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Today in EYE-OPENER October 3, 2016

- 1) Teen Read Week October 9-15
- 2) October is Cyber Security Awareness Month
- 3) More October Fun Facts
- 4) Register For The Digital Shift Conference October 19
- 5) Meetings / Events This Week



<b>TEEN READ WEEK™</b> OCTOBER 9-15, 2016 	Read for the fun of it!	以讀為樂 <small>CHINESE (TRADITIONAL)</small>
	Lee por el gusto de leer <small>SPANISH</small>	Độc sách thật là vui <small>VIETNAMESE</small>
	Halina't magsibasa at maaliw <small>TAGALOG</small>	Lire pour le plaisir <small>FRENCH</small>

1) **Teen Read Week October 9-15:** Wait, what?! **Teen Read Week** is next week already, **October 9-15**. Libraries nationwide have great options for teen programming by celebrating **Teen Read Week** each year; this is a national literacy project sponsored by the Young Adult Library Services Association (YALSA) of ALA.

The 2016 theme is **“Read For the Fun of It.”** This is your chance to spotlight all the resources and activities you provide for the teenage crowd. From the YALSA website:  
*“...Teens are not simply 'older children'—the have reached a developmental stage that requires a different strategic approach in order to effectively understand, connect with, and serve them. In addition, the needs and developmental abilities of younger teens ages 13 to 15 vary from those of older teens ages 16 to 18. YALSA helps libraries increase their outreach to teens and serve them better...”*

The YALSA website <http://teenreadweek.ning.com/> is a good spot to find promotional materials, with links to ALA online store merchandise. Plus, watch a slideshow that features YA books nominated for YALSA's "**Teens Top 10.**" This makes for a good collection development list; compare what you have on your shelves against this year's nominees. Final results of the **2016 Teens Top 10** will be announced on the YALSA website the week of October 17.

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



**2) 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: *"...we live in a world that is more connected than ever before. The Internet touches almost all aspects of everyone's daily life, whether we realize it or not. **National Cyber Security Awareness Month (NCSAM)** is designed to engage and educate public and private sector partners through events and initiatives to raise awareness about cybersecurity and to provide them with tools and resources needed to stay safe online..."*

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. Among several topics on cyber safety you'll find these

- ✓ Social Media Guide
- ✓ Cyber Security While Traveling Tips
- ✓ Chatting With Kids About Being Online
- ✓ Best Practices For Using Public WiFi

Learn more at these websites and come away with great 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)
- **Iowa's Cyber Security Awareness website** [SecurityAwareness@iowa.gov](http://SecurityAwareness@iowa.gov)

**3) More October Fun Facts:** So now you know that **October** is National Cyber Security Awareness Month. And sure, there's Halloween, but that's an easy one ☺ October also boasts notable dates in history, famous figures' birthdays, and other recognitions worthy of your display spaces.

You might set up a history-themed table:

- Christopher Columbus lands in the Americas—Oct 12, 1492
- Shootout at the OK Corral—Oct 26, 1881
- Henry Ford's Model T car goes on sale for the first time—Oct 1, 1908
- Nuremburg War Crimes Trial begins—Oct 18, 1945
- First satellite into orbit Russia's Sputnik—Oct 4, 1957
- Martin Luther King, Jr. wins the Nobel Peace Prize—Oct 14, 1964
- Fall of the Berlin Wall—Oct 3, 1990



Or find books related to these famous figures with October birthdays:

- St. Francis of Assisi
- Frederick Remington
- Mahatma Ghandi
- Eleanor Roosevelt
- John Lennon
- Steven Kellogg
- Anne Tyler



4) Register for “The Digital Shift Conference” October 19: The **Digital Shift Conference**, sponsored by **Library Journal**, is coming up on **October 19**. This year marks the 8<sup>th</sup> annual event whose purpose is *“to focus on the challenges and opportunities presented by the digital revolution’s impact on libraries and their communities...”* If you’ve already attended your District’s Town Meeting, you heard mention of this conference as a leading resource for libraries to learn more about technology trends.

Here’s more from the conference website <http://www.thedigitalshift.com> *“...As technology evolves, so do the needs of communities. The “digital shift” continues to press libraries forward as it compels them to create and improve library service through the smart and coherent application of technology to its mission...”*

Four main topic tracks are planned for this year:

- **Libraries in the Life Cycle**
- **Hyper-local to Global**
- **Fast Learning Presentations**
- **Poster Sessions: Best Practices From the Field**

This event is free, but you must register in order to receive information about logging in. Also because: everyone who pre-registers will be able to access the conference recordings for 3 months after the event, which is a nice option in case you can’t attend the entire day.

So consider **The Digital Shift Conference** <http://www.thedigitalshift.com> for a thought-provoking look at technology in libraries. Also a great option in case you can’t get away to either ILA or ARSL conferences in the flesh. More incentives, anyone?

- ✓ **All Day**
- ✓ **Online**
- ✓ **Totally Free**
- ✓ **C.E. Credit Worthy**



**5) Meetings / Events This Week:** Sloan continues *Planning For Results* on Wednesday evening, I'll meet with Somers PL board on Thursday evening. Toss in a few library visits to and fro, otherwise a quiet week.

October brings a new slate of national webinars; find details and registration information at this link  
<http://www.statelibraryofiowa.org/ld/c-/continuing-ed/other-conted>

**October 4.** 1:00-2:00PM. *Developing a Strategic Plan for Volunteer Engagement* sponsored by Volunteer Match <http://learn.volunteermatch.org/>

**October 4** 2:00-3:00PM. *Teen Programming: A Mover & Shaker's Recipe for Impact and Success* sponsored by WebJunction <http://www.webjunction.org/find-training/free-events.html>

**October 6.** 1:00-2:00PM. *Targeting Donors for Year-End Success* sponsored by TechSoup <http://www.techsoup.org/community/events-webinars/default>

**October 7.** 1:00-2:00PM. *Coping with Multi-platform, Multi-devices* sponsored by TLT Group <http://tltgroup.roundtablelive.org/events>



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