

Are you working or would like to work in the library sector?

Are you working in library that is planning to adopt digital solutions and digitalise its collection?

Are you a university student studying library studies?



If the answer to at least one of these questions is yes, the BIBLIO courses might be for you!



COURSES FOR LIBRARY PROFESSIONALS



AVALIABLE PROFILES:

- Community Engagement and Communication Officer (CECO)

or

Digital Transformation
 Facilitator (DIGY)

REGISTER NOW!























BIBLIO specialisation courses offer:

- advanced knowledge and skills related to 38 digital and transversal competences
- a unique learning opportunity for professionals working in libraries and students pursuing a career in the library sector from Italy, Bulgaria, Greece, and Latvia
- a modular design of educational material and course curricula for flexible and personalized learning pathways
- blended and work-based learning and hands-on experience in libraries
- self-paced and flexible weekly schedule that can be combined with work and study
- continuous support from trainers and mentors for achieving the best learning results
- two tailor-made curricula in line with EQF and ECVET

Priority criteria:

The courses are open to anyone interested in digitalisation of libraries and working or studying in a related field. Since places are limited, priority will be given to those participants who:

- have successfully joined and completed the BIBLIO MOOC course;
- are already in contact with a local library where they could be hosted during the Work-based learning phase;
- present a valid project idea. Further details will be given in the application form.

Selected modules can be skipped (prior previous acceptance) based on the capacity of the participant to provide certificate/diploma that proves an equal number of study hours for each module as it is described in the course curriculum. Professional experience will be also taken into consideration by evaluating the professional experience described in the CV provided.

KEY INFORMATIONS:

COURSE DURATION:

February – October 2022 Blended Course and Work-based learning

COURSE VENUE:

Online and onsite in Bulgaria, Greece, Italy, and Latvia

The course consists of:

20h of face-to-face workshops
160h of online classes and self-study
40h of project-based learning
20h of assessment
165h of work-based learning

COURSE LANGUAGE:

Bulgarian, Latvian, Greek or Italian (depending on your country of residence)

COURSE COST:

The cost of the course is free

CERTIFICATE:

Certificate of completion aligned with ECVET upon:

1. submission of all assignments

2. completion of the online assessment with 75%

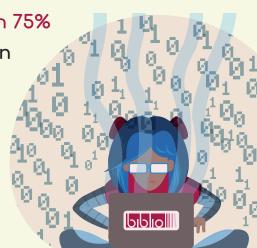
3. project submitted and positive evaluation

from tutor and

4. completion of work-based scenario

DEADLINE FOR REGISTRATION:

21st January 2022



Which profile should I choose?

- The Community Engagement and Communication Officer (CECO) assesses community needs and sets priorities for outreach services. They work with communities and engages people outside the library walls through various channels. The specialization course on this profile covers 17 digital and 18 entrepreneurial and transversal competences.
- The Digital Transformation Facilitator (DIGY) supports the library team in the transition to the digital era. They provide technical support to colleagues as the library adopts new digital tools. They can use online collaboration tools and platforms, design and/ or select content, and also supports the cataloguing, archiving and digitisation of books and documents, and the curation of digital resources and collections. The specialization course on this profile covers 16 digital and 12 entrepreneurial and transversal competences.



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If you would like to specialise as Community Engagement and Communication Officer, read on. Below you will find the course description for this profile.



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Digital competences

- · Introduction to digitization
- Browsing, valuing, searching, and filtering trusted data, information, and digital content
- Identifying and evaluating fake data, information, and digital content
- Managing data, information, and digital content
- Interacting through digital technologies (online meetings)
- Collaboration and sharing through digital technologies
- Digital citizenship
- Netiquette
- Managing digital identity
- Digital tools and digital content development
- Copyright legislation
- Basic principles of data safety and security
- Protecting data and content
- Protecting personal data and privacy
- User support (Identifying needs and responses)
- Problem/ crisis management
- Competency management

Entrepreneurial and transversal competences

- Spotting opportunities
- · Valuing ideas
- Development of sustainable digital services
- · Design thinking
- Motivation & perseverance (mobilizing others)
- Mobilizing resources
- Marketing and promotion
- Advocacy
- Sales development
- Fundraising and Crowdsourcing
- Project management
- Strategic thinking (Business plan development)
- Relationship management
- Change management (Change support)
- Time management
- Taking the initiative
- Learning through experience





