the survey online, not including the organizers. Two more submitted comments by email. There were good questions over the phone during the session but very little discussion via chat.

Earnings & Expenses Summary (Complete data is appended to the end of this document)

Series Package Registrants			Individual Session Registrants		
CALL Members	Cost	Total	Cost	Total	
	21	\$197.75	\$4,152.75	69	\$45.40 \$3,132.60
Non CALL Members	Cost	Total	Cost	Total	
	0	\$310.75	\$0.00	17	\$67.80 \$1,152.60
				Total Earnings	\$8,437.95

Total Costs =	\$2,954.04
Net Income =	\$5,483.91

Review and Recommendations

Overall this series has been very successful. We have received excellent feedback in survey responses, by email and in person. We have generated an income of nearly \$5,500. Attendance was higher for sessions that focused on more practical issues such as cost saving and Integrated Library Systems. These sessions also generated the most buzz. The committee will be mindful of that in future planning.

Technology (ReadyTalk):

Our online conferencing service, ReadyTalk, has proven easy to use, functions without ‘glitches’ and is affordable. It meets our needs in that we are able promote our events with announcements and send invitations generated from the service. We are able to host the desired number of participants, allow for multiple speakers and conduct ‘test runs’. Finally the service allows us to download a copy of the sessions held as an mp3 (audio) file, ppt (visual) and/or mp4 (audio & visual). The drawbacks are; 1) that the discussions held in the chat box are not shared with everyone participating in the webinar, and 2) that the listeners are not taken directly to the survey to complete when the session ends. We should be able to work out a solution to the surveys by using Survey Monkey or working with ReadyTalk support to fix the problem. We decided to continue using ReadyTalk but will review it again in the future.

Committee member roles:

We decided on the following committee member roles in order to delegate responsibilities among the committee members;

Communications – responsible for promoting and reporting on past sessions. Including collecting session descriptions, course objectives and speaker bios once a session has been confirmed.

Planning – responsible for contacting speakers and arranging times for sessions.

Technology/speaker assistant – responsible for preparing speakers for their presentation by confirming sessions close to the date, providing them with ReadyTalk tutorial videos and letting them know what to expect. Also responsible for conducting a test run with the speaker using ReadyTalk.

Treasurer – recording costs and earnings.

Stipends for speakers:

We would like to offer a stipend to speakers who are not members of CALL. The typical amount would be \$200-\$300 but would vary depending on the speaker.

Promotion:

We have a written review and summary of each session that can be used to promote the series. We hope to coordinate with CALL Newsletter editors to publish summaries. We also plan to have posters and promotional material for the CALL booth at the annual conference.

Assistance from the CALL National Office:

Our committee discussed the possibility of the CALL National Office taking on a bigger role in the series. In preparation for the annual conference the CALL head office assists the Special Interest Group chairs by managing the speaker agreements, arrangements for travel, accommodation, etc. We propose that the CALL office take over more of the admin roles of this committee. The Webinar Committee members will still be responsible for deciding on topics and contacting speakers for Webinars. Once the speakers are confirmed, the CALL office will manage the speaker agreements, ensure speakers are given Webinar software tutorials and are prepared for the peculiar issues involved with delivering a webinar. For example, speaking to a group that you can't see or hear, no automation in power point slides, using webinar software tools to enhance the session, etc.

Looking forward:

We aim to have the calendar for 2011-2012 confirmed by April 30th (that day might be delayed if we do not get a quick response back from the CALL exec regarding stipends for speakers. We are waiting on that response before we contact speakers). We will plan on 5-6 sessions. Tentatively the calendar is set out as follows;

- June (Michel Gamache Yahoo Pipes/Slicing and Dicing RSS – How to build a service of focused news for a practice group)
- September (Peter de Jager or Michael Geist)
- November (LexisNexis Webinar or Collaborative Tools – Connie/ Kathy Sullivan)
- January (E-Books – Follow-up from CALL 2011 presentation - answering questions that may have been resolved since the presentation.)
- March (Peter de Jager or Michael Geist)

We also discussed the idea of embedding mini CALL Webinar Series materials into the physical CALL conference in 2012. We want to take advantage of the fact that many people will be running around with iPhones,, iPads, Blackberries and other handheld devices and make conference content that they can access in between sessions, from their rooms when they are resting or out on a walk exploring the city! These could be available from the CALL website or (in a world where we have an unlimited budget...) as an iPhone/BB application. Some ideas we have had so far are;

- Renegade pod casting during the conference – reviews on the run!
- Polls; what was your favourite session so far? Where was the best food? What is the number one emerging issue in your library, ie mobile devices, digital content, etc.? The CALL Conference bag: Who wore it better?

