

## Inside this issue

Corson named ILA Member of Year.....pg. 6  
Don't miss ISLOC - January 17.....pg. 6  
Analysis of News Know-how.....pg. 8  
Date set for All Iowa Reads webinar.....pg. 10

## Libraries celebrate their 2012 achievements

*Another year and another chance to highlight a few of Iowa public libraries' accomplishments in 2012. We hope you'll send these to Annette Wetteland throughout the year, along with interesting program ideas, so that we can share and learn from each other. A reminder that "Program Ideas" is located at <http://www.statelibraryofiowa.org/ld/t-z/tell-library-story/ttls-ideas>.*

In 1988, the city of Anamosa celebrated its 150th anniversary. One of the enduring legacies of that event was the publication of a 400+ page history of Anamosa, replete with stories and photographs. The book was an instant hit and has become a cherished part of the bookshelves in many households in the area. In fact, over time, copies became increasingly difficult to find. Even if you found a copy on e-Bay, the asking price was prohibitive. The \$30 book in 1988 now cost \$100 or more.

This was a shame, since this marvelous written history was no longer available to a new generation of townsfolk who came here after the 1988 sesquicentennial. The library acquired the necessary permissions and set out to duplicate the book so that it could be offered to the public once again. After a great deal of trial and error, success was achieved. The entire volume is once again widely available, just in time for our 175th celebration next year. And the price? Back to where it should be - \$30!

*Submitted by Steve Wendt, Anamosa Library and Learning Center*

Ben Sheppard is a young artist with big ideas to help build a better library for Donnellson. Ben, age 10, is a 5th grader at Central Lee School. He wanted to do something to help raise funds, so he and his mother volunteered and sold tickets at the Will Whitmore concert. If you were there, he was the young man telling everyone, "Enjoy the concert!" Ben loves to draw, and works in both colored pencil and pastels. He came up with a new fundraising idea for the library just in time for the holidays. Ben has designed custom Christmas cards. He did all of the original artwork and captions for the cards, and with help from his mom, Melanie, and dad, Andrew, they are scanning them into their home computer and printing them off as custom card orders arrive. In design #1, a young boy throwing a snowball includes the caption "Naughty ....or Nice?" In another design, a weary reindeer wonders whether Santa had better lay off the milk and cookies. Another clever card features a boy on a sled and inside the caption reads, "Look out for that tree! Merry Christmas!"

*Submitted by Brenda Knox, Donnellson Public Library*

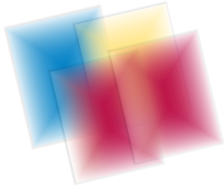


*Ben Sheppard*

One of our big accomplishments in 2012 was developing our strategic plan. We also created a tween area and collection for late elementary-middle school readers. We remodeled our teen area and significantly reduced our reference area. We held over 600 classes and events in FY12. That includes our outreach storytimes to Head Start and other area preschools as well as our monthly visits to the 8th grade literature classes to give booktalks. We also are a monthly guest at the middle school after school program. Going to the schools and building relationships with students has had a significant impact on the participation by teens at library events. Even though our wish list of projects and programs remains long, looking back over the year is a great exercise because it always reminds me of how much we have accomplished.

*Submitted by Rhonda Frevert, Burlington Public Library*

*Cont. on pg. 2*



This past year I continued with the annual author series by inviting the following people: Jennifer Wilson (*Running Away to Home*), Tim Harwood (*Black Hawks Chronicle; Five Decades of Teams, Games, and Players*), Jennifer Baumgarten (*Walking in Mommy's Shoes*) and Heather Gudenkauf (*One Breath Away*) who we visited with via Skype. We also hosted the Eulenspiegel puppet troupe who packed the meeting room with fans of all ages. Every fall, the library hosts a scarecrow contest. There are adult and youth categories and people submit scarecrows in all sizes. As part of the festivities, I host elementary classes for stories, games and crafts all related to scarecrows. I have the students color a scarecrow picture which we post around the library during October. The winners are announced at the Halloween Party. This was the first year we hosted the International "Talk Like a Pirate" day. No one was quite sure what to make of it, but once the kids made a pirate hat and eye patch they had a lot of fun! We will definitely do this again next year. The library hosts a fun but totally inexpensive event with our "Teddy Bear Sleepover." Our motto is "The kids don't stay, the bears do." On the day of the event, we have kids drop off a stuffed animal. After closing, we stage the bears in cute poses that depict mischievous, naughty, and sleepy scenes. The kids love to see what the bears have been up to the night before. I won two grants this past year. I used the money from one to replace all the technology equipment in the meeting room. We increased the size of the TV and added a Blue Ray player with built in Skype. We've used the equipment for our author visits. I was also able to purchase a new laptop to use with the equipment for presentations. The second grant funded the addition of Axis360, Baker and Taylor's e-book system. In addition to serving folks with e-readers, we will be working with the local schools who secured iPads for their classrooms. We hope to work with the Lion's Club to purchase specific titles that meet the needs of area youth.

*Submitted by Rebecca Berg, Dike Public Library*

The Stuart library had a great summer program including a portable planetarium, a program on owls that were being rehabilitated and soon to be released back into the wild, and an American Girl Tea Party for girls and their mothers, grandmothers and aunts. We also established a library foundation and recently got IRS approval for 501(c)3 status. The foundation held an auction on October 18 as their kickoff event and raised \$5,000. A former Stuart resident donated stock and his former employer matched half of his donation in cash. We have had a good year.

