

## Today in EYE-OPENER January 12, 2015

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**1) Set Your Clock For ILOC:** Maryann Mori said it well last week on IOWALIB. In today's *Eye-Opener* it bears repeating. And that is: ISLOC has a new name and a new date! Returning for its 8th year, the formerly named "ISLOC" (Iowa Small Libraries Online Conference) unveils itself as **ILOC— Innovative Libraries Online Conference**. Along with its new name, the conference has a new date: **April 1, 2015**. Nope, that's not an April Fools' Day joke, it's true 😊 Protect your calendars now and plan to spend the day with us as we focus on the theme "**Public Libraries: Invest & Engage.**"

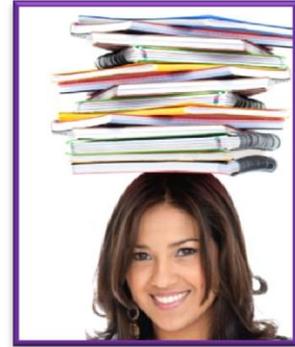
**ILOC** will still be entirely online, entirely free, and worthy of several c.e. credits throughout the day. A sneak peek at the emerging 2015 event reveals these highlights:

- Opening keynote speaker Nancy Kranich; Ms. Kranich is ALA past president, current librarian/professor at Rutgers University School of Communications & Information, and Founder & Chair of the ALA Center for Civic Life Advisory Committee
- Expansion of ideas presented at Town Meetings 2014
- Multiple breakout sessions with topics suitable for staff from all sizes of Iowa libraries
- Bigger exhibit hall, as well as more time during the day to visit the exhibits or simply to discuss the sessions you attend with co-workers and trustees
- An evening keynote session developed especially for library boards, featuring Iowa's new State Librarian Michael Scott.

Watch **Monday Morning Eye-Opener** and IOWALIB for continued updates about **ILOC**, including the upcoming call for presenters!

**2) Revamping Public Library Management:** At Iowa Library Services, we closed out 2014 by debuting a new support staff certification program, a course named fittingly enough Public Library Support. In 2015, IaLS consulting team will work on revamping the long-running certification program for library directors—**Public Library Management**.

Since the late 1980's, **Public Library Management** has been the primary path toward certification for the majority of library directors. **PLM** has had a proud history and will surely know a proud future as we work to re-structure both **PLM1** and **PLM2** in 2015.



Alysia Peich, Continuing Education Coordinator with Iowa Library Services, offers this observation: *"...As we all know, the library world is constantly changing. Iowa Library Services wants to make sure our catalog of classes keeps up with changing times. During the winter and spring of 2015, IaLS consultants will collaborate to update the objectives and content of both **Public Library Management** courses—**PLM1** and **PLM2**. Our goal is to ensure that both courses continue to be relevant by addressing both the fundamentals of library service and the emerging trends in libraries. This re-structuring means that neither course will be offered this spring. However, expect **PLM2** registration by this summer, and registration for both **PLM1** and **PLM2** by this fall..."*

You're welcome to contact Alysia with any questions about director or staff certification ([alysia.peich@lib.state.ia.us](mailto:alysia.peich@lib.state.ia.us)) Also, if you have concerns about whether or not the availability of the **PLM** classes will impact your library's accreditation, please contact Scott Dermont at [scott.dermont@lib.state.ia.us](mailto:scott.dermont@lib.state.ia.us) Thanks for your patience as we work on this important project!



**3) Martin Luther King Day @ Your Library:** Next Monday January 19<sup>th</sup> is Dr. Martin Luther King Day, a national holiday and a state holiday in Iowa. Certainly a day that sparks a natural opportunity for book displays or special programming for children and adults.

Dr. King once said "Life's most persistent and urgent question is 'what are you doing for others?'" " From this website [www.mlkday.gov](http://www.mlkday.gov) learn that the MLK Day of Service is part of United We Serve, President Obama's national call to service initiative. It urges Americans from all walks of life to work together to provide solutions to our most pressing national problems. At [www.mlkday.gov](http://www.mlkday.gov) find project toolkits and community partnership projects that libraries could become part of in future years. But in the short term, you can find logos, banners, and widgets to add to your websites. Additionally, The King Center [www.thekingcenter.org](http://www.thekingcenter.org) is dedicated to Dr. King's life and legacy, another website to link to your own.

