

# CLIC 2025 VIRTUAL WINTER WORKSHOP

WEDNESDAY, FEBRUARY 5, 2025, 1:00-1:30 MST

## WELCOME

Jim Duncan, Executive Director (CLiC)

Room: **Cather**

SESSION 1: WEDNESDAY, FEBRUARY 5, 1:35-2:20 MST

## ESCAPING THE RUT: REIGNITE PROFESSIONAL PURPOSE

Alejandro Marquez (University of Denver) & Ashley Fahey (Douglas County Libraries)

Room: **Cather**

It's easy for employees to find themselves stuck in a rut, feeling disconnected from their professional purpose and lacking avenues for career growth. It can significantly impact their morale and engagement levels. When staff feel motivated and fulfilled in their roles, they are more likely to go above and beyond to deliver exceptional service. Conversely, stagnant staff may become complacent, leading to a decline in service quality. This presentation explores strategies for all library staff to break free from stagnation, reignite their sense of meaning, and chart a path towards fulfilling and progressive careers.

## RESHAPING LIBRARIES: THE POWER OF BRANDING AND VOICE

Corey Hayes (Get Back Here Dog)

Room: **Allende**

More than ever, the traditional roles of libraries are being challenged. It's critical for libraries to build preference and reestablish alliances within their communities. The story of the Elko, Lander, Eureka County [NV] Library District offers a compelling roadmap for transformation. To mark their 100 year anniversary, they redefined their purpose, rebranded as "Mybrary," and shifted from a passive organization to an outspoken and engaging community participant. One year later Mybrary is a blueprint of what's possible when a library defines their unique brand, finds their voice, and uses it to engage, advocate, and build alliances.

## **BOLD BUT KIND: THE BALANCE OF ASSERTIVE COMMUNICATION**

**Amy Shipley (Basalt Regional Library District)**

**Room: [Angelou](#)**

This presentation explores the principles and techniques of assertive communication, a key skill for expressing thoughts, needs, and boundaries with clarity and respect. Participants will learn how to avoid passive, passive-aggressive, and aggressive communication, build self-confidence in conversations, and manage conflicts effectively. Through practical strategies and real-world examples, this session will empower individuals to communicate openly while fostering positive relationships, both personally and professionally.

## **FINDING GRANT MONEY FOR YOUR LIBRARY**

**Maryanne Flynn (Denver Public Library)**

**Room: [Twain](#)**

Rural and small libraries (and their Friends Foundations) are often seeking grants but have no idea where to start. If you are looking for capital for major facilities projects, or trying to fund minor renovations or add some new services or programs, this session is for you.

Maryanne Flynn, Coordinator for the Denver Public Library's Nonprofit Resource Center, will share the resources that are available not only through DPL, but through other library systems statewide that may help you find grants, as well as partnering opportunities for small libraries that may not have a 501(c)(3) Friends Foundation for their library.

## **“TEENS DON’T READ” OR DO THEY? - 21ST CENTURY TEEN LITERACY**

**Kate Brunner (Colorado State Library)**

**Room: [Sendak \(School/Youth Focus\)](#)**

How many times have we heard (or even said) today’s teens don’t read? Even though one of their primary modes of communication requires near constant reading and writing, we seem to perceive teenagers as non-readers. Maybe, just maybe we are the ones who need to shift our perspectives about what teen literacy looks like in action. If we are willing to do that, perhaps we could even more effectively support and develop all the reading and writing they are doing every day. Join your teen-serving colleagues to explore today’s adolescent & adult literacy research landscape, reflect on the purposes of literacy in the 21st century, and help each other leverage our learning to create innovative teen literacy opportunities in our libraries.

## SESSION 1: WEDNESDAY, FEBRUARY 5, 1:35-2:20 MST

### **CITIZEN SCIENCE AND HEALTH: AN OPPORTUNITY FOR PARTICIPATORY LEARNING**

Dana Abbey (University of Colorado Anschutz Medical Campus)

Room: **Frost (Microlearning Moment)**

Citizen science projects can help students tackle real-world projects and build critical thinking skills. However, teachers and librarians face several barriers to providing citizen science programming: time, space, staff, and other key resources. This approach frees both the facilitators and participants from any constraints by leveraging data already collected and utilizing free, authoritative online databases for a deeper understanding of the selected topics. Participants will learn about the challenges of citizen science and health initiatives, how to flip citizen science programs, and discover how to take citizen science data and enhance it with National Library of Medicine resources in the K-12 classroom or public library environment.

