Teaching With Technology

Teacher DPPD Day #1
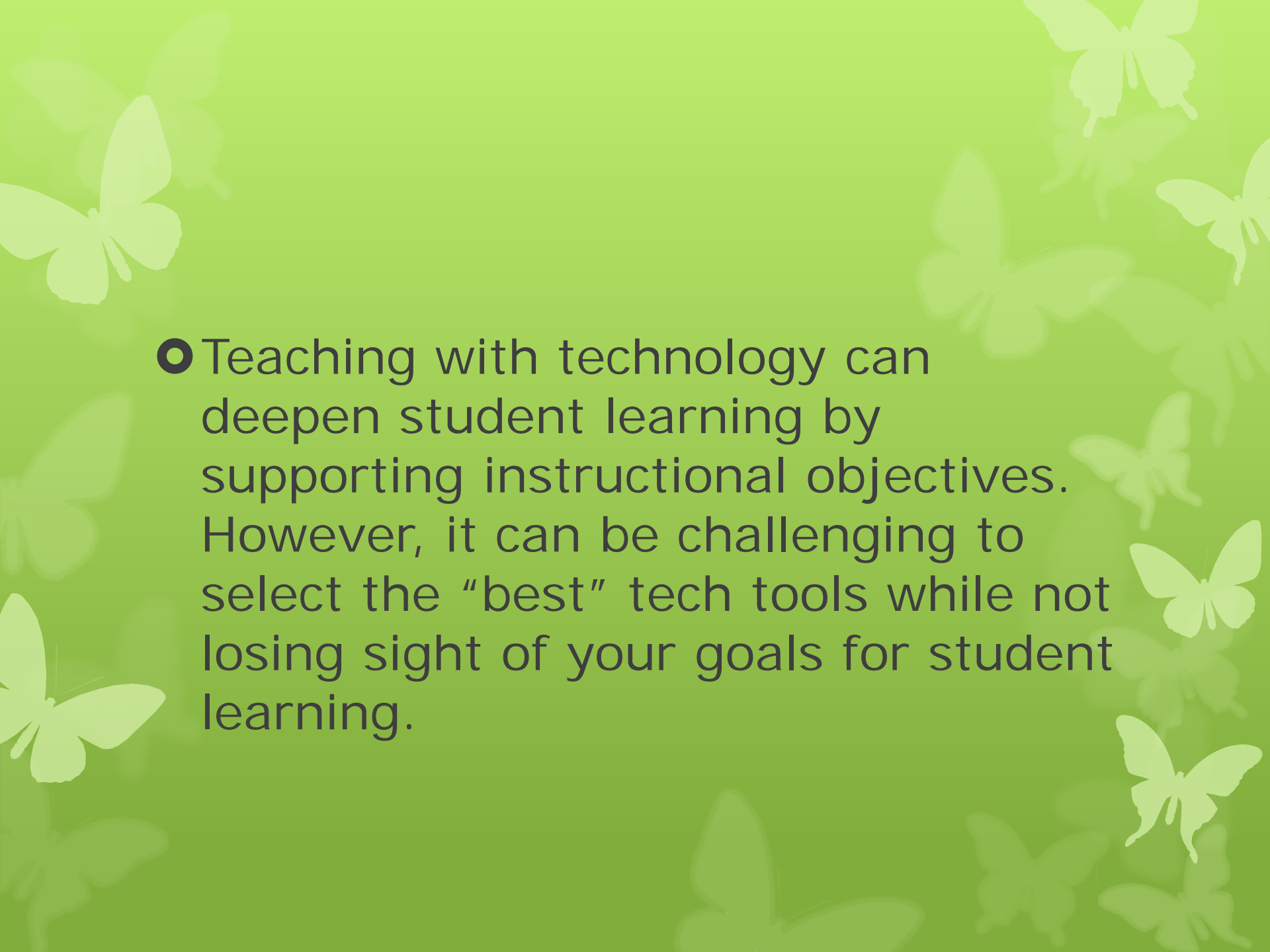
Pickford Public Schools

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!

