



Dear ALA-APA Librarian,

This year, the American Society for Training & Development (ASTD) is launching an initiative to introduce its Employee Learning Week (ELW) awareness campaign to libraries across the country, for both library staff and patrons. The purpose of Employee Learning Week is to highlight the importance of learning and skills development for individuals and organizations.

The ELW campaign culminates with an annual recognition week, which will take place December 8 – 12, 2008. To help you promote and recognize the importance of professional and career development, ASTD has created this toolkit and provided support materials on the Employee Learning Week website ([www.employeelearningweek.org](http://www.employeelearningweek.org)), which can be downloaded from the Materials section. The materials available include posters to use in your library, shelf talkers, and lapel buttons.

Your library can become a “Champion of Learning”! If you decide to participate in the Employee Learning Week campaign, please tell ASTD about it by emailing information to: [elw@astd.org](mailto:elw@astd.org). Include photos of your events or copies of the materials you used in your library, and ASTD may post them as best practices on the Employee Learning Week website.

Thank you for your participation!



### **Why is Employee Learning Week Important?**

By participating in the campaign, your library can shine the spotlight on the value of learning and skills development for employees, and how organizations can benefit from having a highly skilled workforce.

### **Who should participate in Employee Learning Week?**

All libraries are encouraged to participate by highlighting professional development programs for library staff and career resources for patrons.

### **Where can Employee Learning Week happen?**

Any location will work. Libraries can recognize Employee Learning Week in their community by showcasing professional development programs, holding events or special meetings, or by communicating with library staff and patrons about how to build their skills and develop their careers. .

**Start Planning Now!** To help your library plan for Employee Learning Week 2008, please find the following materials in the Employee Learning Week for Libraries toolkit:

- E-postcards
- Shelf talkers
- Posters to display in your library
- Lapel buttons

And, you can find more information, including downloadable logos and web banners, on the ELW site: [www.employeelearningweek.org](http://www.employeelearningweek.org). Click on the "Materials" link on the left.



**Ways to Celebrate Employee Learning Week at Your Library:**

1. Showcase professional development, management, and career development books in your library during the week.
2. Organize a free program featuring a career coach to provide tips to patrons on increasing their skills and marketability in today's job market.
3. Promote continuing education for all library staff and patrons.
4. Communicate learning and development tips to members of your staff each day of the week.
5. Host a professional development program with a local university or community college.
6. Create a business book club for patrons.
7. Bring in local authors to conduct a workshop for patrons and staff.