Teaching With Technology

Teacher DPPD Day #1

Pickford Public Schools
August 25, 2014
Barb Fardell
Manager, Educational Technology
Teaching with technology can deepen student learning by supporting instructional objectives. However, it can be challenging to select the “best” tech tools while not losing sight of your goals for student learning.
Tech Tools Covered Today

- Michigan eLibrary
- Michigan Online Resources for Educators
- Tools for Distance Learning
- Some extras you may find helpful
Michigan eLibrary 2014

NEW and IMPROVED!
“New” MeL

- MeL Homepage
- Discovery Service
- Header and Footer
- Information Boxes
- MeL Databases
- MeL Gateways
- Contact/Help/Promotions

New MeL Resources
- New Business Resources – Added June 2013
- New Early Literacy Resources – Added Fall 2013
- LearningExpress Library 3.0
“Old” MeL
New MeL Home Page
Discovery Service Search Box
Doing a **Search** in MeL

[Image of the Michigan eLibrary website showing a search for books, articles, and more with the term "online marketing" entered into the search bar.]

**About MeL**

The Michigan eLibrary provides all Michigan residents with free on-demand access to online full-text articles, full-text books, digital images, and other valuable research information. [Learn more about MeL >>](#)
Search Results

Search: online marketing

Results 1 - 25 of 1002707 for online marketing

Refine by:
- MeLCat (4080)
- Articles & eResources (99618)
- Peer Reviewed
- Found in MeLCat
- Title (1137)
- Subject (282)
- Author (1)
- Format
  - Books/Magazines/EBooks (844396)
  - News (122199)
  - Reports (8657)
  - Electronic Resources (4089)
  - Reviews (4520)
- Language
  - English (722100)
  - Undetermined (265474)
  - Spanish (235939)
  - Portuguese (195)
  - Catalan (101)
- Subject
  - Company Marketing Practices
  - Company Business Management
  - Marketing Trend/Market Analysis
  - Electronic Commerce
  - Internet Marketing

Gamification: from the arcade to the bank: a new marketing trend is to add video game elements to online customer interaction with financial institutions
Kastner, Nick
ONE OF THE HOTTEST BUZZWORDS IN MARKETING AT THE MOMENT is "gamification." In this art... more

Effectiveness of Online Marketing Campaigns [electronic resource]: An Investigation into Online Multichannel and Search Engine Advertising / by Sebastian Klapdor
Klapdor, Sebastian
Computer files | 2013
2 Libraries have this title

Valerie Reavis is part of Linkup Marketing, an online and social media marketing specialist focusing on search engine marketing, salon email marketing programs and social media marketing for salons and spas.
www.linkupmarketing.com
Valerie Reavis is part of Linkup Marketing, an online and social media marketing spec... more

The small business online marketing handbook: converting online conversations to offline sales / Annie Tsai
Tsai, Annie. 1979-
Computer files | 2013
3 Libraries have this title
MeL’s Info Boxes

About MeL

The Michigan eLibrary provides all Michigan residents with free on-demand access to online full-text articles, full-text books, digital images, and other valuable research information. [Learn more about MeL >>](#)
MeL Promotions & Training

Find tools and training to promote and get the best use out of Michigan eLibrary databases, gateway resources, Michigana, and M.O.R.E. (Michigan Online Resources for Educators). Locate bookmarks, posters, flyers, user guides, table tents, webinars—all organized by vendor. On the left side of this page locate the materials and training opportunities for MeL’s many eResources. Arrangement is by vendor name, MeL component or by type of training.

To find which vendor provides a database, click on "More" in the description for each eResource or this database list.

