

## TLA Learns: Self-Paced Learning User Services Courses

- \$19/video \$69/bundle
- <https://vimeo.com/ondemand/tauserservices1>

Title	Description	Instructors	Event	Time
<b>Data Driven Communications at the Library</b>	The San Antonio Public Library (SAPL) has focused on targeted email communication tactics, especially as we recover from augmented services due to the COVID-19 pandemic. We also utilize customer data to engage with patrons directly about library locations under renovation or slated for renovation. SAPL is working to stay in touch with our patrons, make meaningful connections and be intentional with our communications.	Hilda Ringel, OrangeBoy  Scott Williams, San Antonio Public Library  Jessica Zurita, San Antonio Public Library	Summit 2022	56 minutes
<b>Improving Teen Mental Health with Co-Designed and VR</b>	The pandemic has had a significant impact on mental health and altered the ways libraries can create partnerships. The Fayette Public Library, Seattle Public Library, D.C. Public Library, Howard University interns, and local teens partnered to leverage virtual reality (VR) and co-design to create VR experiences that positively impact teen mental health. Teens in urban and rural communities worked virtually and in person to co-design VR experiences for the IMLS funded Caring for Teen Mental Health Project.	Allison MacKenzie, Fayette Public Library, Museum & Archives	Summit 2022	42 minutes
<b>Working 9-5: Preparing Teens to Make a Living</b>	Libraries are perfectly poised to support and prepare youth for the workforce by creating programs that develop marketable skills and increase employability. Learn how to enhance your youth services programs to equip these patrons with the information	Christina Taylor and Maria Freed, TSLAC	Summit 2022	35 minutes

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	they need to obtain employment and adapt successfully in a shifting labor market.			
<b>Teaching the Boring to the Uninterested</b>	Community College library seminars must appeal to diverse ages, including Dual Credit and Early College high schoolers. Central Texas College Librarians created a way to keep students focused by using video segments, lively music, and keyword images in animated gifs. The method has proven successful in seminar retention.	Cynthia Oser, Central Texas College	Summit 2022	42 minutes
<b>How to Be the Promotion Manager of Your Library!</b>	Your school community doesn't know what the library has to offer if you don't show them! Learn strategies to get students and staff excited about the library and focused on literacy. Turn reluctant readers into enthusiastic readers and make everyone want to be in the library.	Liz Fambrough and Brandye Roland, Brazosport ISD	TLA 2021	49:15
<b>#MoreThanBooks: Scalable Outreach Programming</b>	Take in-library programming on the go! Discover successful tabletop activities that take five minutes or less, such as littleBits Spin Art and musical instruments, which work well at fast-paced events like open houses. Learn how to connect with community partners to offer longer classes, such as Bullet Journaling and digital literacy. Leave knowing how to empower staff to be flexible, capitalize on staff talents and interests, and utilize supplies you already own.	Rachel Yzaguirre, Plano Public Library	TLA 2021	33:24

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<p><b>Estamos para servirle! Harnessing the Value of Bilingual Communities</b></p>	<p>Transform your library into an essential component in building a campus wide bilingual, bi-literate, and bi-cultural environment. Bilingual librarians offer a framework focused on selection, best practices, and developing social programs and community engagement.</p>	<p>Daniela Guardiola, Pflugerville ISD  Ro Menendez, Mesquite ISD  Randi Sather, Austin ISD  Carolyn Slavin, Leander ISD</p>	<p>TLA 2021</p>	<p>23:14</p>
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