



Panning for Gold Spring 2009 School of Library & Information Science

Continuing Education Workshops

- Unless otherwise indicated, all workshops are held at Davis College, USC.
- Parking information will be sent to you after we receive registration information.
- The Make/Break dates are two weeks prior to the workshop.
- Refunds are made only with two weeks notice prior to the workshop.
- Make checks payable to School of Library & Information Science-CE and mail to:
School of Library & Information Science, Attn: CE, University of South Carolina, Columbia, SC 29208

To register online or check for updates,
please consult the Panning for Gold website at
<http://www.libsci.sc.edu/ce/pangold.htm>
Phone: (803) 777-5277
Fax: (803)-777-7938

January

An Introduction to Metadata

Friday, January 23, 2009, 9:30 am to 12:30 pm

Heidi Hoerman, School of Library & Information Science, USC

What is it? How does it work? How can you use metadata to improve web page retrieval?

Registration Fee: \$50.00

Location: Davis College, USC - Columbia

Marketing and PR - 1

Friday, January 30, 2009, 9:30 am to 12:30 pm

Shawn Rourk, College of Mass Communications & Information Studies, USC

Learn the basics of marketing your company's messages in this workshop. In this hands-on class, we'll cover what makes a strong marketing message; how to create stunning materials; how to get your message out there; and, most importantly, how to pitch your idea for print. We will use real examples of marketing and public relations materials from around Columbia. Please bring examples from your library or business for discussion.

Registration Fee: \$50.00

Location: School of Journalism & Mass Communications, Coliseum, USC - Columbia

Multicultural Collection Development

Friday, January 30, 2009, 9:30 am to 12:30 pm

Cecilia Hem Lee, South Carolina State Library

This workshop will provide practical tips on how to perform collection development for multicultural material in a variety of formats such as print, electronic and audio-visual. Helpful internet sites, bibliographies and articles for further reading will be provided. Together we will discuss identification, selection and evaluation of library resources for a multicultural community of users.

Registration Fee: \$50.00

Location: Davis College, USC - Columbia



**Check our website for updates
and register online at:
www.libsci.sc.edu/ce/pangold.htm**

February

Back of the Book Indexing

Friday, February 6, 2009, 9:30 am to 12:30 pm

Heidi Hoerman, School of Library & Information Science, USC

A presentation on the characteristics of a "good" index. Hands-on exercises in indexing text. An introduction to indexing as a "cottage industry."

Registration Fee: \$50.00

Location: Davis College, USC - Columbia

What Will They Think of Next?

Social Networking in Libraries

Friday, February 6, 2009, 9:30 am to 12:30 pm

Curtis Rogers, South Carolina State Library

This session will review the state of social networking in libraries and ask the questions, Is it useful? How is it being used? and How do I keep up? Attendees will discuss the uses (and misuses) of Flickr, YouTube, TeacherTube, Facebook, My Space, and other social networking tools for PR and marketing library services. Social networking resources for libraries will be reviewed and discussed.

Registration Fee: \$50.00

Location: Davis College, USC - Columbia

How to Become a Storyteller in a Day

Friday, February 13, 2009, 10:00 am to 4:00 pm

Pat Feehan, School of Library & Information Science, USC

Before the workshop immerse yourself in the world of 398 and 398.2 and explore the myriad of story collections. Bring a favorite with you on February 13. You'll be glad you did!

Registration Fee: \$75.00

Location: South Carolina Center for Children's Books and Literacy, Mezzanine Level, South Carolina State Library, 1500 Senate Street, Columbia, SC

Marketing and PR -2

Friday, February 20, 2009, 9:30 am to 12:30 pm

Shawn Rourk, College of Mass Communications & Information Studies, USC

Hone your marketing and public relations skills in the advanced arena of marketing and public relations. Here you will learn techniques to create and distribute marketing materials using today's most popular desktop publishing software. We will produce practice pieces and have a breakdown session where materials will be critiqued on effectiveness of message and potency of delivery.

Registration Fee: \$50.00

Location: School of Journalism & Mass Communications, Coliseum, USC - Columbia

Interview Skills and Techniques

Friday, February 27, 2009, 10:00 am to 12:00 pm

Andy Thomas, School of Library & Information Science

This workshop will be an interactive presentation exploring the interview process. Participants will be given information on how to prepare for an interview and what to expect during the interview. Practice interview sessions will be held.

Registration Fee: Free to SLIS students; \$10.00 for all others

Location: Davis College, USC - Columbia

March

Library Outreach to Special Populations

Friday, March 6, 2009, 9:30 am to 12:30 pm

Denise Lyons, South Carolina State Library

As our communities continue to change and evolve, the library serves as a key partner for reaching out to special populations. With experience in creating specialized services and programs dealing with grandparents raising grandchildren, senior adults, multi-lingual story times, and bilingual family literacy events, the presenter brings much experience to the workshop. She also created the innovative program, "Every Child Ready to Read @ Dallas". She will discuss identifying your special populations, building coalitions and promoting your programs for maximum support for your library.

