

Good Morning! Today in EYE-OPENER November 2, 2015

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1) Certification Renewals in December: Late December is the time to renew certification. So turning the page to November prompts this reminder to check the date on **your** paperwork to see if this December signals **your time** to renew. Because certification renews on a 3-year cycle (ending December) the timeframe has a way of sneaking up on you! And the renewal requirement of 45 credit hours can seem daunting if you need to squeeze in too many classes with too little time remaining. My thanks to Maryann Mori for writing these friendly reminders to help keep pace with c.e. credits and avoid last-minute panic attacks.

- Break down the 45 c.e. credits needed every three years—45 credits equals 15 credits per year. Broken down further, that's about 1 hour per month. So look at this in smaller numbers and you'll see that your training options become more manageable.
- Organize a paper file or e-folder to capture your attendance certificates for safe-keeping. Also consider keeping a running total of c.e. credits-to-date. Follow Tanya Campbell's lead: Tanya is the Director of Dayton PL and she recently shared a spreadsheet posted to Iowa Library Commons that she uses for just this purpose. Find her sample here—thanks, Tanya! <http://commons.statelibraryofiowa.org/>
- Note the monthly emails that Alysia Peich sends via IowaLib. Alysia announces classes from Iowa Library Services, as well as other opportunities from education providers across the country. We highlight these national webinars each week here in the **Eye-Opener**. To obtain credit for such webinars and programs outside of our sponsorship, simply complete a “**Learning Activity Written Summary**” found here <http://www.statelibraryofiowa.org/ld/c-d/continuing-ed/learning-activity-written-summary>
- Remember that **most** of the webinars sponsored by Iowa Library Services are recorded and archived on our website (there are only a few exceptions...) Listening to those recordings after-the-fact also counts toward c.e. credit. Find a link to access a credit certificate after you finish viewing the recorded webinar. For a list of archived recordings, click here <http://www.statelibraryofiowa.org/ld/c-d/continuing-ed/conted-ials/archives-webinar>

- Contact your district office for a list of classes we can offer—in person or online—for staff in-service days or county meetings. These training classes count toward c.e. credits and list of possibilities is quite is quite extensive.

Maryann ends with this good advice: *"...Appreciate that continuing education is actually professional development and is intended to benefit you and your library career—it's not just the chore of racking up credits. Consistent participation in ongoing education helps library staff learn new skills, see new products and resources demonstrated, hear about trends, confirm practices, share ideas, and grow as a professional. It's a win-win activity for you and your library!..."*

My thanks to Maryann for this article. And let us know if questions about your certification renewal ☺

2) eBook Tattoos...Wait, What? Each summer, OverDrive sponsors a conference called **DigiPalooza**. This is a unique event attended by upwards of 500 public and school librarians, publishers, and state library staffers who work with eBook consortia. Attendees share share tips and tricks for eBook lending, take part in roundtable discussions with OverDrive staff, learn about trends in digital media, and hear insights from industry experts.



Eunice Riesberg with Northeast District shares one of her favorite promotional stories from **DigiPalooza 2015: "Wearing your Library eBook Love on Your Sleeve...or Your Skin!"** From

Melissa Marin, marketing specialist with the OverDrive Team comes this fun promo idea:

*"...tattoos are temporary, but eBook love is forever. Looking for something fun to get the word out about eBooks? What about thinking outside of a flyer or a bookmark and consider really leaving your mark on people—literally? During DigiPalooza, temporary tattoos were a big hit and we've made the designs available for everyone to print and distribute to their community. You can find the files in the "Best of Library Marketing Materials" zip in the [Partner Portal](#). Print in-house on tattoo transfer paper for small batches or work with an online retailer, like [TattooSales.com](#) to order in bulk. Check out the tattoos in action: [King County Library in Washington](#) celebrated **Read an eBook Day** last month with an old school heart eBook tattoo design..."*

So...eBook tattoos all around!



