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Iowa has more intelligent investors

Smart Investing classes wrapped up this spring

“Non-threatening way to learn a tough topic.”

“Liked the overview of things that I’ve heard about, but never understood.”

“Liked meeting new people.”

“A very good overview of the basics of investing.”

Armed with \$469 worth of new books and DVDs, website resources and trainers from Iowa State University Extension, 25 rural Iowa public libraries hosted 446 Iowans for “Smart Investing@ your library” classes last fall and this spring. The quotes above were typical of what many had to say about the classes, which were held in person and online.

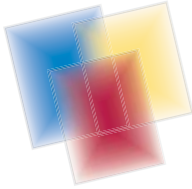
In January 2010, the State Library of Iowa was awarded a \$98,251 grant funded by the American Library Association (ALA) and the Financial Industry Regulatory Authority (FINRA) Investor Education Foundation as part of the “Smart Investing @ your library” program. This was the only grant awarded to a state library. The goal of the program was to help rural Iowans strengthen their knowledge of and confidence in investing.

Library directors in the 25 communities lauded the program. “This program had appeal for non-traditional library users, and reaching out to them is one of the goals of our long-range plan.” “People in the community were glad to see the library bring this kind of information to the public.” “One person who took the course did so because she has a friend who was about to retire and wasn’t prepared. She wanted to find out what she could do now to become better prepared for her future.”

A survey of participants from the fall 2010 classes proved that students increased their familiarity of investing. For instance, a pretest showed only 44 percent had done a “ballpark estimate” of retirement savings needed. After the program, nearly 75 percent said they had.

The State Library was invited to apply for another grant from ALA and FINRA and sent in an application. Applicants will hear in December if they are approved. During 2011, the national program will award new grants ranging from \$5,000 to \$100,000. This is the fifth year of “Smart Investing @ your library.”

Libraries in the following cities hosted both fall 2010 and spring 2011 programs: Anita, Bayard, Buffalo Center, Chariton, Charles City, Creston, Denison, Hamburg, Hawarden, Iowa Falls, Kalona, Keokuk, Lake City, Le Mars, Leon, Marengo, Monticello, Mount Pleasant, New Hampton, Oelwein, Perry, Pocahontas, Story City, Waukon and Winterset.



Have book sales hit the skids?

An Iowa librarian recently posted a question to the lowalib mail list for librarians: "I want to provide some background percentages for my library board on the decline of print books, newspapers, magazines, and the increased sale of their on-line counterparts. Also, the ownership/sale of DVDs vs. Blu Ray in the midwest. Does anybody know of a real report that is current?"

Tom Keyser, State Library, went to work to answer the librarian's question. Here is his response:

"I had just been reading on this subject and the results are mixed. Some studies and surveys (see links three and four) predicted a big rise in digital content sales and a small drop off of print, roughly digital going up from three to 13 percent of total sales in five years. Now digital sales have grown a bunch. But the problem is that the sales of print books did not decline over the past few years as predicted. It increased four percent from 2008 to 2009, and increased five percent from 2009 to 2010. It seems a lot of it has to do with the subject matter. Some subjects are up in both formats and some are down in one and up in the other."

["Print isn't dead," says Bowker's Annual Book Production Report \(5/18/11\)](#)

<http://www.bowker.com/index.php/press-releases/633-print-isnt-dead-says-bowkers-annual-book-production-report>

Based on preliminary figures from U.S. publishers, Bowker is projecting that despite the popularity of e-books, traditional U.S. print title output in 2010 increased five percent. Output of new titles and editions increased 302,410 in 2009 to a projected 316,480 in 2010. The five percent increase comes on the heels of a four percent increase the previous year based on the final 2008-2009 figures.

["Despite E-Book Popularity, Traditional U.S. Print Title Output Increases" \(5/19/11\): Writers Thoughts-Publishing Insights](#)

<http://gator1965.wordpress.com/2011/05/19/despite-e-book-popularity-traditional-u-s-print-title-output-increases/>

["E-reader Rise Leads to Decline in Book Publishing" \(5/5/11\): Market Watch](#)

<http://www.isuppli.com/Home-and-Consumer-Electronics/MarketWatch/Pages/e-reader-Rise-Leads-to-Decline-in-Book-Publishing.aspx>

In 2014, e-books will represent 13 percent of total U.S. book publishing revenue, up from 3 percent in 2010 and 6 percent in 2011. However, average selling prices for e-books typically are 40 percent lower than those of paper copies, driving the deterioration in price. These trends are expected to spread throughout the world as non-U.S. sales of e-readers increase.

