



# CLiC & CONNECT

**THURSDAY, MAY 14, 2026**

09:00 AM - 03:00 PM

**MORGAN COMMUNITY  
COLLEGE**

SPRUCE HALL

**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

**COMMUNITY CONNECTIONS & SIMPLE  
STRATEGIES TO MARKET**

**1:00 PM**

ROOM 2

**ASPENCAT TIPS & TRICKS**

**2:35 PM**

ROOM 1

**FINAL REFLECTION & WRAP-UP**



# SESSION DESCRIPTIONS

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## **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.

## **COMMUNITY CONNECTIONS & SIMPLE STRATEGIES TO MARKET - LINDSEY BRUNTZ**

This hands-on marketing session is all about grassroots ideas that work. We'll dive into creative ways to get the word out, spark conversations, and build momentum through community connections and real-world tactics you can use right away.

**Lindsey Bruntz** is a Marketing Specialist at Media Logic Radio, where she has been helping businesses thrive since 2009. Over the past 17 years, Lindsey has partnered with hundreds of businesses and organizations across northeast Colorado to promote their brands and foster a healthy local business climate.