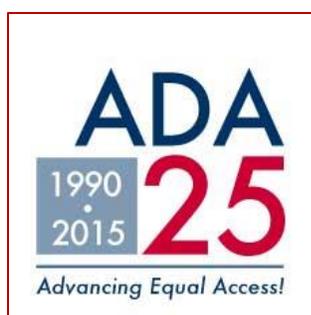


Good Morning! Today in EYE-OPENER July 20, 2015

- 1) 25th Anniversary of the ADA
- 2) Policies Webinar Plus Self-Paced Course
- 3) Enrich Iowa Reports Due July 31
- 4) New Bulletin Board For Library Card Sign-Up Month
- 5) Meetings / Events This Week



1) 25th Anniversary of the ADA: The Americans With Disabilities Act—commonly known as the ADA—reached a milestone 25th anniversary this year. In July 1990, President George H.W. Bush signed the ADA into law, guaranteeing disabled persons equal access to public venues, commercial buildings, public transportation, as well as equal employment opportunities. This landmark legislation also mandated the establishment of TDD / telephone relay services for deaf Americans.

The ADA website www.ada.gov maintains a wealth of resources to help people understand the scope of this legislation. For public libraries, which are subdivisions of their city governments, this is an important website to know about. Among the many materials are

- ✓ Frequently Asked Questions About Service Animals
- ✓ Solutions for Common ADA Access Problems at Polling Places
- ✓ A Primer for Local & State Governments
- ✓ Accessible Public Pools
- ✓ A Guide for Small Towns

To celebrate the 25-year anniversary of the ADA enactment, Iowa's State Data Center has updated the **Iowans with Disabilities** profile. From Gary Krob, Coordinator of the State Data Center Program "*...: This printable brochure contains information about persons with disabilities living in Iowa, including statistics from the 2013 American Community Survey regarding population, income, poverty, business, jobs, housing, and education. Find a brochure in PDF format here <http://www.iowadatacenter.org/Publications/disabilities2015.pdf...>*"

Iowa Senator Tom Harkin was instrumental in the development and passage of the ADA. Combine that with Iowa's State Data Center Resources and this 25th anniversary offers a ready promotion @ your libraries.

2) Policies Webinar Plus Self-Paced Course: Iowa Library Services is launching a self-paced course on policy development. Based on the PLA book [Policies For Results](#) and [In Service to Iowa: Public Library Standards](#), this course is designed around 4 major policy categories. These are the same 4 policy categories required of libraries to be funded in TIER 1 of the standards program: **circulation, collections, personnel, and Internet use.**

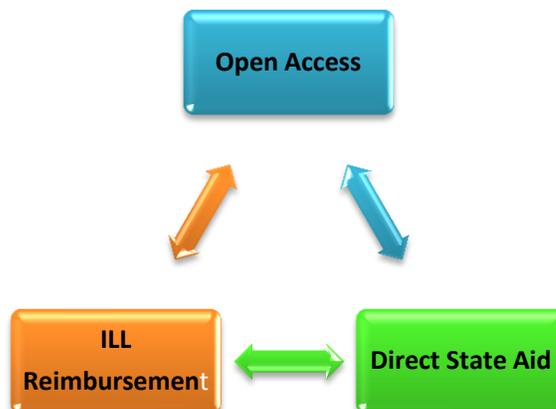


Similar to the “Weed it and Reap” course, the new **“Policies For Results”** course will be done in Moodle. Students will be able to listen to 4 recorded modules—one module for each of the above policy categories—along with accessing articles on the topics. The goal will be to submit a copy of your current policy, followed by a revised copy patterned after [Policies For Results](#). Take up one or more of these self-paced modules—better yet, step through all four!

We’ll kick off this new self-paced course with a webinar on **July 23 at 1:00PM**; repeating on **July 24 at 10:00AM**. This webinar explains the major tenant of [Policies For Results](#), a fresh way of approaching policy development by looking at constructing policies in 4 parts: the **philosophy**, the **regulations**, the **procedures**, and the **guidelines**. Learn how to apply the 4 parts of a policy to a sample topic. Review the board's role in policy development, along with the roles played by the library director and staff. Learn why policies are stronger when all 4 parts are evident. And share your policy pet peeves!

Plenty of time for discussion and certainly time for explanation of the follow-up self-paced course. Register today in the c.e. catalog <http://www.statelibraryofiowa.org/cgi-bin/cecat/> because registration closes tomorrow—join us!

3) Enrich Iowa Reports Due July 31: In April, all Iowa libraries were asked to renew their intention to participate in **Enrich Iowa**. That was done by completing a super easy form called the **Enrich Iowa Letter of Agreement** and checking all 3 boxes—**Open Access, ILL Reimbursement, and Direct State Aid**. So renewed participation comes first, reporting your library’s activity in these programs comes next.

