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Monday Morning Eye-Opener July 30, 2018

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Good Morning! July 30, 2018

Iowa Downtown Conference

August 28-30 in Waterloo

Shirley Taylor, director at Le Mars Public Library, has this news about a valuable conference for library directors and boards to know about—it's the **Iowa Downtown Conference**. Shirley writes: *"I would like to encourage librarians and board members who are in the Waterloo area (or who are willing to travel) to consider attending the Iowa Downtown Conference. This year's Downtown Conference is August 28-30 at the Waterloo Center for the Arts."*



IOWA DOWNTOWN
CONFERENCE
WATERLOO, IOWA - AUGUST 28 - 30

I went to this conference in Sioux City last year and found it to be interesting and informative. This event is not a library-specific conference, so attendees will need to connect the dots to librarianship. Two library trustees went with me last year, making it a great board education function as well. They also found it to be very valuable. The best thing about this conference is being with a group of people who are working on ensuring vital towns & downtowns.

Before you register, check to see if your town is a 'Main Street' community. I think there is a reduced fee for attendees if they are from a Main Street community..."

Sessions will include economic vitality, community marketing, volunteerism, and bringing arts and culture to the downtown—which has public library partnership written all over it! Sponsored by **Iowa Economic Development**, the button below

links to the conference website, with all details including registration and cost. Thanks to Shirley for alerting us to the **Iowa Downtown Conference 2018!**

[Iowa Downtown Conference](#)

Lean Government Exchange



August 30th in Des Moines

Continuing education coordinator Alysia Peich has news about another unusual-for-libraries meeting, but just as beneficial as the Downtown Conference. It's the second annual **Iowa Lean Government Exchange**, coming up on **August 30th** at the **Airport Holiday Inn Des Moines**.

Teresa McMahon is the Executive Director of the **Iowa Lean Consortium (ILC)**. She tells us that some library staff attended last year and asks us to spread the word about this year's event, hoping to see even more libraries represented in year two. The cost is \$55.00 / person or \$150.00 / team of three.

From the conference website: “*...We are pleased to present our **2nd Lean Government Exchange** on **August 30th in Des Moines**. Government and non-profit entities face unique challenges with their Lean journeys, so we have designed a day of learning aimed at helping overcome those challenges by hearing from others who have gone before you. This event is not limited to those in government —anyone with an interest in continuous improvement will benefit from attending.*”

In May 2017, Teresa facilitated a **Big Ideas Book Discussion** with the title [The 2-Second Lean](#). It was a great conversation for a library audience. Essentially, Lean is a management philosophy that applies to any business. It leads workers to find efficiencies, to look for and eliminate wasteful practices, and to reduce duplication of effort. The ILC's website further explains “*...this is a dynamic non-profit dedicated to advancing Lean in all sectors of our economy. Driven by members' needs, the ILC provides the philosophy, tools, and techniques to meet today's business challenges through members serving members, including but not limited to manufacturing, service businesses, education, healthcare, and government.*”

Registration is open for the **Iowa LEAN Government Exchange** event on **August 30**, click the link below for all details. Thanks to Alysia Peich and Teresa McMahon for this news!

[Iowa Lean Govt Exchange](#)

Getting to Know Gale ...

Continues with Transparent Languages

Today continues an **Eye-Opener** series intending to increase understanding and use of the **Gale Resources**. **Gale** offers 24/7 access to everyday research, car repair, health information, home improvement, K-12 homework help, library management journals, and more. The **Gale suite** was new on the scene last summer, replacing EBSCO.



This week, North Central District Consultant Jay Peterson writes this description of a cool feature within **Transparent Languages**: *"Library staff are always looking for ways to make digital resources—like the Gale products—relevant for patron use. But why not try starting by making a Gale product relevant first to staff use? There's a feature in **Transparent Languages** that motivates staff to learn this resource and at the same time leads to easier patron conversations. It's the Survival Spanish Module for Librarians."*

Survival Spanish has four modules to help staff learn key library phrases in Spanish. These lessons cover **(a) getting a library card** **(b) checking out materials** **(c) offering computer assistance** and **(d) answering phone calls**. Jay suggests: *"these are self-paced lessons—sign up for an account for yourself and encourage your staff to do the same. Then take a look at these Spanish-language lessons—it's a ready-made staff education program!"*

From the **Transparent Language** site: *"Spanish speakers rely heavily on local libraries for Internet access, English language-learning materials, and community services. Make it a two-way connection by speaking to them in Spanish! "*

Another good way to learn more about **Gale** is to contact your District office! Our LRT staff are happy to help you add **Gale** buttons onto your website and our consultants are happy to provide on-site training in using the products. More to come...

TL's Survival Spanish



This Week ... Plus Reminders

Another board education program in the **Boardroom webinar series** happens tomorrow evening **July 31 (6:00-7:30PM)** Tomorrow's topic looks at evaluating library services and programming by looking at **outcomes**.

Enrich Iowa Reports Due: **Enrich Iowa reports** are due tomorrow **July 31st**. It's the FY'18 year-end report indicating how you spent your library's **Direct State Aid** funding, as well as your **Open Access** checkout transactions. Learn more here with links to the **Enrich Iowa report** <http://www.statelibraryofiowa.org/lde/enrich-ia>

More infographics workshops are happening around the state in **August** and **September**. Conducted by State Library staff Emily Bainter, Becky Heil, and Bonnie McKewon, you'll find details about ***Presentation Pointers: Using Infographics*** in the [C.E. Catalog](#) Open for registration, these are hands-on classes, with attendees trying their hand at creating an infographic using Canva software. Take a look at the remaining classes and register for a location near you:

- **August 16 @ Bondurant**
- **August 21 @ Oelwein**
- **August 22 @ Harlan**
- **September 19 @ Humboldt**

**Vacation ahead—look for the next issue of
Monday Morning Eye-Opener on August 13...**



Monday Morning Eye-Opener

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