

# **Today's Skills for Tomorrow's Libraries**

**July 28, 2025**

**9:00 AM - 9:50 AM:**

## **Brynhild Haugland: Transforming Your Press Kit from Static to Strategic**

**Program Description:** Your library's press kit shouldn't just sit on your website or a shelf gathering dust. It should be a living document that tells your library's story, builds media relationships, and supports your outreach goals. This session covers the elements, formats, and ideas to make your press kit a strategic tool that works for your library, whether you are starting from scratch or refreshing your outdated version.

**Speaker Bio:** BreAnne Meier is the Marketing Specialist at the North Dakota State Library and has worked at the State Library for over 16 years. She holds a Master's in Library and Information Science from the University of North Texas-Denton. When she is not researching and sharing ways to market North Dakota libraries, she is conducting word of mouth marketing to people she meets while traveling and kayaking.

## **Pioneer Room: AI in Libraries**

**Program Description:** As artificial intelligence continues to evolve, libraries have a unique opportunity to shape how these technologies are understood, used, and integrated into our communities. This one-hour session will explore how librarians across all types of libraries are currently engaging with AI. Participants will consider the broader role of libraries in fostering AI literacy, guiding responsible use, and ensuring that these technologies serve the public good.

**Speaker Bio:** Dani Kappel is the library services division director for the North Dakota State Library, where she leads library development, and tech services. Dani has over a decade of experience in all different types of libraries. She is passionate about helping libraries throughout North Dakota tell their stories and demonstrate impact. Dani holds an MLIS from the University of Denver. She and her husband are foster parents that live in Mandan with their kids, and two

golden retrievers

**Speaker Bio:** Trevor Martinson is the Digital Initiatives Specialist at the North Dakota State Library and oversees the agency's digital collections and digitization. He also offers consultation, training, and resources on digital projects; manages the ScanDay program; and serves as Secretary of the Digital Horizons consortium. When not updating metadata, scanning, preserving digital files, exploring generative AI, or researching forgotten stories about the early Nonpartisan League era, Trevor (predictably) enjoys reading, genealogy, and spending time with his family.

## **10:00 AM - 10:50 AM**

### **Brynhild Haugland: Recruit, Reach, Repeat: Growing Library Support**

**Program Description:** Learn how to craft a powerful elevator pitch to promote your library's value to the community, elected officials, board members, and volunteers. This training covers proven approaches to marketing your library, along with practical communication strategies for networking and recruiting to help grow your programs and strengthen support

**Speaker Bio:** Dot Frank is a self-admitted, educational and development addict. In addition to craving professional growth and development courses as a participant, she has proven to be an esteemed presenter herself. Dot has taught enrichment and development courses for Bismarck State College for more than a decade and has presented in other settings as well. She currently provides training in the areas of marketing, advertising, public relations, networking, and sales. Dot is certified to deliver courses within the learning systems of Development Dimensions International (DDI) and has earned the designation of DDI facilitator

### **Pioneer Room: Making your Mark: Tips on Branding and Marketing your Library**

**Program Description:** Building your brand isn't just about flyers and logos—it's about embedding your library's story into every corner of your community. In this session, you'll learn how to create a clear, authentic identity that reflects your library's mission and value, while developing marketing strategies that increase visibility, engagement, and loyalty. We'll explore how to align messaging across platforms, and harness storytelling—no matter your budget or staff size. Whether

you're just getting started or looking to refine your brand, this session will provide practical tools and inspiration to help your library build stronger community connections and stand out in a crowded information landscape.

**Speaker Bio:** Mary Soucie has served as the State Librarian of North Dakota since 2014. She believes that libraries serve as community centers, connecting all the parts of the community that they serve. When she's not traveling for work, she loves to read, bake and be creative in the form of scrapbooking and papercrafting. Mary loves to spend time with her family- included the 4 footed members- and friends.

Dani Kappel is the library services division director for the North Dakota State Library, where she leads library development, and tech services. Dani has over a decade of experience in all different types of libraries. She is passionate about helping libraries throughout North Dakota tell their stories and demonstrate impact. Dani holds an MLIS from the University of Denver. She and her husband are foster parents that live in Mandan with their kids, and two golden retrievers

## **11:00 AM- 12:00 PM**

### **Brynhild Haugland: Exploring Climate Literacy and Financial Literacy Kits**

**Program Description:** NDSL offers all sorts of kits for patron and library use! One of the newest types are essentially programs in a box. The Climate Literacy and Financial Literacy Kits offer planned out programs about these topics, broken down into the age brackets of kindergarten through second grade, third through fifth grade, teens, and adults. In this session, we will explore these two kits and try out some of the activities within them. This presentation is appropriate for all library types.

**Speaker Bio:** Tammy Kruger is the Literacy Specialist at North Dakota State Library. She has a background in a variety of library types – school, medical, academic, public, and now government – as well as experience in early childhood education

## **Pioneer Room: The Magic of Library Programming**

**Program Description:** As many readers transition to e-books and visit libraries less frequently, developing successful library programs becomes absolutely essential. Libraries are social hubs for our communities, but librarians must give people reasons to come. This session covers development of a whole-staff approach to library programming, along with practical ideas from successful – and sometimes not-so-successful – programs.

**Speaker Bio:** Joe Rector (MLIS, University of Oklahoma) is Executive Director of James River Valley Library System in Jamestown. He's attempting, without much probability of success, to build the world's largest collection of Detroit Tigers baseball cards. Joe is passionate about making public libraries into social hubs for our communities.

## **12:00 PM-1:30 PM LUNCH**

## **1:30 PM - 2:00 PM**

## **Brynhild Haugland: State of the Libraries Address**

**Program Description:** State Librarian, Mary Soucie, will share State Library updates, review federal funding, and share updates about the library field in North Dakota.

**Speaker Bio:** Mary Soucie has served as the State Librarian of North Dakota since 2014. She believes that libraries serve as community centers, connecting all the parts of the community that they serve. When she's not traveling for work, she loves to read, bake and be creative in the form of scrapbooking and papercrafting. Mary loves to spend time with her family- included the 4 footed members- and friends.

**2:00 PM- 4:00 PM**

**Brynhild Haugland: From Numbers to Narrative – Data storytelling for your library**

**Program Description:** What is data storytelling, and how can it help you? This discussion will take the mystery out of using your library's data to form compelling and useful narratives for both internal and external stakeholders.

**Speaker Bio:** Kaeleigh Schroeder is the Data and Digital Technologies Librarian at North Dakota State University. She holds a Master of Arts in Sociology from the University of Manitoba, and a Master of Science in Business Analytics from NDSU. Prior to her library role, Kaeleigh worked in survey research and data analytics for over a decade and spent some time as a public librarian in rural Manitoba. When she's not working with dashboards and data, Kaeleigh leads a Stitch & Sip group in Fargo and is probably knitting while listening to an audiobook.

**4:10 PM Tour of Capitol Grounds** Cindy Solberg