

# PrairieCat Resource Sharing Summit

April 11, 2025

10:00 a.m. to 2:00 p.m.

DeKalb Public Library | Yusunas Meeting Room

## AGENDA

<b>Welcome and Intros</b>	<ul style="list-style-type: none"><li>• Welcome – find your table and grab some coffee!</li><li>• Intros around the room – What’s your favorite part about spring?</li><li>• Agenda review and goals for the day</li></ul>
<b>Your Library’s Marketing – But Better</b>	<ul style="list-style-type: none"><li>• Shelby O’Hara, PrairieCat User Experience Specialist – This presentation will be an introduction on using free design and marketing tools for your library. Shelby will focus on creating graphics for digital and in-house use prioritizing accessible design practices.</li><li>• Ola Gronski, RAILS Digital Marketing &amp; Communications Specialist – Ola will share about creating marketing campaigns touching on strategy, resources, and other important things to consider.</li><li>• Q+A with Ola and Shelby</li> <li>• Kirstin Gebhart, Fast Forward Libraries – Let’s practice! Hands-on workshop to get your marketing started for summer reading or another big event coming up at your library</li></ul>
<b>Marketing Swap</b>	<ul style="list-style-type: none"><li>• Bring your favorite marketing example to share!</li><li>• Chat at your table about what worked, what didn’t work, and lessons learned</li></ul>
<b>Lunch</b>	
<b>Report Out</b>	<ul style="list-style-type: none"><li>• Anything cool to share from your table?</li></ul>
<b>Marketing and Accessibility</b>	<ul style="list-style-type: none"><li>• Renee Grassi</li><li>• Libraries for All: Inclusive and Accessible Communication Strategies For People with Disabilities – Whether large or small, rural or urban, libraries serve people of all abilities. In fact, libraries act as vital lifelines for people with disabilities providing access to information, connection, reading, learning, job experience, recreation, technology, and more. Without inclusive marketing strategies, however, the services offered at your library may be unknown and unused by the disability community and their support networks. In this workshop, learn about ways to improve the accessibility of your print and online communication deliverables to reach and include people with disabilities. In addition, learn how building trusting relationships with people and organizations can increase awareness of your library's services and offer opportunities for participation from all members of your community.</li></ul>
<b>Wrap-up and Next Steps</b>	<ul style="list-style-type: none"><li>• Topic ideas for next year?</li><li>• Share final thoughts/evaluation</li></ul>