*Submitted by Sandy Pollard, Stuart Public Library*



In 2012, library patrons enjoyed the use of the new automatic entrance door which was funded by a 2011 grant from the Floyd County Community Foundation. Young children especially like watching the door "magically" open after they push the button. In February 2012, all three patron computers were replaced. The old ones were five years old, ran XP, and had large CPU towers which sat down by the patrons' feet, while the new ones run Windows 7 and have 6 x 6 x 1-inch mini-towers that sit on top of desks next to the monitors. The library's manager, Stacy Tynan, enjoyed her time at the ILA conference this October. This was only the second conference she has been able to attend. Finally, the Rockford library is attempting to restart programming for children and on Oct. 26 held a "Teddy Bear Sleepover" at the Library.

*Submitted by Stacy Tynan, Rockford Public Library*

The City of Stanton has planned and raised money to construct a 25,350 sq. ft. complex known as the Stanton Viking Center to house a public library, preschool, multi-purpose community room with a catering kitchen, wellness facility, gymnasium, and FEMA-approved storm shelter to meet the educational and health needs of area residents. The City of Stanton was awarded a \$30,000 grant from the Iowa West Foundation for new furnishings for the new community library. The Stanton Viking Center is slated for final bid-letting in January 2013, with construction slated to begin in April 2013. According to preliminary bid estimates, we are approximately nine percent from reaching the overall construction cost goal.

*Submitted by Jerry Gilliland, Stanton Public Library*

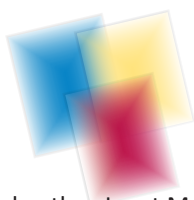
We were pleased to receive a \$500 donation from the family of one of our weekly patrons at our small town library. One never knows the kindness and thoughtfulness of families at times such as this.

*Submitted by Betty Nobiling, Westside Public Library*

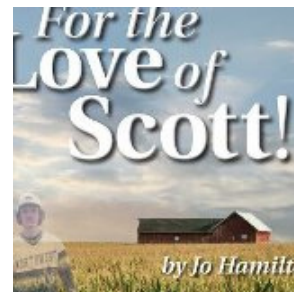
We got NEIBORS this year. The end of our Summer Reading Program was a hot dog and movie night. Over 50 kids - and that's a lot for us. We revamped our junior non-fiction section to include new and interesting titles that kids can't WAIT to read!

*Submitted by Lany Mitchell, Wesley Public Library*

*Cont. on pg. 3*



We hosted author Janet Martin with our Local Arts Council. She is from Minneapolis and has written *Growing Up Lutheran* and is co-author of the *Church Basement Ladies* plays. We had over 125 people show up. She sold almost \$900 worth of books and we received 10 percent. We took an offering to help defray expenses and asked our attendees to bring cookies to share. It was so much fun! We are looking to do another joint venture come spring with our Arts Council. We also had Curt Strutz for a "Visions of Beyond" program. We had about 45 attend. We have hosted three authors and a poet since July. Three of the authors were noon-hour programs. People were asked to bring their lunch and the library furnished dessert. We averaged about 30 people per program. Jo Hamilton was one of our authors who told about her brother Scott. This was the week her book *For the Love of Scott* was released. Perfect timing because *USA Today* ran an article on the book as did *The Des Moines Register*. We continue with our bilingual and regular story hours. Our children's librarian is working with a high school student who is a puppeteer. They are doing a story with puppets, then a craft and a snack. It is working out well! Our book club will be doing a breakfast meeting next week. We're just getting ready to launch Zinio after Thanksgiving. (Zinio is digital editions of magazines, plus exclusive features like video, audio and live links on iPads, iPhones, desktops and laptops.) We are also doing the Dave Ramsey Financial Peace University at the library on Sunday afternoons. That's all folks!



*Submitted by Valerie Haverhals, Hawarden Public Library*

The Sibley Public Library had a great year in 2012 but is most pleased with the purchase of Movie Licensing USA that was made available through Iowa Library Services at a considerable discount. The library started by implementing "Movie Monday" -- a movie played on the first Monday of every month at 1:30 p.m. with popcorn provided. Though it took awhile to catch on, the library is starting to see better attendance and new faces. "Tuesday Replay" has been added to provide a chance for assisted living residents to attend, as well as others who couldn't make it to the original showing. The library also had "Friday Flicks" for kids during the Summer Reading Program and has had special showings on days when there is no school. A special "chick flick" evening party, *Ranger vs. Morrelli* celebrating the DVD release of Janet Evanovich's popular novel *One for the Money* was a great way to bring fans of the novel together. The library also provided Stephanie Plum's favorite snacks -- cheese doodles and donuts. It's important in this day and age to think of new ways to bring people into the library and the movie licensing has provided the Sibley Public Library with more programming options for children and adults.

*Submitted by Connie Mataloni, Sibley Public Library*

In the spring, I applied for a Libri Foundation Books for Children Grant and in June received word that we were one of two libraries in Iowa to receive the grant at that time. They matched local funds on a 2-1 ratio, so I was able to order over \$1,000 worth of children's and young adult books. In August, 70 books arrived. It was like Christmas!

