

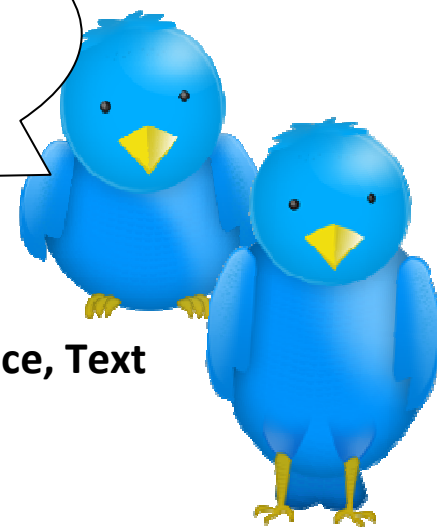
Professional Development Day
Friday, November 20, 2009 / 9:30am-3pm

The Gold Coast Library Network
Presents:

Location:

CSU Channel Islands
Broome Library
One University Drive
Camarillo, CA 93012

Marketing and Training on the Cheap



PROGRAM:

- ▶ **Professional Networking & Marketing: Chat Service, Text Messaging, Twitter and Facebook for Libraries.**
Kenley Neufeld, SBCC Library, Director
- ▶ **Using WebJunction as your training tool.**
Michael Shapiro, WebJunction, Partner Development Manager
- ▶ **The Mindful Librarian: assessing your organization's empathic qualities.**
Brian Mathews, UCSB Library, AUL for Outreach & Academic Services
- ▶ **Using Google Forms: marketing research, assessment, and other types of measurement.**
Will Breitbach, CSU Fullerton, Reference Librarian

Cost: \$30.00 – includes lunch and program materials. Scholarship for partial funding may be available to students – please request: martoran@library.ucsb.edu

Laptops will be available for our use in this workshop, courtesy of CSUCI Library

Registration & more information at: <http://www.goldcoastlibraries.org>



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