

Cooperating Raleigh Colleges Library Workshop
“Creating our Stories with Effective People and Programs”

Wake Technical Community College - Western Campus
3434 Kildaire Farm Road

Thursday, July 16, 2015

- 8:30 – 9:00 a.m.** **Registration and morning coffee/light breakfast**
(Rotunda)
- 9:05 – 9:15 a.m.** **Welcome from Wake Tech: James A. Roberson**, Senior Dean, Instructional Support Curriculum Services (and head of Wake Tech Western Wake Campus)
(Rotunda)
- 9:15 – 10:15 a.m.** **CRC Library Directors Opening Panel: “What’s New and Challenging in Today’s Higher Ed Library Landscape”** -- **Laura Davidson** (Meredith), **Carolyn Argentati** (NC State), **Julia Mielish** (Wake Tech), **Nate Hellmers** (William Peace, moderator)
(Rotunda)
- 10:15-11 a.m.**
(Rotunda) **Break and networking session:** Pick up a drink and join a small group of staff members from different libraries to talk about the most challenging and then the most fun experience you’ve had this past year. (Jenny Spiker, moderator)
- (*if you plan to attend the Hootsuite session at 11 a.m. and don’t already have any social media account, join Jackie Kilberg in the library to set up an account during this time.)
- 11 a.m. – noon** **Choose one:**
(Room 271) ***“Creating a Social Media Dashboard Using Hootsuite”** -- A hands-on session. Be ready to use one of your social media sites to learn about Hootsuite. **Linda Lutz**, Wake Tech
- Or**
- (Room 101)* **“Two Ways to Look at Social Media for Libraries – Guidelines and Evaluation”**-- **“Guidelines and Best Practices for Social Media”** – **Joshua McKinney**, Wake Tech
“Beyond Likes: Data-driven Social Media Evaluation” --**Mike Nutt**, NC State
- 12 – 1 p.m.** **Lunch** *(Rotunda)* *(Meals can be taken into the Rotunda, the library next to 200 C, or room 101)*
- 1 – 2 p.m.**
(Rotunda) **“Brave New Library World: Student Training at a Single-Service Point”**-- **Brian Pugsley**, **David Tully** and **Ashley McCraney**, NC State
- 2 – 3 p.m.**
(Rotunda) **“Student Employee Support for Library Marketing”** — Hear from a Meredith student team about their experiences in branding, imaging and outreach to students. **Lauren Cameron**, **Kristen Rivera**, **Andrea Elizabeth de Jesus Leza Campos**. **Moderator Laura Davidson**.

CRC Workshop Committee: Jackie Kilberg, Wake Tech; Jennifer Garrett, NC State; Nate Hellmers, William Peace; Donna Garner, Meredith; Barbara Akinwole, Saint Augustine’s; Musette McKelvey, Shaw.

See bios of the presenters on the other side.

Background on the Presenters

Laura Davidson, Dean of Library Information Services at Meredith College

Carolyn Argentati, Donald E. Moreland Deputy Director of Libraries at NC State

Julia Mielish, Interim Dean of Library Services at Wake Tech

Nate Hellmers, Director of Library Services at William Peace

Linda Lutz, a Career Coach and Employment Skills Expert at Wake Tech, is passionate about helping people discover and maximize their greatest career potential. She helps clients create and navigate a Career Roadmap to achieve ultimate career satisfaction, resulting in higher incomes and increased personal and professional fulfillment. To her credit, recent clients are fulfilling lifelong dreams of teaching English in China and living in New York and working on Time's Square. Recognized as an expert trainer, presenter and coach, Linda often speaks to organizations throughout the Triangle, NC about social media and technology. Linda is a Career Coach and also teaches social media and employment skills classes at Wake Technical Community College assisting unemployed and underemployed adults get the skills they need to land a job.

Mike Nutt, Director of Visualization Services, chairs the NCSU Libraries Social Media Strategic Directions Task Force and managed the social media profiles for the Libraries during the recent opening of the James B. Hunt Jr. Library. He has built and managed social media communities for higher education since 2007 and studied social media while pursuing his Masters of Information Science at UNC-Chapel Hill.

Joshua McKinney, Digital Communications Specialist, Wake Technical Community College, received a double major in Communication Studies and English from Spalding University in Louisville, Kentucky. He obtained his Masters in Geosciences with an Emphasis in Meteorology from Mississippi State University. For nearly 20 years he served the public as a Broadcast Meteorologist. In 2008 Joshua became interested in Social Media as a form of communication, marketing and public relations. Joshua designed and developed the Social Media outreach for the Weather on the Ones team for Time Warner Cable News.

Brian Pugsley, University Library Technician, began working at NCSU Libraries in November 2011 as the Access and Delivery Services evening supervisor. Prior to coming to NC State, he conducted the hiring, training, and supervision of staff at a summer camp with locations in Philadelphia, Boston, Chicago, and Atlanta. He holds a Bachelor's degree in History from UNC-Chapel Hill.

David Tully, University Library Technician began working for NCSU Libraries in May 2013. He is a Library Technician for the Research and Information Services department. David comes from the United Kingdom and has a Bachelor's degree in Education Studies from the University of Plymouth.

Ashley McCraney, University Library Technician, started working full-time at the NCSU Libraries in May 2012. She had worked at one of the branch libraries, the Natural Resources Library, and is now in the User Experience Department based out of DH Hill. Before starting full-time she was a student worker at the Natural Resources Library all four years of her undergraduate career. She has a Bachelor's degree in Meteorology from NC State University.

Meredith College Student Marketers: College students can be effective supporters for library marketing efforts. The Meredith library employs student assistants to support library social media messages, create signs and posters, and craft engaging messages and events for their peers. They have also worked with upper level graphic design classes for assistance. **Laura Davidson**, Dean of Library Information Services at Meredith, will lead a panel discussion with some of the student assistants from Meredith who have contributed to various library marketing efforts. Panelists are **Lauren Cameron, Kristen Rivera, and Andrea Elizabeth de Jesus Leza Campos**.