

Today in EYE-OPENER January 11, 2016

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1) More New Year Resolutions @ Your Library: Last week’s *Eye-Opener* suggested an important New Year Resolution @ your library: designate which holidays the library will observe in 2016. Today, another set of resolutions guaranteed to be just as effective in the new year. These surround training and planning...and planning for training, thanks to Maryann Mori.

- **COUNTY MEETINGS:** If the libraries in your county are not meeting frequently—or at all—resolve to turn that around in 2016. County meetings are a wonderful way to network, collaborate, and encourage each other as directors and staff. Include a training component whenever possible; that’s a simple, close-to-home approach to continuing education. District consultants are happy to come programs on a wide variety of topics. The real trick is to plan your county meeting dates well in advance, allowing us enough time to put your county meeting on our calendar. We love attending, it’s a win-win!
- **TRUSTEE TRAINING:** Interesting that several standards speak to trustee training, standards #12, 13, and 15 specifically. To help libraries meet those standards, District consultants routinely provide board training programs: at county meetings, at local board meetings, via webinars. A great use of everyone’s time is a countywide trustee training program. Just like countywide staff development, this effort brings all boards together on the same evening in the same location—make it fun by making it an event!
- **STAFF DEVELOPMENT:** Speaking of countywide staff development, that’s a classic way to invest in your staff’s education. Whether it’s individual libraries holding staff training days or whether it’s done by coming together as a county group, staff development days are effective, efficient, and aided by our consultants who contribute to a day of learning. Make this happen @ your library in 2016!
- **PLOW WEBSITE ASSISTANCE:** If your PLOW website needs some improvements, contact your District office and talk with your Library Resources Technician (LRT) At Northwest, that’s Amanda Grom, she’s standing by, happy to help with your PLOW website.

- **STRATEGIC PLANNING:** If your library is fully accredited, look ahead to your accreditation renewal year. For instance, if your library is due to renew accreditation in 2017, know whether an updated strategic plan needs to be part of the renewal process this time. Iowa Library Services staff can guide libraries through the accreditation process in a variety of ways, **Planning for Results** being one of them.

So in 2016, resolve to be proactive in planning: whether in looking toward accreditation, improving upon county meetings, or establishing staff development days and board development days. Resolve to reach out to staff at Iowa Library Services, too, we're here to help!

 **2) ZOOM Rooms:** Staff at Iowa Library Services have taken to using **ZOOM** web conferencing software. Web cams come into play with **ZOOM**, adding an appealing dimension to online programs. Iowa libraries will experience **ZOOM** rooms, too, if attending either the **ILOC Conference** on **January 21** or the **All Iowa Reads** webinar on **January 27**.

Jay Peterson explains more about how **ZOOM** works: *"...we want to tell you about **ZOOM** because it will be a little different than the Adobe Connect classrooms. For example, **ZOOM** requires that you install a **ZOOM** client software tool before the meeting. This is very similar to other videoconferencing products out there such as WebEx and Skype for which you must have a client installed. This download allows you join the meeting as a conference attendee. As an attendee, you will have the ability to use the chat feature to communicate with the keynote speakers; there is also a Q&A feature that we will use to keep track of questions.*

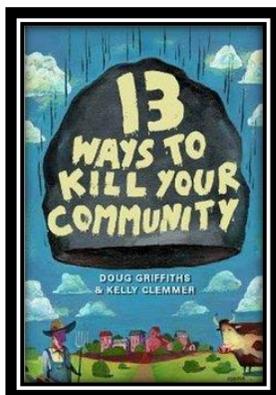
*We have turned to **ZOOM** because the sound is high quality and the added video component is engaging. Plus, **ZOOM** is very cost effective over comparable products. But we do emphasize that you have to make sure to install the **ZOOM** client on your computer before joining these two webinars: **All Iowa Reads** and **ILOC**. This is a change from Adobe Connect, which only requires that you click on the link to the classroom to login. IaLS staff will be on hand to answer any questions you have about the product and trouble shoot any issues you might have prior to these programs. We are excited about using **ZOOM** and trust you will have a good experience with it as well..."*

Registration is open in the c.e. catalog for the **All Iowa Reads** webinar and for **ILOC**; **again, these are two important January programs where ZOOM comes into play..** Note once you've registered, follow-up email confirmations will include **ZOOM** instructions.

