

Good Morning! Today in EYE-OPENER September 28, 2015

- 1) Save the Date—ILOC Conference 2016**
- 2) Celebrate City Week**
- 3) Next Big Ideas Book Discussion Nov18**
- 4) Estherville Staff Development Day—You Are Invited**
- 5) Meetings / Events This Week**



1) Save the Date—ILOC Conference 2016. There are only 87 shopping days 'til Christmas, so the **ILOC Conference** can't be far behind—and it's not! Our annual **Innovative Libraries Online Conference** is scheduled for **January 21, 2016**. This is a proven, popular event, drawing hundreds of Iowa library staff and trustees together for full day of learning online.

The **ILOC** Team has chosen “**Digital Citizenship**” as the theme for 2016. You may have heard similar phrases like digital literacy or digital inclusion. One definition of digital citizenship comes from Mike Ribble “...*this is about how should we act when we are online, and what should be taught to the next generation...*” Mike Ribble is credited with the website Digital Citizenship.Net (<http://digitalcitizenship.net/>) the culmination of a three year dissertation project. From that website “...*the concepts for Digital Citizenship are geared toward education, but are important for anyone who uses technology. The topic is gaining momentum not only in the United States but around the world... these concepts help teachers, technology leaders, and parents understand what children, students, and adults users should know...there is a great need to talk about the responsible use of technology....*”

So with those ideas in mind, the **ILOC Team** is planning for the conference to include sessions on online etiquette, cyber safety, digital health and wellness, and more. As in past years, we are developing a “Call For Proposals,” seeking session ideas and most importantly—people willing and able to present them! Recommend someone as a speaker—or recommend yourself!

If you've never attended an **ILOC Conference** before, you can get a good feel for it by checking out some of the presentations from this year: recordings and accompanying PowerPoint slides are still available at this webpage <http://www.statelibraryofiowa.org/ld/c-d/continuing-ed/iloc>

Look for more news about **ILOC 2016** in the months to come. In the meantime, save the date **January 21, 2016!**



2) Celebrate City Week: This promotion was new last year—and pretty cool. **October 12-16**, the Iowa League of Cities is lending its sponsorship to the second annual “**City Week**,” an effort help promote good government in Iowa and to help cities highlight the important role local government plays in the lives of Iowans.

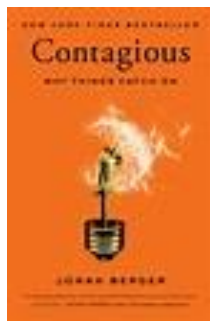
An impressive number of other Iowa organizations and agencies are gearing up to recognize **City Week**, themselves wanting to promote good government. Among them are the

- ✓ Iowa Association of Municipal Utilities
- ✓ Iowa Firefighters Association
- ✓ Iowa Police Chiefs Association
- ✓ Iowa Public Airports Association
- ✓ Iowa Parks & Recreation Association
- ✓ And...The Iowa Library Association!

From the website: “...**City Week** is part of an ongoing effort to raise public awareness about the services that cities perform and to educate the public on how city government works. Involve local schools, businesses, chambers of commerce, media and civic clubs in planning **City Week** activities in your community...”

So with this being second time around, let's throw public libraries more prominently into the mix! Contact your own city hall to see if any plans are in motion—then find your place in the planning process. The **City Week** website <http://cityweekiowa.com/> notes a few frequently asked questions and suggests that you take photos of **City Week** activities in your community, then share those photos with the Iowa League of Cities.

Back on the **City Week** website, you'll find an Idea Box, logos, and **Facts About Cities** material to display. Be sure to promote activities on your social platforms; in doing so, use **#CityWeekIowa**. Especially in light of an ILA conference session that Brandie Ledford and I will be presenting titled **"City Library, City Service,"** we'd love to hear your stories from **City Week 2015!**



3) Next Big Ideas Book Discussion Nov18: Next up in our **"Big Ideas Book Discussion"** series is the title Contagious: Why Things Catch On by Jonah Berger. Scheduled for **November 18 online** from **9:30-11:00AM**, Cindy Davis (Spirit Lake PL) and I will lead this discussion.

Some marketing experts have said that word-of-mouth marketing is 10 times more effective than traditional advertising. In Contagious, author Jonah Berger explains the secret science behind word-of-mouth and suggests how to use it most effectively to get more people talking about your product or programming. In this book discussion, we're sure to chat about how to get more people talking about your library!