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Module title	Introduction to digitization
Module description	This training module aims to provide basic knowledge of digitization referring to processes for creating and managing digital resources. Approaches to hardware and software technologies and job-based learning are planned.
Learning objectives	 Knowledge of digital library architecture software; Managing XML language for metadata and coding; Use of the technique of Semantic Web Use of Open Data; Discovery tools and features related to Web services;
Module title	Browsing, valuing, searching, and filtering trusted data, in- formation, and digital content
Module description	This training module aims to provide knowledge about search engine tools, platforms, sources.
Learning objectives	 Provide learners with knowledge on how to browse, value, search, and filter data; Develop skills to identify the sources; Develop skills to examine the information and the digital content;
Module title	Identifying and evaluating fake data, information, and digital content
Module description	The aim of this module is to provide the capacity to review sources and content for disinformation, fake news or biases before sharing it online with users or colleagues.
Learning objectives	 Provide learners with knowledge about methods and technologies for organizing information; Develop practical skills for assessing the quality of content; Develop technical skills for sharing warning fake data, trusted data, and information;
Module title	Managing data, information, and digital content
Module description	Training module on management of databases and analysis of user behaviour and use of digitised resources.
Learning objectives	 Effective methods of managing and preservation of digital content Technologies regarding data, information and digital content management Freely use and interpret open data of digital resources and collections Analysis of user behaviour Risk of data loss or corruption



Module title	Interacting through digital technologies (Online meetings)
Module description	Providing students with knowledge and skills to work in a digital environment and successful interaction with digital technologies.
Learning objectives	 Developing practical skills for optimal use of new digital devices in the library and for the community; Development of technical skills for the use of new IT equipment for digitalization and for the production of new digital content, supporting the work of the library; Ability to use different types of platforms and apps for online meetings;
Module title	Collaboration and sharing through digital technologies (basic knowledge)
Module description	The module will provide learners with knowledge and skills for aware collaborating and interacting using online tools, as well as scheduling and hosting online meetings.
Learning objectives	 Provide learners with knowledge about online aware collaboration concepts Develop skills for learners to use most common online collaboration tools
Module title	Digital citizenship
Module description	The aim of the module is to provide learners with knowledge and skills for conscious digital "engagement" achieved through the competent use of digital technologies. Learners will develop skills related to a confident and positive attitude to active and effective participation in society, creating and consuming digital content.
Learning objectives	 Providing learners with knowledge of online collaboration concepts Developing practical skills of learners using online collaboration tools Acquisition of critical skills for media literacy of analysis, evaluation, understanding and creation, as well as for creation, participation, cultural transformation, commitment to diversity, listening and intercultural research. Accumulation and upgrading of knowledge in the concept of the "new literate structure" (media, informational and digital) literacy to help communities participate and contribute to the development of the global knowledge society;
Module title	Netiquette
Module description	The aim of this training module is to develop knowledge to contribute to professional practice and guide others in practicing good netiquette.
Learning objectives	 Distinguishing between good and poor netiquette practices; Managing frustrating or rude online interactions in a professional way; Taking actions if there are constant issues with specific online users;



Module title	Managing digital identity
Module description	The module will provide learners with knowledge how to manage reputation and protect digital identity of individuals and organizations
Learning objectives	 Provide learners with knowledge about types of digital identity for individuals and organizations; Provide learners with knowledge and skills to set digital identity in most common applications: government services; online platforms; social networks; Provide learners with knowledge how to manage reputation and protect your digital identity;
Module title	Digital tools and digital content development
Module description	Training module on how to develop, edit and manage digital content to use in the library's communication activities and promote reuse in new and innovative ways.
Learning objectives	Developing, editing and managing digital content;Reusing existing digital content;Publishing, storing and sharing digital content.
Module title	Copyright legislation
Module description	Training module on how to adapt digital content in accordance with copyright legislation, Creative Commons, legal aspects of repository, intellectual property right issues and open access strategies to use in the library activities.
Learning objectives	 Develop understanding and practical skills of copyrights and Creative Commons licenses Develop understanding and practical skills of intellectual property rights issues Develop understanding and practical skills of open access strategies in the library context
Module title	Basic Principles of data safety and security
Module description	The purpose of the module is to introduce learners to main security risks, help to identify and solve them for everyday work needs and introduce main online tools for security risk minimizing
Learning objectives	 Provide learners with knowledge about main security risks types; Provide learners with practical skills to identify and prevent security risks; Provide learners with knowledge about most common online tools and management strategies to avoid and minimize security risks



