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<http://www.goldcoastlibraries.org/>

Gold Coast Library Network (GCLN) Fall Professional Development Day

Social Media and the Library



Oxnard College Library
Learning Resource Center

November 9, 2012
9 a.m. - 2:30 p.m.

Today's Program

Social Media and the Library

It's easy to push out information, but effective social media programs engage their users. For the 2012 Gold Coast Library Network Professional Development Day, we focus our attention on the basic functions of, and best practices for, using social media tools in the library from the public, community college, and university perspectives.

9:00 a.m.

Registration and Morning Refreshments

9:30 a.m.

Welcome and Announcements:

Mary Logue

Gold Coast Library Network Board Chair



10:00 a.m.

Presentation:

Kenley Neufeld (neufeld@sbcc.edu)

Library Director, SBCC Luria Library

Teaching and technology are two of Kenley's passions. In 1993, he taught internet workshops at the dawn of the web, then taught computer skills to high school students from 1994-2000. At Santa Barbara City College, Kenley has developed two online courses: Library 101, Basic Information Literacy, and MAT 149, Social Media and Social Networking. In 2008, he received the Santa Barbara City College Faculty Excellence Award, and in 2009 he received the Association of College & Research Libraries, Community & Junior College Libraries Section, EBSCO Learning Resources Leadership Award.

11:00 a.m.

Presentation:

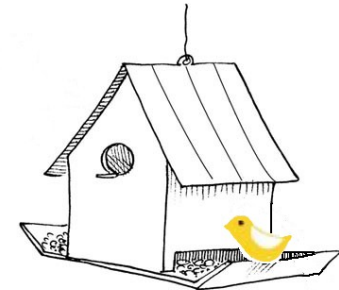
Candice Mack (cmack@lapl.org)

Young Adult Librarian, Los Angeles Public Library

Candice is an active member of the American Library Association (ALA), the Asian Pacific American Librarians Association (APALA) and the Young Adult Library Services Association (YALSA). She is also the creator and administrator of the Los Angeles Public Library's Save the Library Facebook page, which has 16,000 fans, and Twitter feed. Ms. Mack is a 2005 ALA Spectrum Scholar, a 2012 ALA Emerging Leader and was recently elected as a member of the Board of Directors for both APALA and YALSA.

12:00 p.m.

Luncheon



1:00 p.m.

Presentation:

Joe Sabado (joe.sabado@sa.ucsb.edu)

Assoc. Director, Information Systems & Software Development, UCSB

Joe has been a student affairs professional at UC Santa Barbara since 1996 serving students and staff by building communities and developing leaders through his formal technology roles (web developer, manager, assoc. director) and volunteer activities as organizational advisor, mentor and involvement with student committees.

2:00 p.m.

Tour the Oxnard College Library Learning Resource Center