*Submitted by Cathy Humpal, Lawler Public Library*

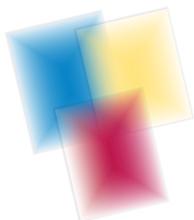


We added "Boopsie" as a way for patrons with mobile devices to interact with our on-line catalog. We started a "Constant Contact" e-newsletter for library patrons. We installed a new RFID system through generous grants from Iowa West and the Carver Foundation. This included a new sorting system for our book drop, three new self-check machines, and new security gates at the entrance. We also upgraded our wi-fi and staff computers, and purchased two new copy machines with grants from Iowa West and the Council Bluffs Library Foundation. I'm the only new staff member since July and I think the only new one this year. Barbara Peterson, of course, retired and will soon be moving to Texas to live.

*Submitted by Kathy Rieger, Council Bluffs Public Library*

The children had a couple of fun parties at the library this last summer. The "Fancy Nancy Party" is always the highlight of the year for K-2 grade girls. From make-up/dress-up to the tea party (with real tea) we always have a waiting list. The K-2 grade boys enjoy the pirate party. With their eye patches, hook hands, and spy glasses they have a good time on their nine-foot pirate ship. In May, *BOOB Girls* author, Joy Johnson, held a book signing at our library. It was well attended and we were very happy to have her. In October one quilting group had a display at the library. They demonstrated their art and fielded questions the first day the display was up.

*Submitted by Becky Rike, Corning Public Library*



The Washington Free Public Library hosted a grand unveiling/ribbon-cutting to celebrate the installation of an artistic fused glass window in the library's foyer, created by Washington resident Pedro Lujano. That marked the finishing touch of the new library building. During the program we also celebrated the third anniversary of the library facility and the 135th anniversary of the founding of the library!

*Submitted by Debbie Stanton, Washington Free Public Library*



We completed switching from Dewey Decimal to subject-based cataloging without any muttering from the patrons or staff. We hired a library page (Erik) who had volunteered for us for three years and he has just been picked as the North Liberty City Employee of the Year. We started our expansion project. It is ALMOST on schedule and there haven't been too many problems.

*Submitted by Dee Crowner, North Liberty Community Library*



The Summer Reading Program for adults at the Mason City Public Library was a huge success! The theme, *Between the Covers*, lent itself to all sorts of book and reading activities. Our program ran for six weeks, concurrently with the children's and young adult programs. We registered 120 adults who read titles suggested by our inventive displays ranging from romantic suspense, spy (undercover) novels, quilting and scrap-booking, to thrillers that kept them up all night reading between the covers. We offered "Weekend Workshops" on theme-related topics. Jan Ebert led a quilting class, Cheri Peterson taught us how to make a 4th of July mini-scrapbook, John Henry gave us a tour of his Cedar Creek printing press, and I led an altered book-art workshop. Many of the book-art projects are still on display at the library. Duffy Hudson returned to entertain us with a dramatic reading of John Steinbeck's *Of Mice and Men*. There were weekly drawings for theme-related prizes and grand prizes of two \$25 gift cards to Book World in Southbridge Mall. We are already planning for next summer's program with the theme, *Groundbreaking Reads!* One of our focuses will be our unique and "groundbreaking"

architecture from the renovated Historic Park Inn and the Frank Lloyd Wright Stockman house to the Prairie School architectural area of Rock Glen/Rock Crest National Historic District. We had a fun day on Halloween. The entire staff dressed in costume (see photo). The caption on our Facebook page said, "Not all the characters are in books today at MCPL!" We had an in-house contest and all of us are planning our costumes for next year.

*Submitted by Joyce Colombo, Mason City Public Library*

Tidbits from Edna Zybelle Library in Clarence! It has been a fast and busy year at the library. We are trying to raise funds to build a new library and it has been a very slow process. But it is getting better and the funds are now arriving. It is very exciting. We now have over \$250,000 with donations and pledges. We are hoping to get a few more pledges before the year ends and then after the first of the year we will be able to start doing some grant writing for the bigger funds. We also had about 35 kids attend our spring story hours and our Summer Reading Programs. The best thing we have done at our library was to get Apollo for our automation system. It has been the greatest thing for our reports and checking books in and out, and even adding new materials to our library. We had a great Halloween party for our kids. They came in costume, we had prizes, and treats for them. We had 25 kids attend the party. Now the year comes to an end so we will have "Holiday Make and Take" crafts on the 21st of December. Hoping for a good turnout for that as well. It has been a great year at the library.

*Submitted by Sandi Brunscheen, Edna Zybelle Library, Clarence*





## Notes from State Librarian Mary Wegner

Have you signed up yet for LearningExpress Library?

Thanks to funding directed by the legislature and provided by Iowa Workforce Development, LearningExpress Library is now available to all Iowa public and academic libraries. There will be no charge to libraries for the first year, with the contract ending on November 30, 2013. We have the option to renew each year through 2018, and the Iowa Library Association will be working with librarians and legislators to advocate for continued funding for this important resource for jobseekers.

Iowa Library Services sent messages with sign-up instructions to all public and academic libraries last week. If you did not receive your message, please contact us.

Congratulations to the Iowa Library Association Member of the Year – our own Barbara Corson, Program Director for Specialized Library Services! Barb contributes so much to ILA through her work on the *Catalyst*, the Conference Planning Committee, and the Iowa Library Association Foundation board – plus she's great to work with here at IaLS. We salute you, Barb!



Mary Wegner  
State Librarian

Warmest wishes to you all for a good holiday  
and a healthy, fulfilling new year.