3) **“Jumpstart Your Trusteeship” Online Board Series:** Iowa library boards, take note: February brings back an online series from last winter titled **“Jumpstart Your Trusteeship.”** This 3-part series happens on Tuesday evenings beginning on **Feb16** with **“Part 1: Looking at the Revised Iowa Library Trustee Handbook.”** That’s followed on **Feb23** with **“Part 2: Recruiting New Board Members.”** The series concludes on **March 1** with **“Part 3: Toward Better Board Meetings.”**



Nancy Medema, Becky Heil, and myself lead these webinars—all online, all in the evening, and all so convenient! Make plans to attend **“Jumpstart Your Trusteeship”** with your entire board—it will be time well spent. Plus, board members in attendance will be helping their libraries meet **Standard #15** “...all members of the board of trustees participate in continuing education each year...” Registration is open for each **Jumpstart** episode in the c.e. catalog <http://www.statelibraryofiaowa.org/cgi-bin/cecat/>



4) **Next Big Ideas Book Discussion:** Next up in our **“Big Ideas Book Discussion”** series (Feb19) is the title **13 Ways to Kill Your Community** by Doug Griffiths. The author is Canadian and a member of the Alberta Legislative Assembly. In that capacity, he has traveled extensively throughout the Alberta province, helping to design rural development strategies. That experience led him to conclude that rural communities tend to be their own worst enemies. His research showed that residents and community leaders are well-intentioned, but often short-sighted in actions and attitudes.

Making Griffiths’ community-killing list: “Ignore Your Youth; Ignore Your Seniors; Live in the Past; Don’t Paint.” Told with tongue-in-cheek humor,

13 Ways to Kill Your Community is a quick and easy read, certain to make for a good conversation as we apply his ideas to library experiences in small town Iowa. From a Canadian consulting firm “... *The greatest value of the book is in the solutions it presents; examples of what small communities have done to meet these challenges head on are packed into every chapter. The book sometimes has an Alberta flavor, but the majority of the comments are universal and will be of interest to every resident of a small town who has wondered what to do to help their community grow and develop...*”

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, 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. Register in the c.e. catalog—this takes place Feb19 9:30-11:00AM—then pick up a copy of the next good read **13 Ways to Kill Your Community!**

5) Meetings / Events This Week: This **Wednesday Jan13** is our **monthly staff meeting** in **Des Moines**; consequently District offices will be closed, but you’re welcome to reach the Des Moines office with questions or drop us voice mail or email, we’re back on Thursday...

Next **Monday January 18** is **Martin Luther King Day** and a state holiday. As a result, all **State Library offices will be closed next Monday**, the **Eye-Opener** comes back on January 25...

If you have time this week to take in some webinars, there are several to choose from. A few show below, find the full listing and registration details here

<http://www.statelibraryofiowa.org/ld/c-d/continuing-ed/other-conted>

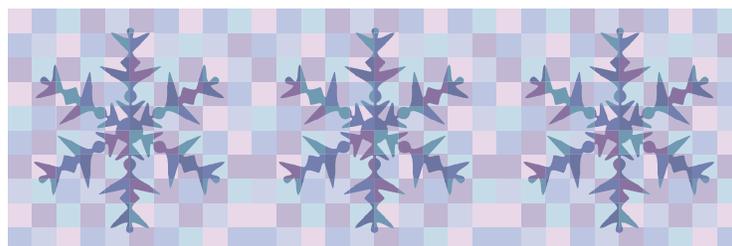
January 12. 1:00-2:00PM. *The New Volunteer Manager's Toolkit* sponsored by VolunteerMatch <http://learn.volunteermatch.org/>

January 13. 10:00-11:00AM. *Riding the Range from Your Armchair* sponsored by Nebraska Library Commission <http://nlc.nebraska.gov/scripts/calendar>

January 13. 10:00-11:00AM. *Soft Skills for Supervisors and Managers* sponsored by Indiana State Library <http://indianastatelibrary.evanced.info/signup/eventcalendar.aspx>

January 14. 11:00AM-12:00PM. *Website Trends for 2016* sponsored by Idealware <http://idealware.org/online-training>

January 14. 1:00-2:00PM. *Virtual Reference* sponsored by American Libraries <http://americanlibrarieslive.org/>



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