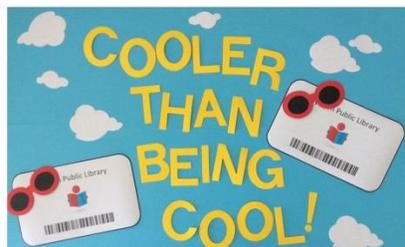


By **July 31** each year, all Iowa libraries are required to report their level of activity in these same programs. For **Open Access**, report the number of checkouts your library made to **Open Access** patrons—those people visiting your library from other participating **OA** libraries in Iowa—and checking out physical items. Downloading eBooks or using other digital products does not count as **Open Access** checkouts. For instructions, along with the **OA** reporting form, click here <http://www.statelibraryofiowa.org/ld/e/enrich-ia/open-access>

For **ILL Reimbursement**, we need to know the number of books your library loaned through SILO. Lending libraries are reimbursed in this program to compensate for postage costs. Tracking loans made through SILO or OCLC is easy because their software tracks it for you. Iowa Library Services can look this data up, so we can save you the time of reporting those transactions. The exception is if your library loaned materials to other Iowa libraries through other means. If that's true for you, then you need to report those numbers on a log and submit it to us. For **ILL Reimbursement** instructions, along with a reporting form for loans made outside the SILO or OCLC systems, click here <http://www.statelibraryofiowa.org/ld/e/enrich-ia/ill-reimb>

Finally for **Direct State Aid**, simply report how you spent the money! **Direct State Aid** is the money awarded to Iowa libraries for meeting standards. The standards are fully described in the booklet In Service to Iowa (c2010) Under broad categories, the **Direct State Aid** report asks you to describe how this funding was used in FY15. Simply indicate the amount spent in categories such as *Materials & Supplies / Technology & Equipment / Programming / Furniture /* etc. This report form also asks for stories about the impact of this funding on your library operation. The stories you tell us become the stories we tell legislators every year when seeking increased funding for **Enrich Iowa**. To find the form and instructions, click here <http://www.statelibraryofiowa.org/ld/e/enrich-ia/Direct-state-aid>

Note that both the **Direct State Aid** and **Open Access** forms are online again this year. All directors should have received email messages containing links, user names, and passwords. Questions about the **Enrich Iowa** reports? Just call ☺



4) **New Bulletin Board For Library Card Sign-Up Month:**

September is **National Library Card Sign-Up Month**. And with a little advance planning, you can be ready with a new bulletin board to help promote this recognition week at your library. Sue Gruber with Southwest District has designed a bulletin board—shown at left—that can be yours simply by filling out this online order form

<http://www.statelibraryofiowa.org/ld/c-d/diecuts> Be sure to type “**Cooler Than Being Cool**” in the comments box on

the form and we'll take it from there. Ordering early will help ensure that the bulletin board shapes arrive in plenty of time.

National Library Card Sign-Up Month is sponsored by the American Library Association; its intention is to remind parents, teachers, and children that a library card is the most important school supply of all. This year, Snoop is the Honorary Chair. You'll find sample press releases, PSAs, posters, and plenty of logos for your website and promo purposes here <http://www.ala.org/conferenceevents/celebrationweeks/card>

And here's another early-bird opportunity: ALA is sponsoring a **free webinar tomorrow July 21 from 2:00-3:00PM CST**. From the website: "...*Snoopy is coming to your library. Are you ready? Learn how to leverage this year's **Library Card Sign-up Month** spokesdog - Snoopy! This free webinar offers inexpensive ideas and success stories that your library, no matter how big or small, can easily replicate to create a great library card sign-up campaign. Some participants will be selected at random to receive complimentary **Library Card Sign-up Month** products from ALA Graphics. Seats are limited and available on a first-come, first-served basis. Register here <http://bit.ly/LibraryCardSignUpWebinar> ...*"

Make plans now for **National Library Card Sign-Up Month @ Your Library!**

5) Meetings / Events This Week: Join us for **Policies for Results** online this week with two sessions to choose from: either **Thursday July 23** from **1:00-3:00PM** **OR** **Friday July 24** from **10:00AM-12:00PM**. Registration open until tomorrow, sign up in the c.e. catalog <http://www.statelibraryofiowa.org/cgi-bin/cecat/>

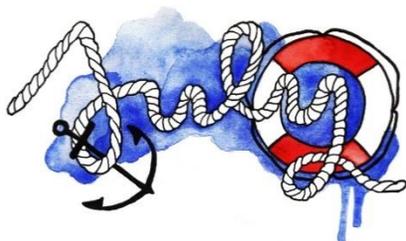
Look at July's menu of national webinars, with registration and other details here <http://www.statelibraryofiowa.org/ld/c-d/continuing-ed/other-conted>

July 21. 1:00-2:00PM. *Discovering Great Historical Fiction* sponsored by Booklist <http://www.booklistonline.com/webinars>

July 22. 2:00-3:00PM. *How to Promote Your Organization & Boost Member Engagement With Facebook* sponsored by Wild Apricot <http://www.wildapricot.com/community/expert-webinar-series>

July 22. 2:00-3:00PM. *Libraries That Lend "Things"* sponsored by Infopeople <http://infopeople.org/training/view/webinar>

July 23. 1:00-2:00PM. *Better than Bullet Points* sponsored by InSync <http://us.insynctraining.com/complimentary-programs/>



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