[Publishing in the Digital Era - 2010: A Bain and Company study for the Forum d' Avignon](#)

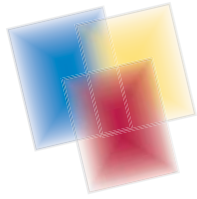
http://www.forum-avignon.org/sites/default/files/editeur/2010_Etude_Bain_GB.pdf

According to State Library staffer Scott Dermont, another indicator that print isn't quite dead is shown through circulation statistics.

"In FY10, statewide printed book circulation in Iowa increased nearly three percent since FY09 and accounts for 63.5 percent of total circulation in the state," said Dermont. "Downloadable circulations only accounted for about 0.5 percent in FY10. I expect that number will increase in FY11, but I still see it as a minute portion of overall usage in the state."

"People are still overwhelmingly checking out books from libraries," Dermont said. "It's also important to remember there are a lot of people who don't own the electronic devices necessary to read an e-book."





Notes from State Librarian Mary Wegner



As this issue of *Footnotes* is being published, the Iowa General Assembly has just completed its work for the year. As part of the education budget bill, the legislators approved the new model of state-funded library services in Iowa that was recommended in the Iowa Library Services Reorganization Report and has been widely discussed in the Iowa library community.

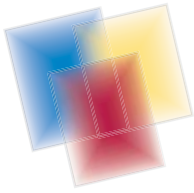
This legislation combines the Library Service Areas and the State Library into a single agency. Personalized, one-on-one training and consulting services for Iowa libraries will continue through six district service points around the state.

The legislation does not become effective until the governor signs it, but we are already working with our colleagues in the Library Services Areas on the transition to the new service delivery model. We will announce the district office personnel as soon as possible after the governor signs the bill, and you will see familiar faces in many of the offices.

An Advisory Panel has been named to provide recommendations to the Commission of Libraries and staff of the new agency, to help us continue to provide high quality services to Iowans through their libraries. Members of the panel are Linda Adams, Arlington Public Library; Jean Casey, Clear Lake Public Library; Nathan Clark, Ruthven Public Library; Ann Coulter, Southwestern Community College; Patricia Dawson, Hubbell Center; Carrie Falk, Shenandoah Public Library; Rebecca Funke, Des Moines Area Community College; Sam Garchik, Regina Jr/Sr High, Iowa City; Jennie Garner, North Liberty Community Library; + Jacallyn Gunzenhauser, Humeston Public Library; Greg Heid, Des Moines Public Library; Vicki Hibbert, Clive Public Library; Valerie Karczewski, Lake Park Public Library; Sandy Long, Whittemore Public Library; Katherine Martin, Rod Library, University of Northern Iowa; Alan Mask, Wartburg College Library; Nancy Medema, Bettendorf Public Library; Catherine Noble, Gutekunst Public Library, State Center; Ellen Petty - Garner Public Library; Doug Raber, Marion Public Library; Sheryl Taylor, Hulst Library, Dordt College; and C.J. Thompson, Kling Memorial Library, Grundy Center.

We will continue to post reorganization updates on the agency website at <http://www.statelibraryofiowa.org/ld/q-s/reorganization> .





Review team deliberates over best database

For eight years, the State Library partnered with the Iowa Educators' Consortium (IEC) to bring databases like EBSCOhost to Iowans through their libraries. With the current EBSCOhost contract ending this year, it was time for the State Library to issue a Request for Proposal (RFP) to database vendors.

State Library staff members Sandy Dixon, Marie Harms and Jay Peterson worked with the state's Department of Administrative Services to draft and issue the RFP.

To evaluate the proposals, the State Library asked several Iowa librarians from academic, public and special libraries to serve as a review team. The group met in April and after a long day of reviewing numerous databases, they recommended EBSCOhost.

"It speaks to the quality and professionalism of Iowa librarians that the review team worked so hard on scoring all the proposals," said Peterson. "It was a long day of reviews filled with conference calls, online classroom demonstrations of the products, and hefting large binders."

Said Peterson, "The database proposals were very competitive, but in the end the review group agreed that one vendor scored better than the rest - EBSCOhost."