## SESSION 2: WEDNESDAY, FEBRUARY 5, 2:30-3:15 MST

### **PODCASTING FOR LIBRARIES-THE WHY AND HOW TO GET STARTED**

Misti Anderson (Silverton Public Library)

Room: **Cather**

Discover how your library can become a dynamic voice in your community through podcasting! We'll explore the step-by-step process of starting a library podcast, from selecting your platform to recording and promoting your episodes. Learn how podcasting can broaden your reach, foster deeper engagement with patrons, and promote library programs and services in new, creative ways.

You'll hear about the successes of the Silverton Public Library's podcast, The Silverton Library Connection, and how it has fostered a greater sense of community, boosted library participation, and created exciting new outreach. Gain practical strategies and the inspiration to launch your own library podcast!

### **MAKING DATA MEANINGFUL**

Bob Bennhoff (CLiC)

Room: **Allende**

Why do librarians collect data? Is it simply to check a box or can it be used to better understand how the library functions? This presentation will cover the types of data librarians collect, how it can be used to make more informed decisions, and how to use data to tell a story that conveys more meaning than a spreadsheet ever could.

## **HERE'S THE THING: A SUCCESSFUL LIBRARY OF THINGS REDESIGN**

**Allison Cavis (Estes Valley Library)**

**Room: [Angelou](#)**

Learn how Estes Valley Library markedly increased the circulation of our Library of Things collection while improving patron satisfaction and reducing stress on staff. We have practical, tested tips to help other libraries start a successful Library of Things or improve the display, back-of-the-house workflow, and circulation for their existing Things. We will introduce you to our charismatic, high-performing Things as well as our troublemakers, give you a peek under the hood at our metrics, and share part numbers and templates to improve your labeling and displays.

## **OUTREACH FROM THE GROUND UP**

**Maria Kramer & Jocelyn Lopez-Duran (Alamosa Public Library)**

**Room: [Twain](#)**

It has always been important for libraries to get outside their own walls and meet people where they are - but in this time of post-COVID recovery, it is essential. Outreach doesn't have to be intimidating! You can start wherever you are, with what you have. In this session, we will share how we grew our own outreach program at our one-branch, rural library, and brainstorm about ways you can start or expand your own.

## **HOW TO CUSTOMIZE YOUR LIBRARY'S CLASSIFICATION SCHEME**

**Anna Szczepanski (CLiC) & Panel**

**Room: [Sendak \(School/Youth Focus\)](#)**

Join us to learn how rural and small libraries have the flexibility and creativity to customize their classification schemes. Learn how to use Book Industry Standard and Communications (BISAC) for non-fiction collections, how to use topics for picture books, or how to create your own custom system that reflects the needs and interests of your community.

Panelists include Lydia Wacasey at the Pine River Library District in Bayfield, Colorado; Emily Pedersen, Branch Manager of the Hot Sulphur Springs and Kremmling Libraries in Grand County Colorado; and Ally Delaney, Head Librarian at the Dawson School in Lafayette, Colorado. Pick the brains of these librarians who have done it and can share practical advice and tips.

## SESSION 2: WEDNESDAY, FEBRUARY 5, 2:30-3:15 MST

### **THE CHILDREN OF THE NIGHT: HORROR IS HEALTHY FOR KIDS**

**Rob Walker (Library Innovation Center - LINC)**

**Room: 2:30pm Frost (Microlearning Moment)**

The world can be a terrifying place and doubly so if you are a child. We tell stories to make sense of the world around us and the horror genre can help kids (and grownups) navigate emotional truths in the safety of fiction that can then help them navigate an uncertain world.

I'll discuss my beginnings as a child and a lover of horror and how that experience has led me to help young readers at my job. I also examine the wider discussion regarding children's horror with books like *The Skull* by Jon Klassen and how the trepidation involving that book mirrors previous concerns over *Scary Stories to Tell in the Dark* in the 1990s and *The EC Horror* comics in the 1950s.

### **GOT BOOKCLUBS? BRINGING THE WORLD TO OUR PATRONS**

**Cecily North-Rudow (Traveling North)**

**Room: 2:55pm Frost (Microlearning Moment)**

Who says you need a plane ticket to see the world? With a curated travel program, your library transforms into a portal for global exploration! With rural libraries in mind, this innovative microlearning initiative immerses patrons in the sights, sounds, and flavors of the world — bringing the joy of travel right to your community. From themed events to creative collaborations with local businesses, this program not only inspires a love of travel but also fosters meaningful connections close to home. Join Cecily North-Rudow, CA and CTA, for quick, actionable tips and resources to make your library the ultimate destination for cultural discovery and adventure.

## WEDNESDAY, FEBRUARY 5, 3:20-3:30 MST

### **END OF DAY WRAP-UP**

**CLiC Team**

**Room: Cather**

Join the CLiC team for a brief end-of-day wrap-up. Stay and find out—you might walk away inspired!