From this website <http://jonahberger.com/books/contagious/> *"...If you've wondered why certain stories get shared, e-mails get forwarded, or videos go viral, Contagious explains why and shows how to leverage these concepts to craft contagious content. This book provides a set of specific, actionable techniques for helping information spread—for designing messages, advertisements, and information that people will share. Whether you're a manager at a big company, a small business owner trying to boost awareness ... Contagious will show you how to make your product or idea catch on..."*

In **"Big Ideas Book Discussions,"** IaLS staff and guest stars facilitate discussions using books outside of library management, but with plenty of application to library management. Choosing books on leadership, civic engagement, customer service, presentation skills, etc. we'll connect those ideas with public library service. In addition to a great assortment of non-fiction titles—and of course the c.e. credit—there are other spin-off benefits of **"Big Ideas,"** such as:

- titles help with collection development for participating libraries
- titles are good choices for local book discussion groups
- this program serves as another model for how to facilitate local book discussions

We encourage participants to purchase books used throughout the **"Big Ideas"** series for your own collections. Registration will open soon in the c.e. catalog. Pick up a copy and join us for the next good read Contagious. **Big Ideas Book Discussions** are big fun...join us, you'll agree!



4) Estherville Staff Development Day—You Are Invited: Thanks to Estherville PL Director Tena Hanson for extending an invitation to **EPL's annual Staff Development Day on Tuesday October 20th**. A total of 6 c.e. credits are possible for the entire day, however participants are welcome to pick-and-choose whichever sessions they're able to attend. And while there is no registration fee, you are asked to pre-register here <http://goo.gl/forms/14xguGyijC>

This year's topics are both library-related and safety-related. Tena has more: *"...come early because at 8:30AM, we'll have free refreshments at the library before heading to the fire station for the day's first session shortly before 9:00AM. The day is free, lunch is on your own, staff members will have suggestions for lunch places. We're allowing 1 ½ hours for lunch so that you can decompress and share ideas with each other mid-day..."*

Here's the agenda:

9:00-9:50 = Hands-on fire extinguisher training at Estherville Fire Station. Each participant will get the chance to use an extinguisher, learning how they work and what types of techniques work on different types of fires.

10:00-10:50 = AED Training and Q&A. The head of Estherville's ambulance crew will offer training on the use of AED devices and talk about different types available, including those with paddles compatible with the ambulance service's units so that treatment would not need to be interrupted by the change of equipment when paramedics arrive.

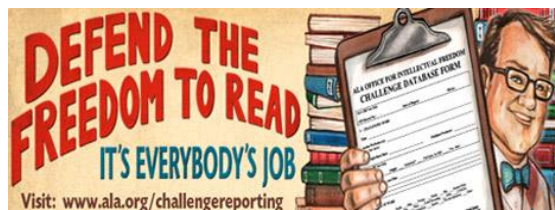
11:00-11:50 = Self-defense with Officer Reineke of the Estherville PD. Officer Reineke will cover ways to avoid physical contact with violent members of the public, how to escape a hold, and what moves work best if faced with an attacker.

1:30-3:20 = Hands-on Book Repair with Hallie Evans. Hallie will demonstrate different types of book repairs and allow participants the opportunity to try it for themselves (books provided)

3:30-4:20 = Little Free Libraries. Tena Hanson will explain how EPL's Friends Group began a Little Free Library Initiative, installing them in 3 city parks. Issues such as funding, volunteer time, necessary approvals, maintenance, and vandalism will be covered. An optional tour of the Little Free Libraries will conclude the session and the day.

Thanks again to Tena Hanson for graciously extending the invitation to EPL's Staff Development Day to nearby libraries!

5) Meetings / Events This Week: This is **Banned Books Week September 27—October 3**. ALA is the lead sponsor, this year young adult books are the focus. What are your plans to recognize **Banned Books Week 2015**?



Friday October 2 is the first-of-three **Director Roundtables** in Northwest District. **Wall Lake PL** is hosting on **Friday (9:30AM-12:30PM)**. Still time to register in the c.e. catalog, but hurry, registration closes tomorrow 9/29 <http://www.statelibraryofiaowa.org/cgi-bin/cecat/index.cgi>

A few more national webinars close out September—find registration and other details here <http://www.statelibraryofiaowa.org/ld/c-d/continuing-ed/other-conted>

September 29. 9:00-10:00AM. *Reading Nooks that Encourage Writing Too!* sponsored by Georgia Public Library Service
<https://georgialibraries.webex.com/georgialibraries/onstage/g.php?MTID=e550f62e58d88ab06828a55a025a86d5e>

September 30. 12:00-1:00PM. *Getting Your Slice of the Pie - Identifying the Assets You Need in Your Community* sponsored by 4Good <https://4good.org/explore/latest/webinars>

September 30. 2:00-3:00PM. *STEAM & Día: Offering Informal Learning with a Mind Toward Diversity* sponsored by Texas State Library and Archives
<https://www.tsl.texas.gov/ld/workshops/webinars/index.html>

September 30. 6:00-7:00PM. *Libraries & Technology: The Librarian's Online Management System* sponsored by American Association of School Librarians
<http://www.ala.org/aasl/ecollab/upcoming>



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