Module title	Protecting data and content
Module description	The purpose of the module is to provide with in-depth knowledge of data and information safety and security strategies development and protection at the libraries. As well as practical experience to identify and analyse safety and security risks and problem solutions
Learning objectives	 To form an advanced level of understanding of information safety and security at libraries and to align information security activities with libraries overall strategy and business needs; Lead and support colleagues and customers on safety and security of data and information at the libraries;
Module title	Protecting personal data and privacy
Module description	Training module providing knowledge about the protection of personal data that is essential for anyone who handles personal information as part of their job. Module will cover data protection legislation and how organisations are required to handle personal data, including procedures for collecting, storing, and sharing personal data.
Learning objectives	 Provide learners with knowledge about personal data protection principles and legislation; Develop practical skills to design organizations personal data protection policies and data register; Develop technical skills for safe storage, processing and exchange of personal data;
Module title	User support (Identifying needs and responses)
Module description	How to identify existing and emerging technological user needs and suggest digital solutions to address new needs.
Learning objectives	 Identifying and describing existing and emerging technological user needs; Communications of possible solutions using digital tools and different communication channels; Suggesting training materials and procedures for user's support;
Module title	Problem/Crisis Management
Module description	To provide leadership of the problem/ crisis management process. Schedule and ensure well trained human resources, tools, and diagnostic equipment to meet emergency incidents.
Learning objectives	 Describing principles and methods of problem/crisis solving Troubleshooting processes and procedures Application and availability of problem diagnostic tools Library security incident management and recovery The link between system infrastructure elements and impact of failure on related business processes



Module title	Competency Management
Module description	Identification of library community digital competence gaps and finding relevant training initiatives.
Learning objectives	 Using European Digital Competences Framework of Citizens (Digicomp); Identifying where training may be needed for themselves and the wider library community; Finding appropriate training initiatives;
Module title	Spotting opportunities
Module description	Training module on how to use imagination and abilities to identify opportunities for creating value.
Learning objectives	 Identifying opportunities to create value by exploring the social, cultural, and economic situation; Identifying needs and challenges that need to be met; Establishing new connections and bring together scattered elements to create opportunities to create value;
Module title	Valuing ideas
Module description	Training modules on how to make the most of ideas and op- portunities
Learning objectives	 Developing several ideas and opportunities to create value, including better solutions to existing and new challenges; Combining knowledge and resources to achieve valuable effects; Identify suitable ways of making the most out of the value created;
Module title	Development of sustainable digital services
Module description	The aim of this module is to define the strategy of development of sustainable digital services and provide input into the business strategy to ensure that sustainability is considered and incorporated.
Learning objectives	 Assessing the consequences of ideas that bring value on the target community, society, and the environment; Choosing the course of action for sustainable long term social, cultural, and economic goals; Analysing the prospects and impacts in social and financial sustainability of ICT projects, developments, services, and operations;
Module title	Design Thinking
Module description	Training module on the design thinking process and experience with various tools and methods
Learning objectives	 Principles and mindsets that underpin theories, concepts and processes; Identify the relationship between design thinking, innovation and entrepreneurship and the value of innovation to organizations, economies and society; Design thinking through a set of tools and methods that can be used to shape and improve offered services

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DESCRIPTION OF THE MODULES

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Motivation & perseverance (mobilizing others)

Module description

The aim of this module is to present knowledge about the nature and process of motivation, commitment and perseverance in work and learning. The module covers the basic understanding of the nature of motivation and perseverance and the practices and approaches for developing skills for sustainable self-efficacy, setting appropriate goals, adapting to success and failure, self-assessment and self-regulation, inspiring and engaging others in professional and learning environment. The practical purpose of the training is to develop understanding and practical skills for:

- Building internal motivation and determination to act and inspire different stakeholders to cooperate;
- Patience and perseverance in seeking support to achieve long-term individual and group goals;
- Demonstrate effective communication; persuasion methods, negotiation and leadership;
- Implement effective strategies to promote and maintain a positive attitude in yourself and others;

Learning objectives

- Providing learners with knowledge about the nature, principles and features of the motivational process and the psychology of human behaviour and perseverance in work and learning;
- Developing practical skills for creating a plan for engaging and accepting change in the community and managing intrinsic motivation, social interactions, the way of thinking about change and creating habits for perseverance, regardless of the results achieved;
- Using effective strategies to motivate employees and stakeholders to create value and manage stress and emotions, positive motivation and perseverance, healthy relationships, critical and creative thinking and identity, responsibility and perseverance;
- Designing effective social media campaigns to mobilize people for different values and value-added causes;

Module title

Mobilizing recourses

Module description

Training module on how to get and manage necessary resources to develop value creating activity.

- Getting and managing the material, non-material and digital resources needed to turn ideas into action;
- Making the most of limited resources;
- Getting and managing the competences needed at any stage;





Module title	Marketing and promotion
Module description	The aim of this training module is how to build a marketing strategy and develop clear meaningful objectives for the marketing plan. Select appropriate tools and set budget targets for the channels adopted. Monitor, analyse and enhance the marketing activities in an ongoing manner.
Learning objectives	 Defining marketing and its basic components Assessing the effectiveness of the various marketing and promotion approaches; Identifying types of data useful in making marketing and promotion choices; Planning a coherent strategy using the most effective means available; Data protection and privacy issues involved in the implementation of the marketing strategy;
Module title	Advocacy
Module description	Training module on what advocacy is and why it is important. How to develop and execute an advocacy plan on behalf of a public library.
Learning objectives	 Defining advocacy and lobbying and gaining basic knowledge of their possible strategies Influencing the decision-making process Using of tools and strategies for conducting advocacy on behalf of their libraries
Module title	Sales Development
Module description	Training module on how to review and implement appropriate sales strategy to deliver organization goals. Determine and allocate targets to address market conditions
Learning objectives	 Identifying different sales approaches; Identifying appropriate sales channels and customer needs; Evaluating the strengths and the weakness of potential competitors;
Module title	Fundraising and Crowdsourcing
Module description	The aim of this module is to provide with the knowledge about the ways and opportunities for Fundraising and crowdsourcing
Learning objectives	 Provide learners with knowledge on opportunities for Fundraising and crowdsourcing; Develop skills to identify new resources;

Module title Project Management

Module description

Training module introducing learners to development and management of project plans and schedules, to achieve goals and quality projects.

Learning objectives

- Project design and management structured;
- Identify project activities and goals;
- Evaluate priorities and plan timeline;
- Evaluate activity related resources and optimize them;
- Evaluate and mitigate project risks;
- Apply digital tools for project management;

Module title Strategic thinking. Business plan development

Module description

Training module on how to provide with the knowledge about setting strategic goals and creating business plan, incl. risk and opportunities

- Provide learners with knowledge to define strategic goals and to create a business plan
- Develop practical skills to make winning business plans for optimal use of new digital devices in the library and for the community;
- Develop technical skills for use of new IT facilities for digitalization and for producing of new digital content, supporting the library work;





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Relationship management

Module description

The aim of this module is to present knowledge about the essence of relationship management in work and study. It aims to create skills on how to achieve leadership in a complex relationship with many stakeholders, incl. authorizing investments where necessary, and how to create organizational awareness on all important library topics and causes through a multidisciplinary approach.

The main practical goal of the training is to develop understanding and practical skills for:

- Creating positive business relationships in a diverse environment, according to all stakeholders, to develop the multidisciplinary cooperation of the team;
- Maintaining effective communication with colleagues, consumers, local communities, suppliers, partners, management structures and competitors, demonstrating empathy for their different contexts and perspectives;
- Demonstrating guarantees to meet and respond to the various needs, concerns, or complaints of stakeholders in accordance with organizational policy;

Learning objectives

- turn contacts into users and partners, and stakeholders into corporate citizenship and library mission ambassadors through strong communication and coordination skills;
- send the right messages to the right customers and win loyal customers by creating unique user experiences and building long-term relationships of trust and value
- sell more, faster and more successfully services and reputation, offering realistic expectations in support of the development of mutual trust, incl. by organizing training of users and staff;
- manage communication through an effective multidisciplinary team, analytical and technological skills in order to transform, integrate and engage with corporate social responsibility policy;
- communicate good and bad news to avoid surprises and develop empathy in an environment with many stakeholders, incl. local municipalities, NGOs, etc.