LIBRARY OF MICHIGAN

MICHIGAN Department of Education

"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

Search Results

| Home | MeLCat | Teachers | Databases | Michigana | Contact | Help |

My List (0 items) | Log In

Search online marketing ▶
Advanced Search

Results 1 - 25 of 1002707 for online marketing
Gateway:default (change)

Sorted by Relevance | Date

Refine by:

MeLCat (4089)

Articles & eResources (998618)
| Peer Reviewed

☐ **Found in MeLCat**
Title (1137)
Subject (282)
Author (1)

☐ **Format**
Books/Magazines/EBooks (644396)
News (122199)
Reports (6657)
Electronic Resources (4699)
Reviews (4520)
more >

☐ **Language**
English (722108)
Undetermined (265474)
Spanish; Castilian (642)
Portuguese (195)
Catalan; Valencian (101)
more >

☐ **Subject**
Company Marketing Practices
Company Business Management
Market Trend/Market Analysis
Electronic Commerce
Internet Marketing
more >

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

Periodical | ABA Bank Marketing. Dec 2013, Vol. 45 Issue 10, p20, 5 p.

ONE OF THE HOTTEST BUZZWORDS IN MARKETING AT THE MOMENT is "gamification." In this art... more

View Full Text

Additional actions:

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

Get this from MeLCat

Additional actions:

Valorie 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

Periodical | Hairdresser's Journal International. Feb 1, 2014, Issue 618

Valorie Reavis is part of Linkup Marketing, an online and social media marketing speci... more

View Full Text

Additional actions:

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

Get this from MeLCat

Additional actions:

MeL Header

MeL Footer

MeL
- Home
- MeLCat
- Teachers
- Databases
- Michigana
- Contact
- Help

Gateways
- Kids
- Teens
- Business
- Jobs
- Government
- Health
- Legal
- Books & Literacy

Resources
- Library of Michigan
- Michigan.gov
- Michigan.gov Policies
- Contact MeL
- Help
- About MeL
- Promotions
- Disclaimer
- MyMeLCat

MeL's Info Boxes

MeL Features

- Practice tests
- Tell Us Your MeL Story!
- MeL Training & Promotion
- Magazines & Newspapers
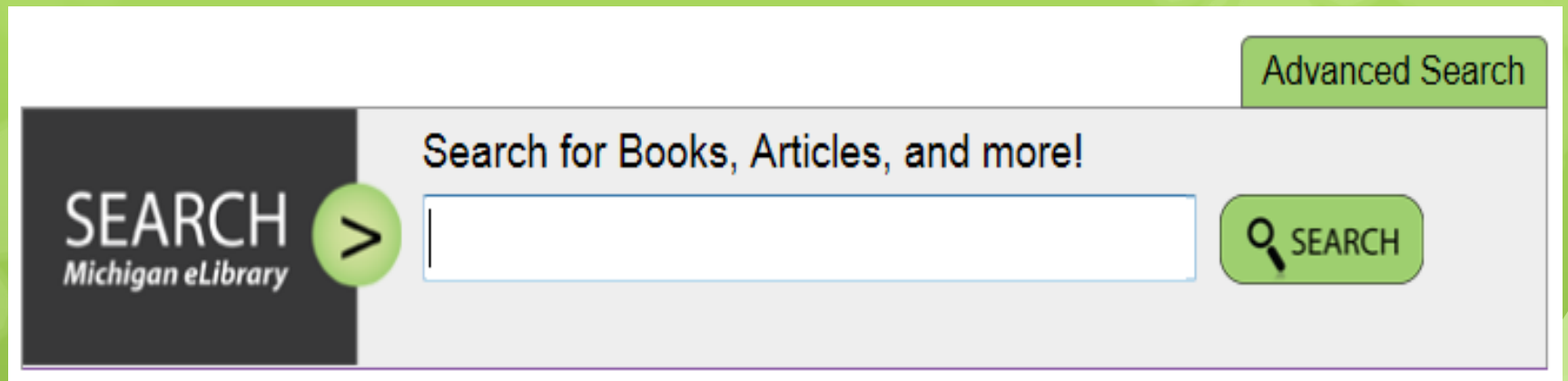
About MeL