## Certification Update

Congratulations to the following public library staff certified for the first time through  
[Iowa Library Services' Certification Program for Public Librarians.](#)

Darryl Eschete, West Des Moines  
Cynthia Garthoff, Early  
Angela Gates, Keokuk  
Steven Hammel, Denison  
Dorothy Harper, Paullina  
Kristyn Kline, Denver  
Patricia Lincoln, Strawberry Point  
Karen Neal, Centerville

Joyce Nelsen, Grand Junction  
Merle Lee Pugh, Creston  
Mandie Roberts, Spencer  
Suzanne Streeby, Eldon  
Mary Weber, Cedar Falls  
Carol Wilkins, Wellman-Scofield  
Linda Warrick, Clarinda  
Stephanie York, Woodward



## Barbara Corson named ILA's Member of the Year

The Iowa Library Association (ILA) Member of the Year Award was recently bestowed on Barb Corson, Iowa Library Services Program Director for Specialized Library Services. The presentation was made at the fall ILA conference on October 12, in Dubuque IA. Corson was recognized for her work with libraries throughout the state of Iowa, including academic, school, public and special libraries. She also is instrumental in the ILA newsletter, *Catalyst*. Her nominator described Barb as "the ideal professional colleague - creative, hard-working and focused on the broader goals of ILA and service to Iowa libraries."

The person who nominated Corson said she "provides forward-thinking, confident, and proactive leadership, is a tireless advocate for libraries in Iowa, and a believer in the personal touch by adding handwritten notes with application forms. She is personable and always willing and eager to engage in conversation and share experiences."

"I am very honored to be named the ILA Member of the Year. So many wonderful people volunteer for ILA and the Foundation, and it has been a pleasure to work with them. I am proud to be a member of ILA," said Corson.



*Dale Vandehaar, past ILA President, and Barb Corson*

## Don't miss a great ISLOC program January 17



"Lifelong Literacies @ your Library" is the theme for the sixth annual ISLOC conference. This theme will take many angles--from emotional literacy to digital literacy, from early childhood literacy to financial literacy. The conference is entirely online, so you can attend from your library or from home. Attend all or part of the day, and receive up to 6 c.e. credits depending on the number of sessions you attend (certificates are given for each session). Vendors will be available in the Virtual Exhibit Hall to talk with attendees and demonstrate their products.

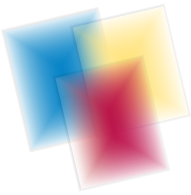
The conference kicks off with keynote speaker Steve Yacovelli, owner of Top Dog Learning Group, who will get us thinking about emotional literacies and how these aspects affect other literacies. Steve was instrumental in the implementation of PLA's "Turning the Page 2.0" advocacy program and is an innovative speaker and presenter. Learn more about Steve and Top Dog at: <http://www.topdoglearning.biz/video/>.

Nine different breakout sessions, as well as some Pecha Kucha presentations and a virtual vendor exhibit hall, will be available throughout the day. Sessions will include:

- Library financial literacy with Cindy Kendall (state auditor's office), who will speak to the connection between city and library budgets.
- A panel sharing how to incorporate early childhood literacy skills into storytimes. Panelists to include Jenna Ehler (West Des Moines) and Judy Dirkse (Sioux Center).
- Engaging teens in library programs, with Ashley Ansah (Des Moines).
- Digital literacy for adults with a panel of presenters.
- Family Literacy with Rosemary Chance (Associate Professor of Library Science at Sam Houston State University).

In addition to daytime sessions, ISLOC features an evening program specifically for trustees. The 2013 board program will feature Michael Sauers from the Nebraska State Library, who will speak to the importance of library boards advocating for the library's technology needs. The evening session is a great way for your board members to get some continuing education. Consider inviting them to watch as part of your regular board meeting that month. There are even some libraries that put the presentation on the wall or a screen, invite board members and staff and have a pizza party! This is a great opportunity for boards to hear a nationally recognized presenter who is speaking directly to board issues.

The full ISLOC 2013 schedule and other information, including links to enter the various classrooms, will be found on the conference website: <http://www.statelibraryofiowa.org/ld/c-d/continuing-ed/isloc>. (Note: The links to the classrooms will not be "live" until the day of the conference.) To register, go to <http://tinyurl.com/bl65zbr>.



## Nine Iowa libraries named LJ's "America's Stars"

Congratulations to the following nine Iowa public libraries that received *Library Journal's* "America's Star Libraries" list in 2012.



- Bayard Public Library
- Boyden Public Library
- Churdan Public Library
- Colesburg Public Library
- James Kennedy Public Library, Dyersville
- Ely Public Library
- JJ Hands Library, Lohrville
- Swea City Public Library
- Winthrop Public Library

Now in its 5th year, *Library Journal* gauged U.S. libraries against an Index of Public Library Service, a measurement tool that compares U.S. public libraries on the quantities of services they deliver. The 2012 *LJ* Index, powered by Baker & Taylor's Bibliostat Collect and Connect, is based on Institute of Museum and Library Services data for 2010. This year, 262 libraries nationwide received Star designations based on their service output.

## Former State Library staffer named to IMLS Board

On November 15, 2012, in a ceremony at the U.S. Supreme Court, Associate Justice Ruth Bader Ginsburg administered the oath of office, officially swearing in eight new members of the National Museum and Library Services Board appointed by President Barack Obama.

