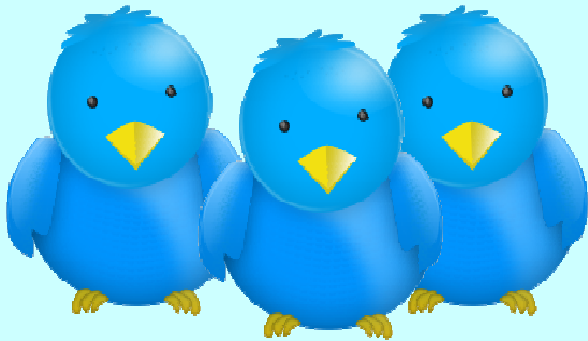
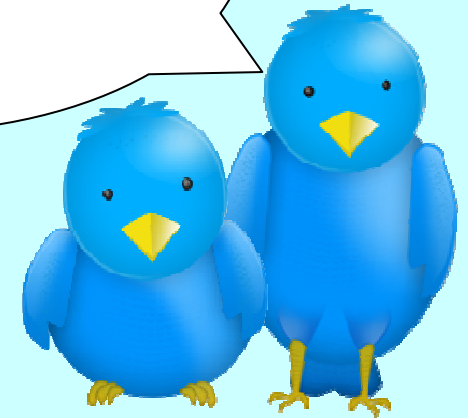


Gold Coast Library Network

Presents:

Marketing and Training on the Cheap



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

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

Gold Coast Library Network
<http://goldcoastlibraries.org>

Program

9:30 AM

Registration and coffee

9:50 AM

Welcome and day's schedule

10:00 AM

“Professional Networking & Marketing: Chat Service, Text Messaging, Twitter and Facebook for Libraries”

Kenley Neufeld, Santa Barbara City College Library, Director

Hands-on workshop to explore Chat service for libraries using LibraryH3lp, a librarian-based chat service. Cost is minimal and the service is designed specifically for library environments. // Provide text messaging services to your patrons: use and easily integrate LibraryH3lp Chat service and Google Voice without a need to have a cell phone to receive and send text messages. // *Hands-on* workshop to learn how to make use of Twitter and Facebook as effective tools for marketing your library and for connecting with other library professionals around the globe.

11:45 AM

“Using WebJunction as Your Training Tool”

Michael Ahern, OCLC

WebJunction.org is an OCLC-administered, online learning community for librarians and library staff which helps build the knowledge, skills and support needed to power vibrant, relevant libraries. We bridge barriers to learning by providing open, affordable, online learning communities. Our members take courses, attend events, share knowledge, and network in an environment that fosters collaboration and mutual support.

12:30 PM

Lunch

1:15 PM

“The Mindful Librarian: Assessing Your Organization’s Empathic Qualities”

Brian Mathews, UC Santa Barbara Library, AUL for Outreach & Academic Services

These tight budget times force us to focus on priorities, yet we need to be holistic in the ways that we examine and evaluate our organizations. This session will highlight several techniques you can use to evaluate your library’s service performance and patron perceptions. These easy-to-use and inexpensive methods can help you design better user experiences, while fostering a cooperative effort among staff.

2:00 PM

Using Google Forms: Marketing Research, Assessment, and Other Types of Measurement

Will Breitbach, CSU Fullerton, Pollak Library, Reference Librarian

Google Forms is a powerful data collection and analysis tool that can be used for a variety of purposes. In this session, participants will learn how to collect data to use for instruction assessment, marketing efforts, tenure/promotion files, determining patterns of reference service usage, and much more. Several modifiable templates will be shared during the hands-on portion of the session. If you don't have a Google Docs account (gmail account), sign up for one ahead of time and be sure to bring your login information.

2:45 PM

Wrap-up and Tour