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 Training & Promotion

2014 Overview of MeL

MeL Promotions Gateway:
Training Opportunities

Michigan eLibrary
MICHIGAN eLIBRARY
MeL.org

Home | MeLCat | Teachers | Databases | Michigana | C

Promotions Gateway

*Training Videos & Webinars
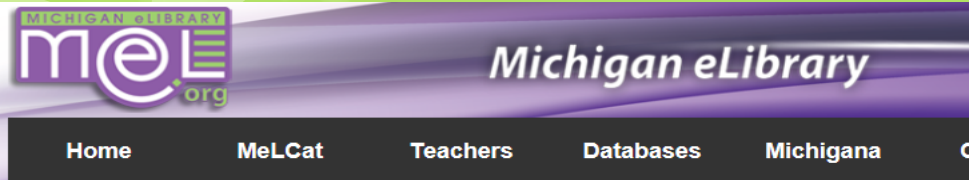
Promotions > *Training Videos & Webinars

- *MeL
- *MeLCat
- *Michigana
- *Teachers - M.O.R.E.
- *Training Videos & Webinars
- CIVICTechnologies
- EBSCO
- Gale
- Learning Express
- Michigan State University
- OCLC
- ProQuest
- Scholastic
- World Book

Webinar — **BusinessDecision Webinars**: Open to Mic teachers, MiSBTDC staff and clients, and oth organizations in the state. Researchers and
Share This | Like This

Video — **CultureGrams**: Two minute video that des CultureGrams. Contains information on all U countries. Concise, reliable country reports N
Share This | Like This

Video — **CultureGrams Training Video**: Explains a features of CultureGrams. Review questions each set of videos. More...
Share This | Like This 6 People Like This

Video — **eLibrary**: Two minute video that describes homework-helper correlated to teaching and Contains newspapers, magazines, books, M
Share This | Like This

Video — **eLibrary -- Training Video**: Shows how to explain the use of extra tools and features. M
Share This | Like This 1 Person Likes This

Video — **eLibrary Elementary**: Two minute video th resource types available in eLibrary Element that looks through 300 magazines, 200 ency
Share This | Like This

Webinar — **LearningExpress Product Training Webinar Series**: Become familiar with LearningExpress and Job & Career Accelerator features and use. Free registration is required. More...
Share This | Like This 1 Person Likes This

Webinar — **MCLS MeL Databases Training**: Archived free MeL databases online classes for Michigan school and library staff. Classes are eligible for free SCECHs for K12 staff and Library of Michigan More...
Share This | Like This 3 People Like This

Webinar — **MeL Gale eResources Webinars**: Lists web trainings on the resources and services specifically available to Michigan libraries, schools, and residents. Includes upcoming webinars, recordings of More...
Share This | Like This 5 People Like This

website — **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...
Share This | Like This

Video — **Opposing Viewpoints in Context Training Video**: Short video explaining how to begin searching and navigating the home page and tools. More...
Share This | Like This

Video — **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...
Share This | Like This

Webinar — **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...
Share This | Like This

MeL Databases

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...

➕ Share This | Like This

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...

➕ Share This | Like This 642 People Like This

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...

➕ Share This | Like This 339 People Like This

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...

➕ Share This | Like This 626 People Like This

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...

➕ Share This | Like This

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...

➕ Share This | Like This

eBook Collection: General interest. Full text. Over 20,000 eBooks available on all topics. Michigan residents or Michigan library access only. Netlibrary users ALERT--the collection has changed its name to eBooks. This product is now owned by EBSCO. Along with More...

➕ Share This | Like This 402 People Like This

eBook K-8 Collection: K-8. Fiction and nonfiction books you can read online - for school and for fun. Search for what you want. Picture books, homework topics, languages learning. Online help available too. Michigan residents or Michigan More...

➕ Share This | Like This

Michigan Online Resources for Educators (M.O.R.E.)