Christie Pearson Brandau, former assistant state librarian, State Library of Iowa, was one of the eight appointed to the board.

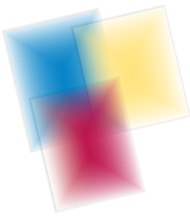
Said Brandau, "It was the thrill of a lifetime to be sworn in by Justice Ruth Bader Ginsburg with the other seven new board members at the Supreme Court. Many of my family were there with me. We stood as tiny little Justice Ginsberg came in, wearing her robes. She gave a nice speech and then the board members stood and repeated the oath of office with her. We thought that was it as she said goodbye and left the room. Then she sent someone back in to ask the eight of us to come

to her chambers! So we went into the private chambers of the Justice,

and she gave us a tour, telling us about her pictures (like the one of her and Thurgood Marshall - her chambers were formerly his chambers), plus the art she had on the wall. She was fragile looking, but sweet and soft spoken, and you could hear the great intelligence as she spoke. She laughingly showed us her newest acquisition, a bobble-head doll of her. She was very proud of that bobble-head and showed us the 13 pennies representing the Lilly Ledbetter case. An amazing day."



Christie Brandau, far right. Judge Ruth Bader Ginsburg, center.



## Iowa students learn to critically analyze news coverage through grant program

Eight Iowa libraries had the opportunity this year to participate in an American Library Association (ALA) grant program to enhance the news literacy skills of 20 high school students. Late this fall, the students demonstrated the critical thinking skills and tools they learned to become news media ombudsmen in connection with the 2012 presidential campaign.

"News Know-how" gave young people the tools to become better students today and better-informed citizens tomorrow, and to understand the role of the public library in providing unbiased access to information. The campaign sought to create partnerships and collaborations for a nonpartisan, critical analysis of news and information by working with professional journalists and librarians as mentors. The students, with public libraries as their "newsrooms," learned to distinguish facts from opinions, how to check the source and validity of news and information, and how to identify propaganda and misinformation.

Iowa was the only participant offering a statewide program in the following communities: Algona, Carroll, Decorah, Dyersville, Grinnell, Knoxville, Sibley, and Sioux Center. Students and librarians received training from journalists representing the national News Literacy Project. ALA representatives and Iowa Library Services staff also took part in the training which was held in Des Moines July 31-August 2 and Cedar Rapids August 7-9.

The students created digital projects focusing on one or more aspects of their experience and the lessons they learned. They made their final presentations in November to fellow students and members of their communities.

Marilyn Kennett, director of the Drake Community Library in Grinnell, said, "We were fortunate to be chosen as a participant in this project. The students recognized the value of the direct learning experience provided by seasoned journalists. They gained a greater understanding of the role of the public library in preserving our democracy and freedoms. The student enthusiasm is present and just needs to be tapped. The students said they would never forget this experience. I was thrilled to be a small part of it."

The program will be assessed by a team at the Graduate School of Library and Information Science at the University of Illinois at Urbana-Champaign.

Mary Wegner, State Librarian, said, "We are proud to be the only state library chosen to take part in this national grant program, and even prouder of the great work done by Iowa librarians and Iowa high school students. We want to make it possible for additional Iowa librarians, students and communities to take part in this grant program and will find out in early January if we have been selected to be a part of the second round of News Know-how grant participants."

The links below will take you to information about the projects in each city:

[Algona](#) – The team gathered information on media corrections policies at several media outlets.

[Carroll](#) - The group fact-checked editorials written by *The Des Moines Register*, *The New York Times* and a local newspaper.

[Decorah](#) - This project analyzed the coverage of such topics as the accuracy of claims that President Obama was not born in the U.S. and Governor Romney's Bain Capital experience.

[Dyersville](#)- The group focused on how to be an effective media watchdog, and vetted newspapers, blogs and online information.

[Grinnell - Project 1](#) - This team researched the corrections policy at *The New York Times*, *The Des Moines Register* and *The Chicago Tribune*, as well as the local NPR affiliate.

[Grinnell - Project 2](#) - Students in this project followed the articles written by a columnist from *The Chicago Sun Times* and *The Des Moines Register*. Students posted their thoughts on the accuracy of the columns on a blog.

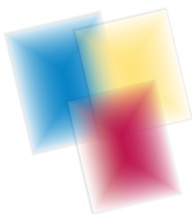
[Knoxville](#) - *USA Today*, *The Wall Street Journal* and *The Des Moines Register* were analyzed for their 2012 presidential election coverage by this group.

[Sibley](#) - This project followed local and national blogs during the 2012 presidential election to identify inaccurate claims by the Obama and Romney campaigns.

[Sioux Center](#) - Monitoring election coverage led the group to identify examples of biased coverage related to the candidates' views on important topics of the day.



Zach Hicks, and from left Hannah Harsha and Hannah Bernhard, Algona Public Library participants, at their final presentation.



## How Cedar Rapids won the John Cotton Dana Award

In 2011, the Cedar Rapids Public Library (CRPL) underwent a complete rebranding process. The Library was honored in June 2012 as one of eight recipients of the American Library Association's John Cotton Dana (JCD) Library Public Relations Award.

"This was a very interesting year," said JCD committee chair, Kim Terry. "The quality was outstanding, and because of the huge increase of entries, we had a really hard time narrowing down to only eight winners, despite the fact that the number of awards available nearly doubled from previous years. We had a variety of libraries —academic libraries to special libraries to school libraries —apply with fantastic campaigns."