The Library of Michigan contracts with or features the following vendors for content and/or services for the Michigan eLibrary.
2014 Overview of MeL
MeL Promotions Gateway: Training Opportunities

Promotions Gateway
Promotions > *Training Videos & Webinars

**BusinessDecision Webinars** Open to Michigan teachers, MiSBTDC staff and clients, and other organizations in the state. Researchers and... More

**CultureGrams** Two minute video that describes CultureGrams. Contains information on all U countries. Concise, reliable country reports! More

**CultureGrams Training Video** Explains a set of CultureGrams. Review questions for each set of videos. More

**eLibrary** Two minute video that describes eLibrary. Homework-helper correlated to teaching and learning. Contains newspapers, magazines, books, More

**eLibrary -- Training Video** Shows how to use extra tools and features. More

**eLibrary Elementary** Two minute video that describes eLibrary Elementary, a resource type available in eLibrary that looks through 300 magazines, 200 encyclopedias, and... More

**LearningExpress Product Training Webinar Series** Become familiar with LearningExpress and Job & Career Accelerator features and use. Free registration is required. More

**MCLS MeL Databases Training** Archived free MeL databases online classes for Michigan school and library staff. Classes are eligible for free SCECHs for K-12 staff and Library of Michigan More

**MeL Gale eResources Webinars** Lists web trainings on the resources and services specifically available to Michigan libraries, schools, and residents. Includes upcoming webinars, recordings More

**MeLCat Training** Online classes and in-person trainings are listed and scheduled on the MCLS workshop registration system. https://members.mcls.org/workshops/ Any MeLCat library More

**Opposing Viewpoints in Context Training Video** Short video explaining how to begin searching and navigating the home page and tools. More

**ProQuest iThink Interactive Research Tutor** Watch this interactive video to learn how to do research to get the best information for a paper, project or report. This is information literacy More

**ProQuest K-12/Student Resources** Contains links to quick start guides, free Web training sessions, recorded videos, PowerPoints and more to help you stay current on the Michigan ProQuest resources. More
## MeL Databases

### Academic OneFile
- Description: College/University. Full text. PREMIER source for peer-reviewed articles from the world's leading journals and reference sources. Extensive coverage of the physical sciences, technology, medicine, social sciences, the arts, theology, literature.
- More: [More...](#)

### Biography and Genealogy Master Index
- Description: Genealogy/History. Index only. Current, readily available reference sources, as well as the most important retrospective works that cover individuals, both living and deceased, from every field of activity and from all areas of the world. Bibliographic.
- More: [More...](#)

### BookFlix™
- Description: Grades PreK - 5. An interactive experience that allows beginning readers to explore fiction and non-fiction designed to increase understanding and fluency. Increase comprehension and have fun at the same time! Michigan residents or Michigan.
- More: [More...](#)

### Books & Authors
- Description: General interest, Reading advice. Titles, biographies, communities, reviews, recommendations, and updates for over 146,000 titles and 54,000 authors. Thousands of read-alikes and award winners, and librarian's favorites lists. Michigan.
- More: [More...](#)

### Business Insights: Global
- Description: Business. Mostly full text. Combines an international perspective and sophisticated research tools with convenient access to a range of comprehensive learning materials. Using case studies, statistical data sources, news articles, academic.
- More: [More...](#)
MeL Databases (cont.)

**BusinessDecision** - Comprehensive business-to-consumer market data. Company profiles, product/brand information with investment reports, rankings and market share data allow users to better penetrate the consumer marketplace. Click "more" for user tools. More

**ChiltonLibrary.com** - General interest. Full text. Authoritative car/truck repair information. Year, make, and model combinations from 1940 to the present. Videos, photos, wiring diagrams, diagnostics, and maintenance specifications. Michigan residents or Michigan More...

**Computer Database** - General interest. Full text. Computer-related product introductions, news, and reviews in areas such as hardware, software, electronics, engineering, communications and the application of technology. Results may be viewed by subject, document More...

**CultureGrams** - High School +. Full text. Links users to all CultureGrams editions, including World, Kids, Canadian Provinces, and States material. Includes unlimited printing rights, along with exclusive online features: worldwide photo gallery; slideshows. More...

**DemographicsNow: Business & People** - Business. Researchers and entrepreneurs are provided with comprehensive business and demographic information valuable to assess business viability, create sales leads and marketing mailing lists, complete location analyses and business plans. More...

**Early World of Learning** - Grades PreK-5. Follow Trek and Taffy the cat around the world learning about colors, numbers and other fun things. Strengthen reading foundations with stories, activities and videos. Explore the Know It encyclopedia designed especially for More...