Thanks to review team members Kevin Engel (Grinnell College), Mary Markwalter (Mason City Public Library), Karen Dole (North Iowa Area Community College), Kyle Kneugebauer (Algona Public Library), Karen Johnson (Cedar Rapids Public Library), Katherine Martin (University of Northern Iowa), Rebecca Jackson (Iowa State University), Greg Cotton (Cornell College), Sara Doyle (Sioux City Public Library), Lauren Siebert (Maquoketa Public Library), Judy Hartman (Mechanicsville Public Library), Maryann Mori (Waukee Public Library), Jay Peterson, Marie Harms and Sandy Dixon (State Library).

CFB Advisory board member given national tech award

Four Square. Skype. Livestream. Facebook. Twitter. Using social media and more, Shannon Miller, Van Meter's school librarian and a member of the Iowa Center for the Book Advisory Council, has won the prestigious Shorty Award for national social media users.

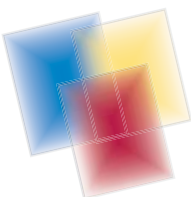
Every school day Miller and her students Skype to a classroom 1,300 miles away in New Hampshire for a weather report and conversation.

"I feel like I'm making a difference in kids' lives," said Miller. One of her students who confessed she didn't like to read suddenly got more excited about it when an author visited the classroom via Skype and then sent one of her books to the student's Nook.

Shannon said they often have experts on many topics talk to students using social media.

Through her blog, Miller reports on how she uses social media to teach. The blog has become such a hit, two teachers from Chicago recently came to her class to learn more about her techniques so they can implement them in their classrooms.





New Commissioner named



Larry Marquardt, director of the Des Moines University library, has been appointed by Governor Branstad to fill the medical professional spot previously held by Jan Mohs. His term will run until April 30, 2015. The terms of Dan Boice and Tom Martin ended on April 30 and they were both reappointed.

“I am honored to be selected for service on the Iowa Commission of Libraries,” said Marquardt. “I have served as the library director for the Medical Library at Des Moines University (DMU) for nearly 25 years. The DMU Library is one of two medical libraries in the State of Iowa to serve as a resource library for the National Library of Medicine.”

In addition, Marquardt has served on the Board of Trustees for the Clive Public Library for three and a half years and is a member of the Iowa Private Academic Libraries organization and the Polk County Biomedical Consortium. He is also a member of the Medical Library Association (MLA), the Midwest Chapter of MLA, the Iowa Library Association and the Iowa Health Sciences Library Association.

He holds an M.Ed. and a M.L.S.



Certification Update

Congratulations to the following public library staff certified for the first time through the State Library's Iowa Certification Program for Public Librarians.

Rebecca Berg, Dike
Annette Clark, Norwalk
Mary Clarke, Urbandale
Noel Crabill, Des Moines
Glenda Davis-Driggs, Marshalltown
Greg Heid, Des Moines

Rebecca Johnson, Cascade
Amy Muchmore, Dubuque
Sandra Pollard, Stuart
Nevin Raber, Marion
Karen Stuart, New Virginia
Susan Winkler, Coralville



Check out information on Iowa's "folkschool"

State Library staffer Pam Rees recently added new information to the [Iowa Heritage Digital Collections](#) website about Grand View College.

Founded in 1896 as a "folkschool", Grand View served students in the Danish community in the United States as a training center for church leadership and as a school where Danish spiritual and cultural heritage could be conserved and transmitted to future generations. The Grand View Danish Immigrant Archives houses materials relating to the founding and early years of Grand View College, which became Grand View University in 2008. The collection contains yearbooks, student publications, photographs, college catalogs, and more. This digital collection contains class photographs dating from 1896 to 1919. Browse under People/Biographies.



Helping children prepare for school

For the past ten years, the State Library has participated in the Department of Education's program Every Child Reads. The program provides early childhood education specialists, preschool teachers, and daycare providers with the training, tools and skills to help children aged 0-5 develop preliteracy skills.

On June 9, 2011, Youth Services Consultant Merri Monks presented a session during the Every Child Reads Annual Conference at the Adventureland Inn in Altoona. The conference's theme was "The New Three Rs: Reflection on Practice, Rethinking Strategies, and Reading to Children." Monks presented an hour-long booktalk on both fiction and nonfiction picture books appropriate for children ages four and five that are available to preschool teachers, daycare providers, and parents from Iowa's public libraries.