3) ILA Conference Session Sharing—Part 2: Hundreds of conference-goers attended the 125th anniversary celebration of the Iowa Library Association conference in Des Moines in October. Last week's *Eye-Opener* and again today, we're sharing some of our favorite sessions. Last week's summary was courtesy of Maryann Mori, today I'll recap one of my favorites called "*Connecting With Your Community Via Social Networking.*"

Much of the appeal was due to the presenter: Theresa Shafer, Online Community Manager at New Tech Network. Stationed in Indiana, she works with educators and students alike as a technology coordinator—and one of the best public speakers I've ever heard. Theresa began by asking the audience 3 simple questions:

- 1) **What are people saying about your library?**
- 2) **What do you want or wish people would say about your library?**
- 3) **What is your library's best kept secret?**

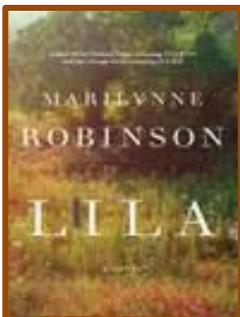
Some "best kept secrets" were unexpected items available for checkout. Cake pans and candy molds were not surprising, but some in the audience noted board games, iPads, umbrellas, and magnifying reading glasses!

Theresa reminded us that time-of-day matters for social media posts. And it matters in different ways to different groups. For example, if you want to reach teachers with public library news, then post before school starts and again between 8:00-9:00PM. Actually for many people, social media posts are most often read between 8:00-9:00PM, as well as Saturdays and Sunday evenings.

She concluded with this advice about these popular social media channels:

- ✓ Facebook is meant to celebrate
- ✓ Twitter is meant to inform and educate
- ✓ Pinterest is a resource for teachers and library staff—an idea factory
- ✓ Instagram is intended for an internal library audience

Hoping to share more ILA conference sessions in next week's *Eye-Opener!*



4) Next "All Iowa Reads" Title Announced: The *All Iowa Reads* title for 2016 was announced at the Iowa Library Association conference: Lila by Marilynne Robinson. Ms. Robinson is an Iowa author, having lived in Iowa City since 1989, when she began teaching at the Iowa Writers' Workshop. She is the author of four fiction books including Home, Gilead, Housekeeping, and Lila, in addition to four works of non-fiction. She has

won the Pulitzer Prize, the Hemingway Foundation Award, the National Book Award, along with many other literary prizes.

The Iowa Center for the Book (ICB) coordinates the **All Iowa Reads** project. Since 2002, the ICB has been a division of the State Library of Iowa; its mission is to “stimulate public interest in books, reading, literacy, and libraries.” From the ICB website comes this description of *Lila*: “...though *Lila* is part of the *Gilead* trilogy, the novel stands on its own as a powerful story of a woman who, homeless and unschooled, nevertheless leads those around her from ‘doubt and sorrow’ to compassion and understanding. The action in the story takes place before the two earlier works, *Gilead* and *Home*. ‘When *Lila* arrives in *Gilead*, she struggles to reconcile the life of her makeshift family and their days of hardship with the gentle Christian worldview of her husband, the Reverend John Ames, who paradoxically judges those she loves...’ ”

Like previous years, Iowa Library Services will eventually have multiple copies of *Lila* for local libraries to borrow. Amanda Grom with NW District will handle and track reservations for NW libraries, although the books will actually be mailed out from Des Moines. We'll let you know when the copies are available for lending. But in the meantime, be sure to share this news with your local book discussion groups and make plans to reserve your copies. And visit the Iowa Center for the Book website to read more <http://www.iowacenterforthebook.org/>

5) Meetings / Events This Week: I'm joining **Clay County** libraries on **Thursday afternoon (11/5)** with Spencer PL hosting; for the c.e. credit portion, they chose a funding overview “**Public Libraries—A Community Investment.**” And **Thursday evening** kicks off **Planning For Results** at **Lake Park PL**, with their first focus group meeting. Toss in several online meetings for me and it's a full week.

Have a wonderful week ahead!



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