**eBook Collection** - General interest. Full text. Over 20,000 eBooks available on all topics. Michigan residents or Michigan library access only. Not library users ALERT—the collection has changed its name to eBooks. This product is now owned by EBSCO. Along with More...

MeL Gateway “Globes”
MeL’s New Kids Portal

Are you out fishin' for some fun ways to learn online? Look what we have for you! Good stuff for school, funny poems, silly songs, books to read or listen to, Michigan facts, and lots of other cool info. It's all here! Jump (or hop) on in, the learning is great!

Click here for a fun surprise!
A purple frog? A yellow fish?
Color us any way you wish!
Make us fun by adding lots of color, stripes and polka-dots.

“Brookie”
MeL Michigana

- Agriculture
- Archaeology
- Arts & Architecture
- Associations and Organizations
- Business
- Cities and Villages
- Government
- History
- Industry
- Libraries & Archives
- Maps & Atlases
- Military
- Museums
- Nautical
- Newspapers
- People
- Travel & Transport

**Black Abolitionist Archive**  Black Abolitionist Archive offers speeches of people, and newspaper editorials about civil and political rights of the slaves in the nineteen [More...]

**Collections of the Henry Ford**  Digital collections housed at the Henry Ford Museum in Dearborn Michigan. [More...]

**Early Detroit Images from the Burton Historical Collection**  Detroit Public Library's digital database of 19th century and pre-1922 photographs of Detroit illustrate the social and cultural history [More...]

**Governing Michigan**  The online depository of the Library of Michigan. [More...]
MeL Teens

MeL TEENS
Life moves fast! Between school, sports, work, and socializing there’s not much time left for researching information. Luckily, we have done the research for you. Quickly locate homework help, good reads, college information, and other issues that impact your life.

HOMEWORK HELP
Bring the teacher home with you. Select tutorials and reliable research resources to help complete your homework assignments.

LIFE HAPPENS
Life is confusing, sometimes you just need advice. Locate reliable resources on personal issues and career planning.

READING ZONE
Take your reading with you. Select full length eBooks, comics, tapes, and audio books. Read anywhere.

COLLEGE BOUND
Select, prepare and pay for college. Locate the best pre-planning college guides, practice exams, and scholarships here.
MeL Teens: HomeworkHelp - Math

HomeworkHelp

Bring the teacher home with you. Select tutorials and reliable research resources to help complete your homework assignments.

- English
- Math
- Science
- Social Studies/History

[Website Link] Biographies of Women Mathematicians: Biographical essays and comments on women mathematicians. Part of an on-going project at Agnes Scott College. More...

[Website Link] Discovery Education: Web Math: Free step-by-step solutions to math problems. Type in your problem to see the solution. More...

[Website Link] Famous Mathematicians A to Z: Biographies of famous mathematicians featuring, quick-facts, bust-known-for facts and photographs. More...

[Website Link] GCF Learn Free - Math: Review basic math used in everyday life, such as addition, subtraction, decimals and counting change. Additional resources... More...

[Website Link] Graphing Calculator: Free online graphing calculator. More...
Contact MeL

If you have a MeLCat-related issue, please contact the library you are using to borrow MeLCat books. These staff members are in the best position to assist you. We do not have access to your library records or MeLCat borrowing history. You may use the Interactive Library Directory to find most libraries in the state of Michigan.

Find Your Local Library

If you have a MeL question regarding administrative matters such as statistics, MeL history, etc., please visit Michigan.gov/mel or contact administrative staff members.

For Library Staff Only
MeL Help

MeL is the Michigan eLibrary, an anywhere, anytime library for Michigan residents. Here you can find specific help for the main areas of MeL and a Frequently Asked Questions section (below) for general information about MeL.

- MeL Databases
- MeLCat
- MeL Michigan
- MeL Gateways and Featured Resources

We also have help for:
- MeL Multisearch

Frequently Asked Questions

Why can’t I order audiovisual materials from MeLCat?
There has been a policy change that affects libraries who do not participate in sharing audiovisual materials. View the policy here.