The main CRPL was destroyed in a devastating flood in June of 2008. Over 160,000 books and other materials were lost and the library building itself was determined by the Federal Emergency Management Agency to be more than 50% damaged. Plans are now in place for a new library which will open in summer 2013.

As the CRPL works to build a state-of-the-art downtown library to replace what was lost in the flood, it became necessary to consider how the brand of the organization was viewed in the community and develop a brand that would be appropriate and exciting. Prior to this project, the library brand was inconsistent and difficult to use.

"We were so honored to be given this award," said Amber Mussman, public information officer with the CRPL. "Everyone on our staff had a hand in making this rebranding process a success. It is extremely gratifying to be recognized by our peers in this way."

"In 2011, three goals were established: 1) Develop a library brand that complements our new library, 2) align our brand with our mission, and 3) break the mold: gain awareness and new advocates. Target audiences were identified: library staff, current library patrons, community members, and the city council," said Mussman.

"Research was done. We held a focus group with our staff and with the public. We know staff is our number one brand ambassadors and it was incredibly important to get them to see the impact they have on our brand," she said. "Without their support, this entire initiative would have failed."

A plan was developed that consisted of the following tactics:

- Work with a design team to develop a new logo and brand standards
- Establish a campaign to excite the community about the library
- Execute the new brand standards throughout the library and all touch points

The campaign lasted nine months, from January to September, and included a new logo, a public campaign, a new website, and culminating in a large-scale public event. The library was able to commit to using the brand across all platforms. Staff participated in local farmers markets, increased their social media presence, and increased their unique website visitors by 44 percent. The library also saw a 36 percent increase in library cards issued in the five months following the launch.

An application form and more information on the John Cotton Dana Award can be found at:

<http://www.ebscohost.com/resources/john-cotton-dana/entry-form.pdf>.

## Mori attends ALSC Institute devoted to children's/youth services

Iowa Library Services Central District Consultant, Maryann Mori, recently attended the Association for Library Service to Children's (ALSC) Conference in Indianapolis, Indiana. The biennial national conference is a two-and-a-half day workshop, devoted solely to children's and youth library services. It offers a small, intimate setting for participating in programming and getting to know colleagues.

Approximately 300 youth services librarians from the U.S. and Canada attended the event.

"One of the aspects I most liked about this conference was that the breakout sessions were repeated on both days, so par-

*Cont. on Pg. 9*





Maryann Mori

Participants had multiple opportunities to attend the sessions. I was one of the presenters for a session that was repeated on Thursday and Friday -- "Storytimes (and More!) for Teen Parents"-- and included information about implementing early childhood literacy programs and offering other library services for pregnant/parenting teens," said Mori.

"While at the conference, I was able to attend two other sessions, both of which directly complemented my session. One of those sessions was about including more early childhood literacy aspects in storytimes and providing training specifically on this topic for youth services librarians. Saroj Ghoting, well-known early childhood literacy specialist, was one of the panelists."

Mori said another session was presented by the coordinator of Columbus (OH) Public Library's special outreach program known as the "Ready to Read Corps." The program takes "Every Child Ready to Read" (an early childhood literacy initiative of the Public Library Association) to the streets with the intent of boosting kindergarten preparedness scores among at-risk children in specific neighborhoods.

## More libraries take advantage of long-range planning

Iowa Library Services (IaLS) District Consultants were busy in 2012 leading communities through long-range planning processes for public library services. A classic resource, *Planning for Results* from the Public Library Association, has long served to help public librarians envision, evaluate, and respond to community needs with distinctive programs and services. As Becky Heil, IaLS Southeast District Office noted, "It has been a great process and I have enjoyed working with the boards, staff and community members."

- Heil attended 22 meetings in all, helping the communities of Davenport, Mount Pleasant, Clinton, Fairfield, Washington and DeWitt develop their Planning for Results projects;
- Karen Burns, IaLS Southwest District Office, worked with Lied (Clarinda) Public Library, as well as libraries in Glenwood and Coon Rapids;
- Jet Kofoot, IaLS North Central District Office, is in the middle of the planning process with Burt Public Library;
- Bonnie McKewon, IaLS Northwest District Office, helped Storm Lake and Lake View plan for results; and
- Maryann Mori, IaLS Central District Office, worked with Baxter and Norwalk Easter public libraries.

According to McKewon, "Planning For Results is all about community-based planning, encouraging library boards to invite community input into the process through focus groups. The meetings of the board and focus group prompt great conversation about the library's role in responding to community strengths and needs."

## ICB receives exciting news about 2013's All Iowa Reads selection

Simon & Schuster (publisher of this year's All Iowa Reads (AIR) 2013 winner, Jean Thompson's *The Year We Left Home*) has made an exception to their current national e-book sales policy for libraries.

On Monday December 3, Wendy Sheanin, S&S director of Marketing and Adult Publishing Group, notified Robin Martin, coordinator of the Iowa Center for the Book (ICB), that *The Year We Left Home* will be on sale as an e-book on January 1, 2013 and available from Overdrive. Nancy Simpson, AIR member, who made the first contact with S&S for ICB said, "Wendy had the courage to approach the people who count and propose an important change. She risked a good deal by standing up for Iowa's program."

