



CLiC & CONNECT

WEDNESDAY, APRIL 17, 2026

09:00 AM - 03:00 PM

POWERHOUSE MUSEUM

DURANGO, COLORADO

9:00 AM

ROOM 1

WELCOME!

9:30 AM

ROOM 1

RAPID-FIRE PROGRAMMING SPOTLIGHTS

11:10 AM

ROOM 1

ASSET MAPPING

11:45 AM

ROOM 1

LUNCH & MARKETING SHOW-AND-TELL

1:00 PM

ROOM 1

**PRACTICAL MARKETING
(FOR LIBRARIES WITHOUT A MARKETING TEAM)**

1:00 PM

ROOM 2

ASPENCAT TIPS & TRICKS

2:35 PM

ROOM 1

FINAL REFLECTION & WRAP-UP



SESSION DESCRIPTIONS

RAPID-FIRE PROGRAMMING SPOTLIGHTS

In this fast-paced session, your colleagues will deliver rounds of rapid-fire programming ideas, focusing on impact and lessons learned. Each round will be followed by lively table talk discussions where you can reflect, discuss, share ideas, and walk away with actionable program ideas for your library.

ASSET MAPPING

Have an idea for a new library program or service but don't know where to start? Asset mapping to the rescue! Cut through brain clutter and focus on moving forward using this tool. We'll learn the basics of asset mapping to discover new partners, resources, and champions for your library's next great idea, whether it's a Puppy Parade program or an Extraterrestrial Welcome Kit.

MARKETING SHOW AND TELL (DURING LUNCH)

Share and explore flyers, posters, newsletters, social media posts, and other promotional materials while swapping design tips, Canva tricks, and creative marketing ideas. Your mission is to come away with just ONE new idea for your library – are you ready?

ASPENCAT TIPS & TRICKS

How do I [fill in the blank]? Why does the AspenCat system do THAT? In this session you'll learn tips and tricks for Koha and the discovery layer. It's a great opportunity to ask questions, engage with the CLiC team and to connect with other libraries using these same technologies.

PRACTICAL MARKETING (FOR LIBRARIES WITHOUT A MARKETING TEAM) WITH KELSEY PARKS FROM PSYCHE DIGITAL

Aimed at librarians who plan programs, manage communications, or wear "the marketing hat" alongside many other roles, this interactive session will look at marketing with purpose. We'll share practical, low-pressure ways to promote library spaces, programs and value--even with limited time, tools, or staff. Participants will leave with ideas they can use immediately and a simple framework to help their library stay visible and relevant in their community.

Kelsey Parks is the co-founder of Psyche Digital, a Durango-based marketing agency. She has over 15 years of experience in tech startups, but grew up in rural Colorado and understands the challenges small communities face.