

# Monday Morning Eye-Opener March 8, 2021

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## MONDAY MORNING EYE-OPENER

FROM THE STATE LIBRARY OF IOWA



March 8, 2021

## New Certification Program Nearly Here



### Coming Soon to ZOOM !

A much-needed revamp of the State Library's **certification program** has been in the making for over a year. Today, a happy announcement: the new courses are nearly ready and State Library staff join the Hooray Chorus! All along, we anticipated having the new program in place in early 2021. Now we are weeks away from opening the new course content to newly hired directors and support staff.

The courses formerly known as Public Library Management 1 & 2 have been flipped into a self-paced format. This is also true of the courses formerly known as Public Library Support. Weekly, three-hour synchronous classes are a thing of the past. With this revamp, students will move through classes at their own pace, watching videos and taking quizzes. We'll incorporate some live, online discussions, too. And it's likely that most people won't miss the drive time to Des Moines, which was required under the old structure.

### What to Expect

All webpages and the necessary links will be available when the new program actually opens up for registration. Knowing that, here are some things to expect:

- Everyone wanting to enroll will need to complete a **registration form** to be accepted into the program

- Class content will be accessible in **IA Learns**; when the classes are ready, students will log into their **IA Learns** account to get started
- Everyone enrolled in new certification program will need to complete **two pre-requisite classes** before moving on. The two pre-requisites are (1) an overview of the new program and (2) a technology skills self-assessment
- Expect a **blended vocabulary**: familiar phrases like “certification” and “attendance certificates” along with new terminology like the “Endorsement Academy” and “Director Endorsements”
- Everyone enrolled—whether library directors or support staff—will need to complete **“Core Courses.”** Once the **“Core”** is completed, directors will move on to those classes that lead to a **“Public Library Director Endorsement.”** Support staff will move on to those classes that lead to a **staff endorsement**; one example could be a “Youth Services Endorsement”
- In addition to the self-paced format of watching videos and taking quizzes, there will also be required time in **occasional ZOOM meetings** with other students and with State Library instructors

Needless to say, this transition from the decades-old Public Library Management format to the new **Endorsement Academy** has been a huge undertaking. On behalf of the **State Library Education Team**, we appreciate your patience as we’ve worked this past year to rebuild, refresh, and modernize this foundational training for Iowa library personnel.

**It’s nearly here!**

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# Library Giving Day

**April 7, 2021**

**National Library Week** is right around the corner—**April 4-10**. Included as part of NLW is **Library Giving Day on April 7th**. From the **EveryLibrary Institute**: *“Nearly 90% of library funding is dependent on the will of local voters and local politicians. In this era of anti-tax and anti-government rhetoric, we need library staff and library supporters to understand their role in ensuring that libraries remain well-funded and able to provide services to their community ... Why not mobilize your community—your biggest advocates, the people who are already in your corner—to help raise support for your library?”*

Leading up to **Library Giving Day on April 7<sup>th</sup>** this year, EveryLibrary Institute has provided **two free on-demand webinars**, offering strategies for libraries everywhere to ensure a successful advocacy event. Click the button below to register and receive the links to these on-demand webinars to watch at your convenience

- **Webinar 1)** Getting the Most Out of Library Giving Day: From Fundraising to Friendraising, a Quick Start Guide to Making the Most of a Development Campaign.
- **Webinar 2)** Library Giving Day: An Opportunity to Cultivate Major Donors

**About Library Giving Day**

Credited to the Seattle Public Library Foundation, **Library Giving Day** was started to create a national day of giving that public libraries would rally around and that community members would embrace. From a Seattle-based fundraising effort to a website to a national advocacy campaign, **Library Giving Day** has gone national. Incorporated in **National Library Week**, **Library Giving Day** has a one-day focused goal: to urge people who use and enjoy their local library to donate to their local library. Lots of resources available on [National Giving Day's](#) website.

## About EveryLibrary Institute

As a 501c3 non-profit companion organization to **EveryLibrary** (a 501c4) **EveryLibrary Institute** is dedicated to ensuring continued public and political support for library funding. Its purpose is to conduct research and publish articles about public, academic, and school libraries in the United States. Chartered in Illinois, the **EveryLibrary Institute** seeks to strengthen the civic life of communities by raising the profile of library service and the profession of librarianship. The **EveryLibrary Institute** operates exclusively for educational and charitable purposes. It is a companion organization to [EveryLibrary](#), the first national political action committee for libraries.

Watch Library Giving Day On-Demand Webinars



## Screen Share Feature

This news is courtesy of Trisha Hicks, Library Resource Technician for Central and Northeast Districts. In working with Mason City Public Library on setting up their **Bold360** service, they discovered that the **screen share feature** is active, ready and waiting for all Iowa public libraries also using the **Bold360 Chat Service**.

Remember that **Bold360 Chat** came on the scene in August 2020; it is provided entirely free from the State Library until August 2022. This service provides a fresh, new communication point between library users and library staff—a real time, live chat feature accessible from your library's website.

**If you have not yet signed up for Bold360 Chat @ your library, simply email your [District Consultant](#); they will put in a “request for service” to start the process.**

Back to the **screen share feature**: this allows library staff to remote into patron computers and offer tech assistance through screen sharing. During a remote access session, library staff can view and/or control the customer's computer, as well as reboot and reconnect. Each remote access session is also a live chat session. This must be done using the Chrome browser.

Staff at Mason City Public Library are reportedly delighted—there's a sentiment we love to hear! Thanks to Trisha, along with Southeast District Consultant Becky Heil, for doing a practice run. Trisha is happy to assist anyone interested ([trisha.hicks@iowa.gov](mailto:trisha.hicks@iowa.gov)) You can also read instructions provided below, complete with screen shots from LogMeIn, the company behind **Bold360 Chat**.

## Bold360 Screen Share Instructions

## This Week ...



### ILA Virtual Advocacy Day March 10, 2021

This **Wednesday March 10<sup>th</sup>** is the **Iowa Library Association's Virtual Advocacy Day via ZOOM**. What had been a hoped-for lobby day at the Capitol in Des Moines was necessarily flipped to a **virtual event** instead, scheduled from **3:30-4:30PM**. This Wednesday's **Advocacy Day** is a time to share with your local legislators all of those stories about how your library staff adapted services and programming during 2020, demonstrating how innovative libraries are in meeting community needs.

Event planners ask everyone to complete the registration form linked below—today if possible—to ensure that you are placed into the correct **REGION BREAKOUT Room** with the Senators and Representatives from your part of the state. Click the button below for the link to the registration form. Leading up to Wednesday's ZOOM meeting, [this slide deck](#) has more specifics

Register for ILA's Virtual Advocacy Day

### PLOW Website Instruction

**On Wednesday March 10th (2:00-3:00PM)** Marie Harms continues instructional sessions on using the new Concrete5 PLOW websites. **Register in IALearns ...**

IALearns Registration

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