Sheanin worked with AIR Committee members Simpson and Martin to make it possible. Sheanin noted early on in the deliberations, "We do not have a large-print edition of *The Year We Left*



Cont. on Pg. 10



*Home*. We are in a little bit of limbo about having the e-book available in libraries. This is not our policy as a general rule, but I've spoken with my boss about the impact of *The Year We Left Home* being chosen for All Iowa Reads and how that is an important component. She supported the idea enough to see if we couldn't get it to happen on our end."

"I am so relieved," said Martin. "Making the AIR book available in multiple formats is essential to our program's success. With the changes in the publishing industry, we can no longer depend on large print as an option for special needs readers. E-books offer an alternative when users can adjust the size of text to their needs. When we found out that Simon & Schuster did not sell e-books to libraries, my heart sank. We were on a mission from that day forward."

Simpson and Martin provided answers to a series of questions asked by S&S such as the history of the AIR program, how many Iowans read the AIR selection, how many copies are sold, names of past AIR titles, and circulation numbers.

"We gave the data we had," said Martin. "While we don't know the exact number of circulations of our selections, we do know the numbers of copies held by Iowa libraries, the numbers of libraries holding AIR programs, and the number of times the Iowa Library Services Districts lend sets. We were able to persuade Wendy of the impact that All Iowa Reads has on our communities thanks to the feedback from librarians and individuals who participate."

***The All Iowa Reads annual program to help prepare librarians for their book discussions will be held as a webinar from 9:30 to 11 a.m. Tuesday, January 15. "The time seems right for yet one more change that we hope will help many librarians participate easily and conveniently," said Iowa Center for the Book Coordinator Robin Martin. Registration is available at <http://tinyurl.com/cue758h>.***

## "Breathtaking" conference attended by Kofoot

The following is a recount of a conference attended by Iowa Library Services North Central Consultant Jet Kofoot.

"I arrived in the beautiful mountains of Telluride, Colorado for the R2 – Risk & Reward Conference in mid-September with a serious case of altitude sickness. Fortunately for me the conference was organized by the staff of the Colorado State Library who recognized that my fellow low-landers and I would be suffering, and provided measures to somewhat relieve the altitude sickness. Once I learned to navigate the low oxygen level, I was able to appreciate a great conference that helped me and approximately 299 other librarians think creatively about the future of libraries in the 21st Century.

"The conference included two general sessions and four tracks that created smaller groups. The general sessions, presented by author and entrepreneur Josh Linkner and Tamara G. Kleinberg, the founder and chief imaginator of Imaginibbles, focused on how to step outside of one's comfort zone to think and be more creative. Both speakers offered exercises to help attendees flex creative muscles that may have atrophied from years of disuse.

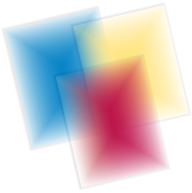
"The four, smaller group tracks included Creative Spaces, Culture, Customer Curiosity and Abundant Community. I attended the Creative Spaces track which included two sessions. The first was presented by architects Dennis Humphries, AIA, and Ozi Friedrich of Humphries Poli Architects, Inc. (Friedrich also has a master's in Library Science.) We explored basic design principles. The second Creative Spaces session was presented by Cynthia M. Nikitin, vice president of the Project for Public Spaces, Inc., which encouraged us to reflect on the characteristics of a successful public space.

"I'm happy to be back closer to sea level where I can breathe and reflect on the lessons I learned during the conference. Here are a few things from each session.

***"Josh taught me to . . .***

- Remember to ask why.
- Encourage courage (because you have to be courageous to step out of the norm).
- Challenge assumptions.
- Remember to think small as well as big (kind of like Rome wasn't built in a day).
- Shatter conventional wisdom.





***Tamara taught me to . . .***

- Wonder . . . How does this (whatever this might be) apply to me?
- Look for innovation everywhere.
- Focus on what's possible while dreaming big.
- Think like the great innovators (Disney, Apple, Starbucks, etc.).
- Live your life bending the rules.

***Denise & Ozi taught me to . . .***

- Sit on a site to get a sense of the space.
- Keep sustainability in mind.
- Frame a view.
- Pay attention to when a thing is finished (don't keep adding or taking away if it isn't necessary).
- Keep the big idea in focus but be mindful of how everything relates to the big idea.

***Cynthia taught me to . . .***

- Create multiuse multipurpose spaces with programs in mind.
- Recognize that great public spaces endure and evolve over time.
- Be aware that place is more important than design.
- Begin with a vision and find partners rather than beginning by looking for money.
- Remember that public spaces are about people and should begin with the community,  
***and finally ..."***

*You are not  
just an employee,  
volunteer or board member.*

*You do not merely catalog books,  
organize periodicals and manage resources.*

*You are the gateway into the mind of the idea people  
who come to our facilities to find or fuel a spark.*

***Part WIZARD***

***Part GENIUS***

***Part EXPLORER***

*It is your calling to trespass into the unknown and  
come back with a concrete piece someone can hold  
onto, turn over, and use to fuel their mind and soul.*



## News from around the state



*"I'm sure other libraries have set up cool  
Christmas trees or decorations around the  
library, but we are proud of our tree of books  
this year, so I'm sending a picture of it."*

Roslin Thompson, [Knoxville Public Library](#)

## Retirement bells ring for several Iowa librarians

[Barbara Rardin](#) is retiring at the end of December from Boone's Ericson Public Library. Barb started working part-time in 1978 and became Children's librarian in 1987. She became director in July 2008.