Module title

Change Management (Change Support)

Module description

This module provides further knowledge on how to build a change management strategy and develop clear meaningful objectives for the library services. At the end of the module, the learner will be able to select appropriate tools and set budget targets for the channels adopted, monitor and enhance the marketing activities in an ongoing manner.

- Understanding the change support process
- Analysing the change support level based on the needs of the organization and the customer
- Using change management tools and techniques



Module title

Time management

Module description

Training module on how to make a plan effectively to meet professional and personal goals. Recognize and overcome barriers to manage the time successfully using time management (project management) tools and techniques efficiently.

Learning objectives

- Methods that can be used to increase your motivation, your concentration and focus ability, as well as how to stimulate your brain properly to get maximum results out of the tasks
- Using time management (project management) tools and techniques to boost productivity of the organization
- Provide technical support to colleagues: create user accounts, customize settings, and provide tips for using time management tools in practice

Module title Taking the Initiative

Module description

The training module aims to provide knowledge and skills to take action on new ideas and opportunities to add value to new or existing endeavors, incl. in a digital environment. The main goal of the training is to develop understanding and practical skills for:

- initiating processes that create value in a digital communication environment
- taking on challenges and habits for initiative in a working digital environment
- independent actions for setting and achieving goals, innovations and optimizations, within the implementation of planned and new tasks in a digital environment

- effectively delegate tasks and responsibilities in the IT environment
- initiate value creation activities alone and with a team in a virtual environment
- motivate others to take the initiative in solving problems and creating value in a digital environment





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Learning through experience

Module description

To present the change in a person's behaviour as a result of the practical application of the conclusions made from the analysis of his personal experience. In experiential learning, knowledge is formed through the transformation of experience.

Learning objectives

- Ability to reflect on knowledge, critically analyze and sift through the useful and important things that need to be remembered;
- Understanding the application of what has been learned in acquiring new knowledge;
- Developing transferable competencies and the ability to articulate them, to help them transition to professional life
- Skills to discuss and share their own experience, describing what happened, analyzing it, followed by "processing" of available information about the experience gained during the lesson.
- Attitude to participate in a lesson based on experience, by presenting a problem situation, by participating in role-playing games, case studies, etc.
- Skills to formulate conclusions, form principles and direction of action so that these principles can be applied in real life;
- Skills to summarize information in the form of: "I learned", "When I find myself in a situation where I will say or do..." because it will help me to ...".
- The application of the acquired knowledge depends on the participant himself and the trainer cannot control new situations and the application of the newly acquired knowledge.

Module title

Risk management

Module description

The training module will provide knowledge to ensure leadership in libraries in defining and implementing risk management policy, taking into account all possible constraints, including technical, economic and political issues:

- Basic theories of risk management;
- Acquaintance with the peculiarities of this type of risk management;
- Skills for selection and application of the respective digital tools in case of risk situations in the library management;
- Forming in students an understanding of the nature and principles of risk management;
- Mastering the ways to effectively resolve conflict situations using the appropriate digital tools.

- Implementing risk analysis and offering the necessary technical support for successful risk management
- Decision-making when the result of this decision is uncertain, when the available information is partial or unclear or when there is a risk of unforeseen results and proposing new technological solutions
- Outlining a risk management plan for quickly and flexibly dealing with rapidly changing situations through the relevant digital tools and acquiring the necessary skills to work with them

Which profile should I choose?

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- The Digital Transformation Facilitator (DIGY) supports the library team in the transition to the digital era. They provide technical support to colleagues as the library adopts new digital tools. They can use online collaboration tools and platforms, design and/ or select content, and also supports the cataloguing, archiving and digitisation of books and documents, and the curation of digital resources and collections. The specialization course on this profile covers 16 digital and 12 entrepreneurial and transversal competences.

