



CLiC & CONNECT

FRIDAY, MAY 1, 2026

09:00 AM - 03:00 PM

**PUEBLO COMMUNITY
COLLEGE**

STUDENT CENTER

9:00 AM
ROOM 1

WELCOME!

9:30 AM
ROOM 1

RAPID-FIRE PROGRAMMING SPOTLIGHTS

9:30 AM
ROOM 2

LEAD FROM WHERE YOU ARE

11:10 AM
ROOM 1

ASSET MAPPING

11:45 AM
ROOM 1

LUNCH & MARKETING SHOW-AND-TELL

1:00 PM
ROOM 1

ASPENCAT TIPS & TRICKS

1:00 PM
ROOM 2

**GETTING THE WORD OUT: BASIC LIBRARY
MARKETING STRATEGIES**

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.

LEAD FROM WHERE YOU ARE - TIM MILLER

Leadership and management are not the same thing, and yet libraries need people who exercise their skills in both. No matter your official job title is or where you fall in the organizational chart, attend this session to find your purpose and set goals that will move you—and your library—forward.

Tim Miller discovered his passion for helping people grow through Colorado libraries 21 years ago. He has served as a public library director for 11 years, and as a leader in other non-profits including Toastmasters Above the Clouds and the CAL Paralibrarian Division.

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?



SESSION DESCRIPTIONS

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.

GETTING THE WORD OUT: BASIC LIBRARY MARKETING STRATEGIES

Not a marketing professional? No problem! In this hands-on session we will discuss the strengths of different marketing strategies and work together to brainstorm actionable steps, proving that you don't need a massive budget or a marketing degree to connect with your community.

Dante Bartolo is the co-founder of Our Pueblo, providing marketing services to small local businesses and nonprofits. He co-organized Startup Pueblo, a community of entrepreneurs and businesspeople that meet monthly to hear from a speaker and network and previously served the Pueblo Latino Chamber of Commerce as the Business Development Coordinator.