If I use my driver’s license to access a MeL database, will the Department of Motor Vehicles be able to locate me over some old parking tickets?
No. The database that MeL uses to verify Michigan residency does not link to your actual driving record or license information. Here's more about logging in.

How do I know which database to use?
Some database titles are self-explanatory such as Health and Wellness Resource Center, but many databases cover more than one topic. You can read through the column of topics covered at the MeL Databases page, use the specific help page for MeL Databases, or ask your local librarian for help.

Why can’t I order books from MeLCat?
Not all libraries in Michigan participate in MeLCat and the project is in a growth phase. In time, many more of Michigan’s libraries will participate in MeLCat. Check if your library participates in MeLCat.

I’m a librarian who wants to know more about MeL. Can you direct me to more technical information?
About MeL

Mission Statement

Administered by the Library of Michigan in partnership with Michigan's libraries of all types, the Michigan eLibrary (http://mel.org) will provide all Michigan residents with free access to online full-text articles, full-text books, digital images, and other valuable research information at any time via the Internet, and provide an easy-to-use interlibrary loan system to allow Michigan residents to borrow books and other library materials for free from participating Michigan libraries.

Collection Development Strategy

Read our strategy for developing MeL here. The strategy statement clarifies for the public, Michigan libraries and MeL staff the methodology used for selecting resources as well as the responsibility for the collections. MeL consists of a suite of subscription databases, a shared statewide catalog, portals including curricular-based resources and Michigan history collections, and selected best Web sites for kids, teens, business, jobs, government, health, legal, and books and literacy which includes library and information science.

MeL Usage Statistics

2009 current statistics from the Library of Michigan and the Midwest Collaborative for Library Services for the MeL homepage and gateways, the databases and MeLCat.

What We Do

MeL is the Michigan eLibrary, a 24/7 online library for Michigan residents.

- Databases allow you instant access to full-text articles from tens of thousands of magazines and newspapers. Databases are available for kids, adults, and on specialized topics such as car repair and practice tests.
- MeLCat allows you to order books, audio books, music, movies and other materials and have them delivered to your participating library. View a video to familiarize yourself with MeLCat.
- MeL Gateways include specialized resources such as those in health, business and areas for kids and teens.
- MORE: Michigan Online Resources for Educators allows teachers and parents to find curricular based resources searchable by subject and aligned to the Common Core and state standards.
MeL Business Gateway

Business Gateway

Business Economics and Theory Collection

- With a strong emphasis on titles covered in the EconLit database, this collection provides academic journals and magazines focusing on topics in economics. Perfect More...

Business Insights: Global

- Business. Mostly full text. Combines an international perspective and sophisticated research tools with convenient access to a range of comprehensive learning materials. More...

Business Decision

- Comprehensive business-to-consumer market data. Click "More" for user tools. Company profiles, product/brand information with investment reports, rankings More...

DemographicsNow: Business & People

- Business. Click "More" for user tools. Researchers and entrepreneurs are provided with comprehensive business and demographic information valuable to More...

Gale Directory Library

- Business. Provides access to Ward's Business Directory of Private and Public Companies in Canada and Mexico, and Business Rankings Annual. Ward's More...

Gale LegalForms

- Copies of actual forms and documents in Word format are provided to help users with their legal or business needs.
MeL Business Resources

- Find these in MeL Databases and MeL Business Gateway
  - DemographicsNow
  - BusinessDecision
  - Business Insights: Global
  - Gale Legal Forms
  - New GRVL Business eBooks
  - Small Business Resource Ctr.
New MeL Early Literacy Resources

- World Book Kids
- World Book Enciclopedia Estudiantil Hallazgos
- World Book Early World of Learning
- EBSCO eBooks K-8 Collection
- NoveList K-8 Plus
- Scholastic BookFlix
Welcome to LearningExpress Library

Achieve your educational and career goals. Choose a center below and get started!

Click here for a Featured Resources list.

Click here for the user guides for LearningExpress Library.
Your Michigan eLibrary & Outreach Coordinator at Library of Michigan

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