Even without formal programming, book displays are easily done. Your library is sure to have some of these or other titles. And check your children YS shelves for fresh titles, plenty found on Amazon...

- Let the Trumpet Sound by Stephen Oates
- The Speech: The Story Behind MLK's Dream by Gary Younge
- Martin and the Mountaintop by Richard Gordon
- Gospel of Freedom by Jonathan Rieder
- MLK: The Essential Boxed Set by Clayborne Carson

**4) Library Lovers' Bulletin Boards:** Sue Gruber, Library Resource Technician with Southwest District Office, is thinking ahead to February with this fun idea: *"Iowa Library Services is offering this bulletin board set made of our die cut shapes for **Library Lovers' Month** in February. A PDF copy of the bulletin board pictured here will be sent to you as an e-mail attachment. The candy hearts are printed on pastel paper. Letters shown here are*



*3"; however, if you have a larger space to fill, you're welcome to request 5" letters. And request additional die cut heart shapes in any colors you choose. Order by emailing [sue.gruber@lib.state.ia.us](mailto:sue.gruber@lib.state.ia.us). And visit this website <http://www.librarysupport.net/librarylovers/> to find more ideas for celebrating **Library Lovers' Month @ Your Library!** ..."*

Thanks for this idea, Sue—providing die cuts has proven to be a much appreciated service! Be sure to let your District office know if you'd like bulletin board shapes for February or any other promotion. There's a large assortment of shapes, letters, and numbers to choose from; each Iowa library may order up to 500 pieces each fiscal year. Remember to specify size, color, and quantity when ordering. Learn more here <http://www.statelibraryofia.org/ld/c-d/diecuts>

**5) Meetings / Events This Week:** First up this week—today is Amanda's first day at Northwest office! Amanda Grom is the new Library Resource Technician for Northwest District, filling the position opened by Janie Beaulieu's retirement. Please wish Amanda a friendly hello, she's anxious to greet and meet NW library staff in the coming months!

Scott Dermont leads an online class tomorrow (**Jan13**, 10:00-11:30AM) titled **"Setting the Standard,"** explaining filing the FY15 standard / accreditation report.

I'll join Odebolt Library Board tonight and Somers PL Board tomorrow night enroute to staff meetings in Des Moines on Wed-Thurs this week. With our agency staff meeting on **Wednesday January 14, District offices will be closed** but you're welcome to call the Des Moines office for assistance—800-248-4483.

Next Monday—**January 19**—is **Martin Luther King Day**, which is a state holiday. All Iowa Library Services offices will be **closed next Monday January 19** and **Monday Morning Eye-Opener** will be back on January 26.

Plenty of national webinars are on tap this month, from a variety of education providers. Find full descriptions and registration details here <http://www.statelibraryofiaowa.org/ld/c-d/continuing-ed/other-conted>

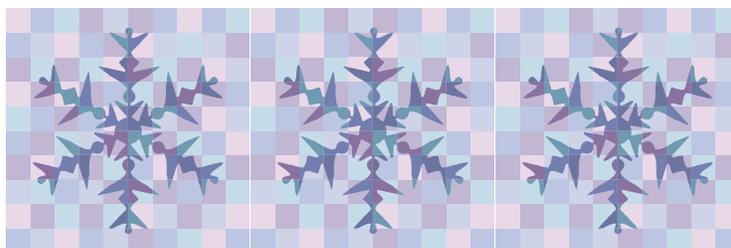
**January 13.** 12:00-1:00PM. *The Top 7 Ways to Protect Your Patrons' Privacy* sponsored by SirsiDynix <http://www.sirsiDynix.com/webinars>

**January 12.** 6:00-7:00PM. *Get Thinking! Making the Most of Your Library Time* sponsored by American Association of School Librarians <http://www.ala.org/aasl/ecollab/upcoming>

**January 14.** 1:00-2:00PM. *Developing Irresistible Teen Programs* sponsored by DEMCO <http://ideas.demco.com/webinars-category/>

**January 14.** 2:00-3:00PM. *Power Searching: Advanced Search Operators* sponsored by Infopeople <https://infopeople.org/training>

**January 15.** 1:00-2:00PM. *Staying Afloat in a Sea of Change* sponsored by WebJunction <http://www.webjunction.org/events/webjunction.html>



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