

Best Strategies to Increase the Effectiveness and Impact of Your SCHOOL LIBRARY PROGRAM



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 ... **Proven ways to talk about critical issues around AI literacy, media literacy, and digital citizenship**

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

Ideas, resources, and strategies for teaching AI Literacy to both staff and students

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

LIVE ONLINE SEMINARS

October 30

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

November 4

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

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. Position Yourself as a Leader in Information Literacy

Become a recognized expert in information literacy and show teachers, parents, and administrators how you can help their students succeed

2. Revamp Your Research Programs

Learn new ways to get students and staff excited about research, and create a culture of inquiry in your school

3. Explore the Best of the Best Ready-to-Use Resources

Get your hands on the latest resources and technologies, and learn how to use them to enhance your library program

4. Extend Your Reach and Increase the Learning

Embrace instructional partnerships to reach more students and make your library instruction really stick

5. Collaborate and Connect With Other Participants

Share ideas and best practices with other school librarians, and build a network of colleagues who can support you in your work

6. Strategies and Tools for Teaching Information and Media Literacy Skills in all Content Areas

Help students develop the skills they need to be successful in school and beyond

7. Understand the Latest Technologies, Including AI

Stay ahead of the curve and learn how to use new technologies to support your library program

8. Promote Independent Inquiry With Students at all Levels

Help students develop their critical thinking skills and become lifelong learners

9. Engage Families and Stakeholders

Build relationships with parents and community members, and show them how the library can benefit their children

10. Receive an Extensive School Library Media Digital Resource Handbook

Leave the seminar with a comprehensive digital handbook that you can use to reference new ideas and resources

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 reimagine your library program for the upcoming school year
- Examples of **lessons aligned with the AASL Standards Framework for Learners**
- Proven ideas for **creating a culture of inquiry** in your school, beginning in the library
- **Innovative strategies for collaborating and co-teaching** across the content areas
- **Highly recommended resources** and help in deciding which ones apply to your students' learning needs
- Ways to **extend your information literacy lessons to include artificial intelligence** and related topics
- **The latest trends in school library services** that would be most meaningful for your students and will highly impact student learning
- The best **professional development resources** to help you continue your learning after the seminar
- **Important tips for promoting yourself and your program** and advocating for a seat at the decision making table
- **Passive programming ideas** that increase student learning
- **The latest and greatest instructional resources** that everyone is talking about



"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 dozens of 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*, 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.

Dozens of 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.

Sincerely,

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!

"Dozens of 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

*"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

*"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

"SOOOO many resources!"

– Jenna Moore, Media Specialist

"Dr. Mattson brought solid research, hands-on examples and relevant sources to help me develop and implement a digital citizenship program for our school library."

– Catherine Hickinbotham, Librarian



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 48 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 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*, 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 for consultation regarding your 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

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

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 90-day access to the entire course and to the extensive digital resource handbook. To enroll, see registration form on page 7, and for optional CEUs and graduate credit, please visit 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

Best Strategies to Increase the Effectiveness and Impact of Your SCHOOL LIBRARY PROGRAM

Registration (BSZ6F1)

- ☐ 1. **October 30, 2025** (Start time: 9 AM Central)
- ☐ 2. **November 4, 2025** (Start time: 9 AM Eastern)
- 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: EBSZ6F1

METHOD OF PAYMENT – Team Discount Available

The registration fee is \$295 per person, for teams of three or more registering at the same time, the fee is \$275 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. # _____
(Be sure to include priority ID code on the P.O.)
- Cards accepted: MasterCard, VISA, Discover, AMEX

Account # _____ Exp. Date: _____ MO/YR

Billing Zip Code: _____ 3 Digit CVV Code: _____
(Found on back of card)

Please print name as it appears on card

FIVE EASY WAYS TO REGISTER:


 **SCAN QR code or visit:**
at.ber.org/regBSZ



@ **EMAIL this form to:** **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 \$295 per person, \$275 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**



BSZ6F1

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Includes an extensive digital Resource Handbook

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Live Online Seminar
or Recorded Version



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