Brainstorming for 2011-2012:

Title	Description	Speaker	Proposed By	Date
Cloud Computing/Outsourcing		someone from Sidney or Google	Wendy/Liana	
SharePoint: Learning to Speak SharePoint	Library, List, Page, Site... What does it all mean!!	Allison Caldon	Liana/Wendy/Connie	
Yahoo Pipes/Slicing and Dicing RSS	How to build a focused news service for practice groups	Michel Gamache	Connie/Wendy	June 2011
No Name	No Description	Michael Geist	Connie	September 2011 or March 2012
No Name	(Peter contacted Liz on Jan 31 st about possible speaking engagement but his fee is more than we could afford. We thought we might inquire as to his fee for a Webinar only)	Peter de Jager	Wendy	September 2011 or March 2012
Collaboration Tools		Connie Crosby/ Kathy Sullivan	Connie	November 2011
E-Books – follow up from CALL presentation	answering questions that might be left over from the conference.	Wendy?	Wendy/Connie?	January 2012
Canadian Bar Association	What they do, What is their role in the life of a lawyer.			
Is the Conference Dead?			Wendy	
Leg Research; Tips and Tricks		Rick Sage/Natalie Lenorard	Wendy/Meris	
Learning from other organizations	Partnering with another organization to talk about what they are doing, their area of expertise, ie. The Canadian Bar Association, CVHL, BIAL, etc. What are the issues they are dealing with? What solutions have they developed? What can we learn from them?		Connie	
Building an RFP: How do identify your needs		Paul Berry & Deirdre Grimes (Info. Management Office at the Legislature)	Wendy/Meris	
one-hour webinar offered by a LexisNexis representative for which we will not charge registration fees.	The CALL executive has offered LexisNexis a webinar in appreciation of their sponsorship.	?	?	This must go in the 2011-2012 Calendar...

* In addition to this table, there are a great deal of topic suggestions in the survey results from past webinars.

CALL Webinar Series 2010-2011

EXPENSES

Event	Audio	Participants	Units (minutes)	Price	Tax	Total
	Date and Time					
*Getting Started with Online Conferencing - Speaker, Laura Quinn	19-May-10 *					\$659.20
unknown	8/16/2010 8:42 AM MDT					\$0.00
Test run with Farida Karim	8/20/2010 11:51 AM MDT	8	308	\$0.049	\$2.05	\$17.14
unknown	8/26/2010 7:39 AM MDT					\$0.00
The Elevator Speech: Justifying and Promoting our Libraries - Speaker, Farida Karim	8/26/2010 10:37 AM MDT	26	1623	\$0.049	\$10.82	\$90.35
Test run with Jacob Glick	11/9/2010 7:41 AM MST	3	55	\$0.049	\$0.35	\$3.05
Test run with Joan Rataic-Lang	11/16/2010 8:50 AM MST	2	43	\$0.049	0.27	\$2.38
unknown	11/19/2010 12:27 PM MDT	1	4	\$0.049	0.03	\$0.23
unknown	11/19/2010 12:32 PM MDT	1	4	\$0.049	0.03	\$0.23
unknown	11/23/2010 9:39 AM MST	2	18	\$0.049	0.11	\$0.99
Cost-saving Measures in the Library - Speaker, Joan Rataic-Lang	11/23/2010 10:28 AM MDT	48	3,822	\$0.049	24.16	\$211.44
The Unified Theory of Everything (in Information Policy) - Speaker, Jacob Glick	12/7/2010 10:32 AM MST	26	1,802	\$0.049	11.39	\$99.69
unknown	1/20/2011 10:48 AM MST	1	3	\$0.049	0.02	\$0.17
Test run with Steve Lastres	1/20/2011 10:51 AM MST	3	69	\$0.049	0.52	\$3.90
unknown				\$0.049		\$0.00
Next-Gen Integrated Library System - Speaker, Steve Lastres	1/25/2011 10:26 AM MST	54	4,811	\$0.049	36.54	\$272.28
Test run with Wendy Reynolds	3/2/2011 1:24 PM MST	3	69	\$0.049	0.52	\$3.90
Test run with Maryvon & Karen	3/8/2011 1:19 PM MST	3	35	\$0.049	0.27	\$1.99
unknown	3/22/2011 10:27 AM MDT	1	2	\$0.049	0.02	\$0.12
Classroom in the Cloud: Course Reserves Project at McGill University - Speaker, Maryvon Côté and Diane Koen	3/22/2011 10:33 AM MDT	33	2227	\$0.049	16.91	\$126.03
					SUM	\$1,493.07

* Our first webinar was done by contract with Idealware for \$400 + \$0.06/person/minute.