MeL Gateway "Globes"

MeL's New Kids Portal

MeL Kids "Fun Surprise"!
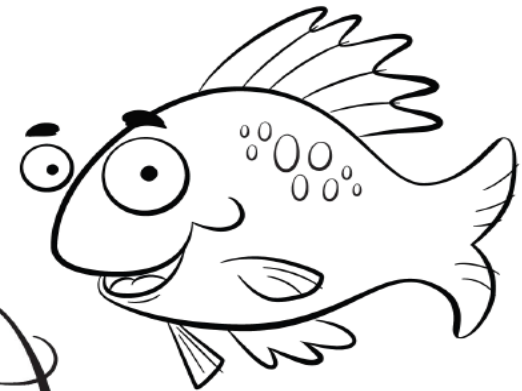

A purple frog? A yellow fish?
Color us any way you wish!

Make us fun by adding lots
of color, stripes and polka-dots.

"ReadIt"

"Brookie"

A+

MICHIGAN eLIBRARY
meL.org

MeL Kids Homework Helpers

Homework Helpers

All grown up? Visit the Parents and Teens

SEARCH
all of Michigan eLibrary

Kids Home

Homework Helpers

Storytime

Games & Activities

About Michigan

Why don't fish like Basketball? (Scroll down for answer)

Homework Help

CultureGrams: Upper Elementary through High School general user. Full-text. A leading reference for concise, and up-to-date cultural... More...
Share This | Like This | 18 People Like This

Early World of Learning: Early elementary. Follow Trek Taffy the cat around the world learning about colors, numb and other fun things.... More...
Share This | Like This | 6 People Like This

eBook K-8 Collection: K-8. Fiction and nonfiction books can read online - for school and for fun. Search for what want. Picture... More...
Share This | Like This | 23 People Like This

eLibrary: Upper Elementary through High School. Full-t (1981-Present). Find over 2000 articles, ebooks, transcrip photos, websites,... More...
Share This | Like This | 3 People Like This

eLibrary Elementary: Kindergarten to upper elementary full text. Video, audio, books, pictures, magazines, maps, newspapers, & transcripts... More...
Share This | Like This | 3 People Like This

Enciclopedia Estudiantil Hallazgos: Early learners. Bil resources - visual dictionary, world of animals, encyclope articles, and Spanish... More...
Share This | Like This | 2 People Like This

General Reference Center Gold: General user. Mostly text. General Reference Center Gold on InfoTrac Web pr one-stop access to general interest... More...
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'Cause they're afraid of the net!

InfoTrac Junior Edition: Middle and Junior High School. Full text. Over 330 titles, cross searchable with E-Books, this database is designed for... More...
Share This | Like This

Kids InfoBits: K-6. All full text. Kids InfoBits is a database developed especially for beginning researchers in Kindergarten through Grade 5.... More...
Share This | Like This | 1 Person Likes This

LearningExpress Library: General user. Interactive online learning platform of academic and licensing/certification practice tests, elementary... More...
Share This | Like This

MeL Michigana: Enrich your family and Michigan history research with the digital and audio materials found in MeL Michigana. Over 50,000 items... More...
Share This | Like This | 2 People Like This

NoveList K8 Plus: Find just the right book by subject, age, awards won, Lexile Reading levels, Common Core standards; even books made into movies,... More...
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School Center: Grades 4 through 12 skills improvement in math, writing and grammar, reading comprehension, social studies, and vocabulary and spelling... More...
Share This | Like This

SIRS Discoverer Deluxe: K-9. All full text. Children's database of articles, books, video, and audio on all topics. Includes reading levels,... More...
Share This | Like This | 1 Person Likes This

World Book Kids: Young learners. Contains eight major subject categories: Arts, History and Government, People, Places, Plants and Animals, Science... More...
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MeL Kids About Michigan

MeL Michigana

MeL Teens

MeL Teens: HomeworkHelp

MeL Teens: HomeworkHelp - Math

MeL Books & Literacy Gateway

Contact Info

MeL Help

Michigan eLibrary

Home | MeLCat | Teachers | Databases | Michigana | Contact | Help

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 Michigana
- 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

MeL Business Gateway

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

New LearningExpress Library (LEL) 3.0

Your Michigan eLibrary & Outreach Coordinator at Library of Michigan

- Deb Biggs Thomas
  - (517)373-4466
    biggsthomasd@michigan.gov