

Good Morning! Today in EYE-OPENER October 5, 2015

- 1) Teen Read Week October 18-24
- 2) Star Wars Reads Day October 10
- 3) Cyber Security Awareness Month
- 4) Next Big Ideas Book Discussion Nov18
- 5) Meetings / Events This Week



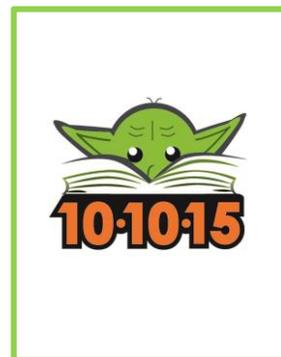
1) Teen Read Week October 18-24: This very month, libraries nationwide have great options for teen programming by celebrating **Teen Read Week October 18-24**. **Teen Read Week** is a national literacy project sponsored by the Young Adult Library Services Association (YALSA) of ALA.

The 2015 theme is **“Get Away @ Your Library.”** This is your chance to spotlight all the resources and activities you provide for the teenage crowd. From the YALSA website: *“... What is so great about this year’s theme is that it is so versatile. ‘Get Away’ can mean whatever you want it to mean. You can adapt your displays to fit your library collection, your interests , or the interests of your patrons. If your teens are realistic fiction fans, go the travel route and highlight your collection of road trip titles. You can create a map display and emphasize books either set in the U.S. or in other countries...create map of the U.S. and display a title that takes place in each of the 50 states...lots of possibilities with this theme!...”*

The YALSA website <http://teenreadweek.ning.com/> is a good spot to find promotional materials, with links to a Pinterist page and ALA online store merchandise. Plus, catch a 1-hour webinar tomorrow—October 6—at 11:00AM central time sponsored by YALSA. This webinar will include information about using demographic data to best meet teens’ needs. This link takes you there [Reaching Out with TRW 2015: ID'ing and Serving the Teens in Your Community](#)

What are your plans for **Teen Read Week @ Your Library?**

2) Star Wars Reads Day: Let the force be with you and your kids on **October 10**—that's **Star Wars Reads Day**. Sue Gruber with Southwest District picked up on this library promotion on the Star Wars website <http://www.starwars.com/> 2015 is actually the 4th annual event, with sponsors including Disney, Marvel Comics, DC Books, and more.



Book and movie displays should be easy to come by, showcasing your sci-fi collection. And to enhance your local displays, back to the Star Wars website for printable activity kits, coloring pages, bookmarks, and banners. Any **Star Wars Reads Day** display @ your library is also a nice way to preview the new movie due out in December “The Force Awakens.”



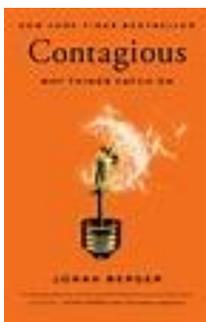
3) October is Cyber Security Awareness Month: This is a national campaign jointly sponsored by The National Cyber Security Alliance (NCSA) and the U.S. Department of Homeland Security (DHS) among other partners. **Cyber Security Awareness** focuses on educating the public, businesses, schools, and government agencies about ways to secure their piece of cyber space, their computers, and our national infrastructure.

The DHS website <http://www.dhs.gov/national-cyber-security-awareness-month> offers tips and resources that can be used year-round: *"...Americans can follow simple steps to keep themselves, their assets, and their personal information safe online. Here are a few tips all Internet users can leverage to practice cybersecurity during **National Cyber Security Awareness Month** and throughout the year:*

- *Set strong passwords and don't share them with anyone*
- *Keep your operating system, browser, and other critical software optimized by installing updates*
- *Limit the amount of personal information you post online and use privacy settings to avoid sharing information widely*
- *Be cautious about what you receive or read online—if it sounds too good to be true, it probably is.."*

The DHS site also provides a “**Stop-Think-Connect**” Toolkit <http://www.dhs.gov/stopthinkconnect> with material for K-12 students, parents, educators, older Americans, small business owners, and other demographics. Learn more at these websites and glean some ideas on how you can promote **Cyber Security Awareness Month @ Your Library!**

- **Stay Safe Online** <http://www.staysafeonline.org/>
- **U.S. Homeland Security** www.dhs.gov
- **Government Technology Magazine** www.govtech.com
- **Iowa’s Cyber Security Awareness website** SecurityAwareness@iowa.gov



4) 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!

5) Meetings / Events This Week: **Calhoun County libraries** are meeting this very morning in Farnhamville with a review of funding sources. **Ida County libraries** meet tomorrow evening in Ida Grove; they chose an overview of **Planning for Results** as their c.e. topic.

Due to the ILA Conference next week, our monthly staff meeting in Des Moines has moved up to this week Wednesday. **Note that District offices will be closed this Wednesday Oct7** as a result, but feel free to call the Des Moines office at 800-248-4483 as needed; otherwise, leave us phone or email messages, we're back on Thursday Oct8.



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