

## Good Morning! Today in EYE-OPENER October 12, 2015

- 1) The Digital Shift Conference October 14
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**1) The Digital Shift Conference October 14:** If you're not able to attend the ILA Conference this week, here's a different opportunity requiring no travel – the annual **Digital Shift Conference** sponsored by Library Journal and School Library Journal. Held entirely online, this year marks the 6<sup>th</sup> annual virtual conference to focus on the impact of digital transitions in library service.

The 2015 theme is "Libraries Connecting Communities." From the conference website: *"...participants will engage in a dynamic day-long conversation about our shared digital future. We'll explore how libraries connect communities like no other institution and demonstrate how libraries leverage digital tools to facilitate and strengthen connections among classrooms and communities around the globe..."*

Keynote speakers include John Palfrey, author of [BiblioTech: Why Libraries Matter More Than Ever in the Age of Google](#), along with technical consultant Denise Jacobs. Things get underway at 9:00AM CST. Registration for The Digital Shift is free, as is access to the presentations and all handouts after-the-fact. Here's the webpage for more information and registration <http://www.thedigitalshift.com/tds2015-libraries-connecting-communities/>



**2) E-Rate For Newcomers Online Class:** Following the ILA Conference this week, there are still plentiful workshops and webinars ahead this fall. From Director Roundtables to the Summer Reading Program workshops, from county meetings to the next Big Ideas Book Discussion. Also on the menu of choices is this online class "E-Rate For Newcomers."

From the c.e. catalog: "...*Would you like to save your library money on telecommunication costs this year? Would you like to save a large percentage of those bills by taking part in the E-Rate Program which helps libraries fund telecommunications? Most libraries in Iowa receive a discount off their telecommunication bills of 60% or higher. This online session will focus on the basics of the E-Rat Program...filling out forms, general topic overview, and the overall process will be covered...*"

Conducted by Jay Peterson and Pam Jacobs, this webinar is ideal for any library director or staffer who wants to know more about E-Rate. Worth 1 c.e. credit, choose from either October 27<sup>th</sup> from 2:00-3:00PM or October 28<sup>th</sup> from 10:00-11:00AM. Register soon in the c.e. catalog <http://www.statelibraryofiowa.org/cgi-bin/cecat/>



**3) 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?**



**4) 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](http://www.dhs.gov)
- **Government Technology Magazine** [www.govtech.com](http://www.govtech.com)
- **Iowa's Cyber Security Awareness website** [SecurityAwareness@iowa.gov](mailto:SecurityAwareness@iowa.gov)

**5) Meetings / Events This Week:** The **Iowa Library Association** annual conference is this week, **October 14-16 in Des Moines**. I'll be attending the conference, but Amanda will be here minding the store. If you're attending ILA this week, have a great conference!

Check out these national webinars below, find registration instructions here <http://www.statelibraryofiowa.org/ld/c-d/continuing-ed/other-conted>

**October 13.** 1:00-2:00PM. *Finding Reliable Information Online: Adventures of an Information Sleuth* sponsored by Booklist <http://www.booklistonline.com/webinars>

**October 13.** 1:00-2:00PM. *Writing Accurate and useful Volunteer Position Descriptions* sponsored by VolunteerMatch <http://learn.volunteermatch.org/>

**October 13.** 2:00-3:00PM. *Engaging Reluctant Middle Grade Readers* sponsored by School Library Journal <http://www.slj.com/category/webcasts/>

**October 14.** 1:00-2:00PM. *Pinterest for Libraries: Building Community Through Social Media* sponsored by TechSoup <https://cc.readytalk.com/r/o1ri6vjfe7yi&eom>

**October 15.** 1:00-2:00PM. *Techboomers: Digital Literacy Tools for Libraries* sponsored by Georgia Public Library Service  
<https://georgialibraries.webex.com/mw3000/mywebex/default.do?siteurl=georgialibraries>



**Monday Morning Eye-Opener Editor:**

Bonnie McKewon  
Iowa Library Services  
Northwest District Office  
529 Pierce Street  
Sioux City, IA. 51101  
866-642-7920

[bonnie.mckewon@lib.state.ia.us](mailto:bonnie.mckewon@lib.state.ia.us)