CALL Webinar Series 2010-2011

EXPENSES

Event	Web				
	Date and Time	Participants	Units (minutes)	Price	Total
*Getting Started with Online Conferencing - Speaker, Laura Quinn					
unknown	8/16/2010 8:42 AM MDT	1	3	\$0.10	\$0.30
Test run with Farida Karim	8/20/2010 11:52 AM MDT	7	293	\$0.10	\$29.30
unknown	8/26/2010 7:39 AM MDT	2	51	\$0.10	\$5.10
The Elevator Speech: Justifying and Promoting our Libraries - Speaker, Farida Karim	8/26/2010 10:37 AM MDT	29	1591	\$0.10	\$159.10
Test run with Jacob Glick	11/9/2010 7:42 AM MST	3	51	\$0.10	\$5.10
Test run with Joan Rataic-Lang	11/16/2010 8:51 AM MST	2	41	\$0.10	\$4.10
unknown	11/19/2010 12:23 PM MST	2	9	\$0.10	\$0.90
unknown				\$0.10	\$0.00
unknown				\$0.10	\$0.00
Cost-saving Measures in the Library - Speaker, Joan Rataic-Lang	11/23/2010 10:28 AM MST	49	3887	\$0.10	\$388.70
The Unified Theory of Everything (in Information Policy) - Speaker, Jacob Glick	12/7/2010 10:32 AM MST	26	1704	\$0.10	\$170.40
unknown				\$0.10	\$0.00
Test run with Steve Lastres	1/20/2011 10:43 AM MST	7	95	\$0.10	\$9.50
unknown	1/25/2011 8:39 AM MST	1	5	\$0.10	\$0.50
Next-Gen Integrated Library System - Speaker, Steve Lastres	1/25/2011 10:30 AM MST	60	4950	\$0.10	\$495.00
Test run with Wendy Reynolds	3/2/2011 1:27 PM MST	3	65	\$0.10	\$6.50
Test run with Maryvon & Karen	3/8/2011 1:29 PM MST	4	23	\$0.10	\$2.30
unknown					
Classroom in the Cloud: Course Reserves Project at McGill University - Speaker, Maryvon Côté and Diane Koen	3/22/2011 10:48 AM MDT	35	1890	\$0.10	\$189.00
				SUM	\$1,465.80

* Our first webinar was done by contract with Idealware for \$400 + \$0.06/person/minute.

CALL Webinar Series 2010-2011

EXPENSES

Event	Recording Hosting				Total Cost	
	Days	Units	Price	Total		
*Getting Started with Online Conferencing - Speaker, Laura Quinn			\$0.20		\$659.20	
unknown			\$0.20		\$0.30	
Test run with Farida Karim	12	38	\$0.20	\$2.94	\$49.38	
unknown			\$0.20		\$5.10	
The Elevator Speech: Justifying and Promoting our Libraries - Speaker, Farida Karim	6	54	\$0.20	\$2.09	\$251.54	
Test run with Jacob Glick			\$0.20		\$8.15	
Test run with Joan Rataic-Lang			\$0.20		\$6.48	
unknown			\$0.20		\$1.13	
unknown			\$0.20		\$0.23	
unknown			\$0.20		\$0.99	
Cost-saving Measures in the Library - Speaker, Joan Rataic-Lang	1	82	\$0.20	\$0.55	\$600.69	
The Unified Theory of Everything (in Information Policy) - Speaker, Jacob Glick	0	80	\$0.20	\$0.00	\$270.09	
unknown			\$0.20		\$0.17	
Test run with Steve Lastres			\$0.20		\$13.40	
unknown			\$0.20		\$0.50	
Next-Gen Integrated Library System - Speaker, Steve Lastres	0	109	\$0.20	\$0.00	\$767.28	
Test run with Wendy Reynolds			\$0.20			
Test run with Maryvon & Karen			\$0.20		\$4.29	
unknown					\$0.12	
Classroom in the Cloud: Course Reserves Project at McGill University - Speaker, Maryvon Côté and Diane Koen	0	90	\$0.20	\$0.00	\$315.03	
			SUM	\$5.58	SUM	\$2,954.04

* Our first webinar was done by contract with Idealware for \$400 + \$0.06/person/minute.

CALL Webinar Series 2010-2011

EARNINGS

Series Package Registrants			Individual Session Registrants			
CALL Members	Cost	Total	Cost	Total		
	21	\$197.75	\$4,152.75	69	\$45.40	\$3,132.60
Non CALL Members	Cost	Total	Cost	Total		
	0	\$310.75	\$0.00	17	\$67.80	\$1,152.60
				Total Earnings	\$8,437.95	

Total Costs =	\$2,954.04
Net Income =	\$5,483.91