Registration Fee: \$50.00

Location: Davis College, USC - Columbia

Deconstructing the Grant Review Process

Friday, March 6, 2009, 9:00 am to 12:00 pm

Jennifer Arns, School of Library & Information Science, USC

When budgets are tight, access to outside funding can become critical to small and medium-sized libraries. In this workshop, Dr. Jennifer Arns will share her experience as an IMLS grant reviewer, including the role of reviewers, review panel procedures, the analysis that results in rankings, and the distinctive aspects of successful proposals.

Registration Fee: \$50.00 for morning session only, \$75.00 if taking both morning and afternoon sessions

Location: The Addlestone Library, Room 120,

College of Charleston, 205 Calhoun Street, Charleston, SC

Let's Talk about YOUR Grant

Friday, March 6, 2009, 1:00 pm to 4:00 pm

Jennifer Arns, School of Library & Information Science, USC

Bring your grant ideas for a brainstorming/feedback session. The instructor will talk about crafting outcomes, a major stumbling block for many grant writers.

Registration Fee: \$50.00 for the afternoon session only, \$75.00 if taking both morning and afternoon sessions

Location: The Addlestone Library, Room 120,

College of Charleston, 205 Calhoun Street, Charleston, SC



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Out of the Garbage Can and Onto the Stage: Puppets from Recycled Materials

Friday, March 6, 2009, 9:30 am to 12:30 pm

Pat Feehan, School of Library & Information Science, USC

Hands-on workshop for making puppets out of recyclable materials as a way to celebrate literature.

Registration Fee: \$50.00

Location: South Carolina Center for Children's Books and Literacy, Mezzanine Level, South Carolina State Library, 1500 Senate Street, Columbia, SC

My Website Is a Blog

Friday, March 27, 2009, 9:30 am to 12:30 pm

Cecilia Hem Lee, South Carolina State Library

Participants in this workshop will learn how to use free blog sites as a cost effective substitute for a website. We will explore Word Press, a free blog site, and participants will leave the workshop with a Word Press blog of their own. A list of books, articles and online resources will be provided for future needs. Fun for any librarian with interest in social networks and Web 2.0. Perfect for libraries without a webmaster on staff.

Registration Fee: \$50.00

Location: Davis College, USC - Columbia

April

Subject Searching in Online Catalogs, Databases, and the Web

Friday, April 3, 2009, 9:30 am to 12:30 pm

Heidi Hoerman, School of Library & Information Science, USC

Increase your ability to retrieve information through effective subject searching.

Registration Fee: \$50.00

Location: Davis College, USC - Columbia

Celebrating What's New in the World of Children's Literature

Saturday, April 4, 2009, 9:30 am to 12:30 pm

Ellen Hinrichs, School of Library & Information Science, USC

Enjoy a fun Saturday morning at the SC Center for Children's Books and Literacy. Learn all that the Center has to offer and check out the newest in children's literature. Hear about recent trends and research in the field of children's publishing. Leave with great tips and resources for using the new books. Enjoy this time to relax and fall in love with the newest books!

Registration Fee: \$50.00

Location: South Carolina Center for Children's Books and Literacy, Mezzanine Level, South Carolina State Library, 1500 Senate Street, Columbia, SC

Leadership Development

Friday, April 17, 2009, 10:00 am to 12:00 pm

Rebecca Allen, Richland County Public Library

Is your library taking an active approach to succession planning? How are you developing your library's future leaders? This how-to workshop will give you an overview of Richland County Public Library's leadership development program and will provide guidance to help you plan and implement a program for your staff.

Registration Fee: \$50.00

Location: Richland County Public Library, 1431 Assembly Street, Columbia, SC

Strategies for Effective Internet Legal Research: The Best Places to Go and the Easiest Ways to Get There

Friday, April 24, 2009, 10:00 am to 4:00 pm

Terrye Conroy, Coleman Karesh Law Library, USC

This hands-on workshop will provide researchers with suggestions for the best websites for particular legal information, tips for constructing effective keyword searches, and criteria for evaluating search results. Workshop attendees will be guided through the process using real-life examples to search key legal research websites and databases.

Registration Fee: \$75.00

Location: Davis College, USC - Columbia

Spring 2009 Events

SC Book Festival



13th Annual SC Book Festival

February 27 - March 1, 2009

Columbia Metropolitan Convention Center
Columbia, SC

Join us at the SLIS Alumni Reception at the 34th Annual SCASL Conference

March 11-13, 2009

Carolina First Center
Greenville, SC

A(ugusta) Baker's Dozen: A Celebration of Stories

April 24 & 25, 2009

Richland County Public Library
Columbia, SC



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Permit #766
Columbia, SC

School of Library & Information Science
University of South Carolina
Columbia, SC 29208



Registration Form

Name: _____

Institution: _____ Position: _____

Email Address: _____

Address: _____

City/State/Zip: _____

Work Phone: _____ Home Phone: _____

Paying by: Check: _____ Institutional Purchase Order: _____

Workshop	Date	Amount
1. _____		
2. _____		
3. _____		

Make checks payable to: School of Library & Information Science, CE
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