

Gold Coast Library Network

2013-2014 Board of Directors

Officers

Chair

Mary Logue, Westmont College
mlogue@westmont.edu

Vice Chair/Chair Elect

Susan Gentry, SBCC
oebesue@hotmail.com

Records and Correspondence

Chair

Kristen LaBonte, UCSB
klabonte@library.ucsb.edu

Finance Chair

Ellen Carey, SBCC
eecarey@sbcc.edu

Representatives

Special Library Representative

Nancy Gulliver, Atascadero State
Hospital Logan Library
ngullive@ash.dsh.ca.gov

School Library Representative

Marsha Barr, Santa Barbara High
mbarr@sbhdsdons.org

Academic Library Representative

Suzanne Im, UCSB
sim@library.ucsb.edu

Public Library Representative

Jace Turner, SBPL
jturner@santabarbaraca.gov

Library User Representative

Jean Gentry
jeangentry@aol.com

Black Gold Representative

Irene Macias, SBPL
imacias@santabarbaraca.gov

Resource Library Delegate

Janice Stone, Cal Poly, San Luis
Obispo
jstone@calpoly.edu



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

Gold Coast Library Network (GCLN) Professional Development Day

Bring 'em in! Successful Marketing and Outreach for Libraries



**Santa Maria Public Library
Shepard Hall**

**Nov. 1, 2013
9AM-2:30PM**

Today's Program

What's the difference between marketing and outreach? What kinds of strategies really work to bring 'em in? For the 2013 Gold Coast Library Network Professional Development Day, we focus our attention on successful marketing and outreach strategies libraries.

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:

Elizabeth Bowman

Outreach and Collection Development Librarian, and Assistant Professor

Santa Barbara City College Luria Library

Elizabeth received her Masters degree at SUNY Albany and worked for over twenty years at independent boarding schools before coming to SBCC in 2006. Charged with "bringing them in" at the outset of her work, she has experimented with many different outreach techniques over the years and is always eager for new ideas, too.

10:50 a.m.

Presentation:

Scott Love

Library Services Manager

Santa Barbara Central Library

Native of the San Diego area, Scott worked 20 years with San Diego Public Library, starting as a Library Aide and working up to Branch Manager. He worked 5 years at Chula Vista Public Library, which included managing the City's Office of Arts and Culture, and handling all PR for the Library.

11:45 a.m.

Luncheon

1:00 p.m.

Tour the Santa Maria Public Library

2:00 p.m.

Collaborative Session:

An opportunity to brainstorm marketing and outreach strategies together. Share your success stories, or bring a particular challenge and get ideas from your colleagues.

