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Receive Updates



## Monday Morning Eye-Opener April 1, 2019

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Good Morning! April 1, 2019

### Read all about it:

## Grow with Google is coming to Iowa



WEEK OF APRIL 15<sup>TH</sup>

## Grow with Google Workshops and Library Micro-funding Opportunities Coming to Iowa

Grow with Google is bringing free digital skills workshops and one-on-one coaching to three Iowa locations in April. In addition, libraries will have the opportunity to apply for grants of \$1,000 to offer programming on the Grow with Google resources to their community.

### About the Workshops

Google is teaming up with local libraries and partners across the state to offer trainings so that Iowans have the opportunity to learn digital skills to grow their

careers or businesses. There is no cost to attend and participants may register for up to two workshops at each location.

**The three locations and dates are:**

- **Des Moines Public Library** on Monday, April 15 | 9:30 AM - 4:30 PM
- **Council Bluffs Public Library** on Tuesday, April 16 | 9:30 AM - 4:30 PM
- **Davenport Public Library** on Wednesday, April 17 | 9:30 AM - 4:30 PM

[Register for a Grow with Google Workshop](#)

For those unable to attend, all of Google's free tools and resources are currently available at [google.com/grow](https://google.com/grow). Non-profit organizations, including libraries, are invited to join the Grow with Google Partner Program at [grow.google/partners](https://grow.google/partners).

### **About the Libraries Lead with Digital Skills Micro-funding**

The Public Library Association (PLA) is partnering with Google to give public libraries the opportunity to improve digital skills in your community. Libraries can select one of the Grow with Google resources to integrate into a new or existing workshop, class, or event and submit the idea via a simple application from PLA.

Ten Iowa libraries will be awarded \$1,000 to offer their program to the community and will receive marketing support, technical guidance, advocacy tools and more to ensure the event's success. An additional \$3,000 Spotlight Award bonus will be given to two Iowa libraries based on the effectiveness and impact of the programs they implemented.

**The application period launches April 15 to coincide with the first Grow with Google workshop in Iowa. View more information and preview the grant application at the website below.**

[PLA Libraries Lead with Digital Skills](#)

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## **Census Day 2020: One Year Out**

Census Day 2020 is one year away! By this time next year, the race to count every living person in the United States will be well under way. Libraries have an important role to play to ensure a successful count; here are some things to consider as promotional and outreach activities start ramping up across the nation.

The logo for the United States Census 2020. It features the words "United States" in a smaller, black, sans-serif font at the top. Below that, the word "Census" is written in a very large, bold, black, sans-serif font. At the bottom, the year "2020" is also written in a large, bold, black, sans-serif font, matching the size of "Census".

### **Complete the Census Online**

For the 2020 Census, the public will be encouraged to complete their Census questionnaire online. This convenience factor for your community may increase traffic to public access computers at the library. Libraries should start thinking about

potential space or usage issues, and if needed might consider keeping a PAC open for “Census Use Only” once the completion period begins.

### **National Hiring Effort**

If you encounter a patron seeking employment, refer them to the [Census Jobs](#) website. The U.S. Census Bureau will recruit thousands of workers for temporary jobs in advance of the 2020 Census. Positions include recruiting assistants, office operations supervisors, clerks, census field supervisors and census takers.

### **Start Promoting Early**

The sooner the public can be prepared to complete their Census questionnaire, the better. The U.S. Census Bureau has a wealth of information and flyers ready to be deployed on topics including [Census 101: What You Need to Know](#), [The 2020 Census and Confidentiality](#), [2020 Census: Why We Ask](#), and more.

### **Looking Ahead**

Today the U.S. Census Bureau is hosting a [live operational press briefing](#) beginning at 9:00 a.m. CST to discuss national hiring efforts and highlight what partners and other stakeholders can do to ensure complete and accurate counts in communities across the country. We’ll be watching and will report back in the coming months with additional guidance for libraries, including providing the sample questionnaire, how to respond to frequently asked questions from the public, and more.

### **About the Census**

The U.S. Constitution mandates that a census of the population be conducted once every 10 years for the purposes of reapportioning Congress. Census data is also used to determine how more than \$675 billion in federal funds are distributed back to states and local communities every year for services and infrastructure, including health care, jobs, schools, roads and businesses.

The State Data Center at the State Library of Iowa is the source for population, housing, business and government statistics about Iowa, including data from the U.S. Census Bureau.

[State Data Center 2020 Census Information](#)

## **Upcoming April CE Webinars**



### **Gale Resources: Supporting Summer Reading with Books and Authors**

**Wednesday, April 3 at 1:30 p.m.**

As you prepare 2019 summer reading programs to help your community, take some time to get to know Books & Authors, a reader's advisory resource available from Gale. You'll come away from this webinar with ideas for using Books & Authors to make this summer a stand-out for your users!

[Register for Books and Authors Webinar](#)



### **Pass It On: Sharing What You Know Can Help Protect Someone Who You Know from a Scam**

**Tuesday, April 16 at 1:30 p.m.**

Older consumers have told us they don't want to be labeled as vulnerable victims. They want to pass on what they know about scams – not only to their peers, but to younger generations, as well. The Federal Trade Commission's Pass It On campaign helps you reach out to people over 65 to tap into their life experiences and their trusted place in the community.

[Register for Pass It On Webinar](#)



### **Brainfuse: JobNow and VetNow**

**Wednesday, April 17 at 1:30 p.m.**

This training webinar will go over the services and features available to Iowa libraries. These features include live, one-to-one assistance from online experts, skills-building content including videos and practice tests, nationwide and local resources for job seekers and veterans returning to civilian life, integrated account features, and much more.

[Register for Brainfuse Webinar](#)



### **Check It Out! New Books for Ages 0-18**

**Thursday, April 25 at 1:00 p.m.**

Join us on the last Thursday of each month for a review of brand new titles published for ages 0-18. You'll hear short booktalks of new titles (and new entries in ongoing series) from major and Indie publishers and get ideas on how to keep up with the endless tide of what's new in kidlit and young adult literature.

[Register for New Books Webinar](#)

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## **Monday Morning Eye-Opener**

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