Merri Monks

Many Iowa public libraries have developed effective outreach to daycare providers in their communities. The State Library, through its involvement in Every Child Reads, continues to bring the role of the public library to the table in communities' ongoing efforts to help young children develop the skills they need to succeed in school.

In addition to Every Child Reads, another program with a very similar name will also become part of the State Library's continuing education for Iowa's youth services librarians. The Public Library Association and the Association for Library Services to Children—two divisions of the American Library Association—have revised the Every Child Ready to Read program which was first released in 2003.

Every Child Ready to Read is an early literacy program directed at parents and other caregivers of children ages 0-5, centered on providing public youth services librarians with outreach skills, resources, and programming ideas for parents and other caregivers. The State Library will bring this program to Iowa librarians and communities in the coming year.

News from around the state

Iowa's public libraries celebrated National Library Week, April 10-16, 2011, in a variety of ways to bring attention to the importance of these institutions in our communities.

In addition to an open house with refreshments, Mary Johnson, director of the [Albert City Public Library](#), asked library customers to write down their thoughts about why their library is important to them. Here are a few:

- [It has] an impressive inventory as well as a comforting environment.
- I like the library because it offers so many different, wonderful things to see and do.
- The library is a wonderful resource for the nursing home residents.
- The special programs the library brings to the school are always great.
- Books, magazines, computers and movies all FREE at the library!



The **Lake Park Public Library** was the recipient of \$2,500 thanks to the generosity of Scott and Jan Mitchell, winners of the America's Farmers Grow Communities Project. The program, sponsored by the Monsanto Fund, supports local farming communities. Farmers are encouraged to register for the prize for their favorite community nonprofit. One winner is selected in each of 1,204 eligible counties in 38 states. The library plans to use the money to update public Internet computers. *[From Bonnie McKewon's "Monday Morning Eyeopener"]*

"PRhyme Time on the Prairie" was held at the **Akron Public Library** April 15-16 as part of National Poetry Month. The program featured two days of food, poetry readings and workshops presented by area poets Mary Black Bonnet, Phil Hey and Jim Reese. Bonnet was named one of Ten Outstanding Youth South Dakotans; Hey is a professor in the English/Writing Department of Briar Cliff University; and Reese is an assistant professor of English at Mount Marty College in Yankton, SD whose new book *ghost on 3rd* was nominated for the Pulitzer Prize.

In April, the Vision Iowa Board awarded \$1.05 million in grants to library projects in **North Liberty, Atkins and Clarksville**. In a news release, Vision Iowa Board Chairwoman Regenia Bailey said, "Libraries are the heart of so many smaller communities and they are an important quality of life, providing services for residents of all ages." Atkins will use \$277,000 to help construct a library, community room and city hall. \$160,240 will help Clarksville double the size of its library and North Liberty will use the \$622,484 to help fund its \$3.3 million public library expansion.

An April article in the Winthrop News newspaper about small town libraries quoted Missy Mayfield Cook, director of the **Winthrop Public Library**, as saying "Small town libraries are a microcosm of a community. The other day we had 51 people come to the library in just a couple of hours. We had Story Time going on, a special-needs group visiting, someone asking for directions, another wanted a job application, someone needed to use the computer to file for unemployment, and yet another wanted my assistance in helping them draft a cover letter. Libraries are the go-to place for small communities, and are often the face and voice of the town."

Agriculture Secretary Tom Vilsack announced support for several projects to "improve the quality of life in rural communities across the country." Vilsack said, "USDA Rural Development continues to work with rural communities to help them develop quality health care services, modern library facilities and school buildings...." 135 projects in 40 states, Puerto Rico and the Western Pacific are being financed through \$234 million in loans and grants from USDA Rural Development's Community Facilities Program. **Somers Public Library** received \$27,800 to purchase library equipment and make improvements, and **Griswold Public Library** received \$50,000 to renovate and expand the library.

The **Osceola Public Library** celebrated its 100th anniversary during the week of June 19. Special events included two author visits [William Kent Krueger and Sara Prineas], a special craft time for children and adults, a "Magic of Reading" show by Curtis Hed, and caricature drawings by Duane Murray. An open house on Saturday wrapped up the week-long celebration.