[LaWanda Roudebush](#), Davenport Public Library Director, is retiring at the end of January. "I have absolutely loved the opportunity to work with so many dedicated and skilled librarians throughout the State of Iowa. I have enjoyed working with the Iowa Library Association and hope to continue to volunteer in some capacity with ILA."

Children's librarian [Linda Fox](#), Oskaloosa Public Library, retired November 16 after 30 years on the job. Fox was awarded the Friend of Education Award twice from the Oskaloosa Education Association and served on several boards and committees for the Iowa Library Association, and the former Southeast Library Services Area and State Library of Iowa.

After 13 years of service, assistant director [Nancy Watt](#) retired from the Rockwell Public Library. Director [Linda Dunning](#) noted that "Nancy has done a great job and will be missed."

[Carole Stanger](#), director of the Atlantic Public Library for 14 years, is retiring December 28. Library staffer Julie Tjepkes said "It sounds like she may keep busy with library-type activities because both the Friends of the Library and the library's genealogy department plan to keep her busy."

After 28 years, [Gayle Trede](#), director of Mt. Pleasant Public, retired. According to Janee Jackson of the library, "Gayle was an awesome asset to the library."

Long time technical services coordinator, [Vonda Cummins](#), retired November 30 after 16 years from the Charles City Public Library. Many will remember Vonda from her years of handling interlibrary loan requests.

Several Burlington Public Library employees retired in December. They are [Phil Good](#), maintenance person for 24 years; [Linda Gerline](#), service desk staffer and materials processor for 24 years; and [Donna Acord](#), business manager for over 27 years.

Iowa City Public Library announced two retirements: [Barbara Black](#), coordinator, collection services, is retiring after 24 years of service. Over her career she served as a librarian in reference and children's services, was a head cataloger, and the coordinator in audio/visual - community services. [John Hiett](#), senior librarian, is retiring after 30 years as a librarian in the reference department. As a parting gift, John helped create the Local Music Project, a library service that brings downloadable local music to library patrons.

Congratulations and thanks to all of these Iowa library staff members for their great service to Iowans. Iowa Library Services wishes them all the best as they begin the next chapter of their lives.





## More news from around the state

Bev Finnigan, director, [Sidney Public Library](#), was “pleasantly” shocked to receive a \$10,000 check from a law firm in Danville, KY. It was from a Sidney alumni’s estate. Finnigan said they had to search to find out anything about the person. They plan to develop an attractive area outside of the library.

[Clarinda](#), [Coin](#), [Essex](#) and [Shenandoah](#) public libraries are the recipients of a \$5,000 award from the Page County Community Foundation and the Clarinda and Greater Shenandoah Foundation. Each library received around \$1,245. The grants were provided to help add new resources to serve their customers.



Congratulations to Wendy Street and staff at the [Pella Public Library](#) for their recognition as a volunteer technology training “Success Story” by Tech Soup for Libraries. Tech Soup gives tips for working with volunteer technology trainers and details three successful library programs throughout the country, including Pella’s.

Several libraries made the Channel 6 [KWQC-Quad Cities] news recently regarding their “Live Homework Help,” an online resource where students can receive help from tutors, who are actual teachers and instructors. The program is available in [Davenport](#), [Bettendorf](#), [LeClaire](#) and [Scott County](#). Kids just go to the libraries’ main website page, have their library card numbers handy, find the Homework Help hotline section, and click on tutor.com. The service is free. Said Lawanda Roudebush, director of the Davenport Public Library, “We really think it’s a very helpful tool for our community.” Help is available in the areas of math, science, social studies, and English from 4 to 10 p.m. for students in fourth through 12th grades.



From a recipe for Calves’ Head Soup in an American cookbook dated 1900-20: tie up the brains in a little bag + boil with the rest -- Half an hour before it is done, take the brains, mash them fine with a spoon, add melted butter, pepper + sage, with salt - keep hot till put on table - some add pounded cracker -- the melted butter is best wet with the liquor the head boiled in.

For the past year, the University of Iowa Libraries has been scanning and digitizing recipes by Abigail Wellington Townsend and 4,000 pages from the collection of the late Chicago chef Louis Szathmary who donated the books in 1986. Those along with old manuscripts from the U.S. and England in the 18th, 19th and 20 centuries are not only being digitized, but transcribed by folks interested in volunteering for the project. (For example, people will research catch up -- probably easy for some to interpret as ketchup -- but some historical digging may be necessary to find out that a mango back in the day was a pickled, stuffed pepper or any sort of pickle dish.)

To get the whole story, visit <http://diyhistory.lib.uiowa.edu/transcribe/collections/show/7>.

The Association for Rural & Small Libraries (ARSL) announced that Tena Hanson, director of the [Estherville Public Library](#), has been elected to serve as vice president/president-elect of the ARSL Board for 2013.

Hanson has served as chair of the Board’s Membership Committee for the past two years, and is heading up the effort to bring ARSL’s annual conference to Omaha in 2013.

ARSL is a national organization of nearly 500 members whose mission is to provide a network of people and materials to support rural and small library staff, volunteers and trustees to integrate the library thoroughly with the life and work of the community it serves.

Hanson’s new position began at ARSL’s annual conference in Raleigh, N.C. in September.



Tena Hanson



*Happy Holidays from  
all of us at  
Iowa Library Services*