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National Library Card Sign-Up Month



Throughout September

Since 1987, **Library Card Sign-Up Month** has been promoted in **September** to mark the beginning of the school year. Libraries work to remind parents and youth that signing up for a library card is the first step towards academic achievement and lifelong learning. Not to mention a very cost-effective back-to-school item!

The 2021 theme is "Libraries Empower." And the 2021 honorary chairperson is Marley Dias, 6-year-old author, executive producer of Netflix's *Bookmarks: Celebrating Black Voices*, and founder of [#1000BlackGirlBooks](#).

Public and school libraries nationwide are urged to participate in Library Card Sign-Up Month and amplify the message that "libraries empower" by using a free toolkit from ALA, including posters, bookmarks, social media messages, public service announcements, and more. For instance:

- Audio public service announcements (PSAs) featuring Phil Morehart, host of *American Libraries* magazine's *Call Number* podcast. These include ready-to-air PSAs for radio stations tagged with the ALA ID lasting 10, 15, 20, and 30 seconds in both the WAV and MP3 formats. They also include customizable PSAs of similar length to which ALA members can add their own ID.
- Social media graphics in both English and Spanish. Libraries and library lovers are encouraged to share their stories on Facebook, Twitter, and Instagram using the hashtag #LibraryCardSignUpMonth. ALA's digital graphics are free for all to use on their websites and social media accounts.
- Other promos such as a sample press release, yard signs, and window decals are available at the button below.

Find promo materials here and remember to share your plans to promote **Library Card Sign-Up Month** with Iowa colleagues on Library Talk!

[Library Card Sign-Up Toolkit](#)



Banned Books Week September 26-October 2

This year, **Banned Books Week**, ALA's notable public awareness campaign, is **September 26-October 2**. **Banned Books Week** celebrates the freedom to read by promoting the value of equal access to information for all ages. The 2021 theme is "**Books Unite Us.**"

This national recognition brings together the entire book community—libraries, booksellers, publishers, journalists, teachers, and trustees—in shared support of the freedom to seek and to express ideas, even those some consider controversial and unpopular. By focusing on frequent efforts by groups and individuals seeking to remove or restrict access to books, **Banned Books Week** draws national attention to the dangers of censorship.

The ALA [Office for Intellectual Freedom](#) (OIF) compiles lists of challenged books as reported in the media and submitted by librarians and teachers across the country. Each year, ALA tracks incidents of challenged books in public and school libraries; ALA has posted a video clip of the *Top 10 Most Challenged Books in 2020* on its website.

Find **Banned Books Week** resources and promotional materials at ALA clicking the button below. And don't forget to share your plans and pictures of tabletop displays for **Banned Books Week** with each other on **LIBRARY TALK**.

[Read About Banned Books Week](#)

Training in Using HelpNow From Brainfuse

Webinars For Frontline Library Staff

In August came the announcement that the State Library is providing another online resource for Iowa's public libraries. **HelpNow from Brainfuse** is a homework assistance and tutoring service. The State Library has signed a three-year contract and the rollout is underway as this product is becoming available to the state's public libraries.

HelpNow is available at no cost to public libraries for the first year, paid by the State



Library through American Rescue Plan Act funding (ARPA) Libraries that currently subscribe to **HelpNow** will receive a pro-rated refund from Brainfuse for the amount remaining on their contract. Through an easy-to-use online classroom, **HelpNow** offers patrons of all ages state-aligned one-to-one tutoring, intensive writing assistance, targeted skill building, test preparation, an adult learning center, a full line of collaborative learning and self-study tools, and much more.

Front Line Staff Training

From Brainfuse, **Frontline Staff Training in HelpNow** will cover all features available to patrons of Iowa libraries. This includes live tutoring services; asynchronous tutoring features such as the Writing Lab and Send Question Center; the Skill Surfer online content library; and other academic, interactive tools to assist users with their learning needs. Brainfuse trainers will also demonstrate account features available to patrons who elect to register an optional, free Brainfuse **HelpNow** account when accessing the services. Time will be allotted at the end of the demonstration for audience questions.

At the end of this webinar, library staff will feel equipped to talk about **Brainfuse HelpNow** with their patrons, support learners using **HelpNow**, and know who to contact if they don't know an answer to specific questions.

There are five days and various time slots to choose from, all of which are found in IA Learns. We encourage frontline library staff to register today!

Brainfuse HelpNow is supported by the Institute of Museum and Library Services under the provisions of the American Rescue Plan Act as administered by the State Library of Iowa.

[Register for HelpNow Classes Today!](#)

This Week ...



Acting on Input: Results. September 15, 10:00-11:00AM

In part 3-of-3, this third installment looks at how to turn the feedback from focus groups and surveys into action plans. State Library consultants Becky Heil and Bonnie McKewon will share tips on writing patron-facing goals and measurable objectives, as well as suggestions sharing notable achievements with the very people who provided the "input" part!

HelpNow by Brainfuse: Frontline Staff Training. September 13 @ 1:30PM / September 16 @ 1:30PM / September 17 @ 10:00AM

Brainfuse's HelpNow Training for Front Line Staff will cover all features available to patrons of Iowa Libraries. This includes live tutoring services; asynchronous tutoring features such as the Writing Lab and Send Question Center; the SkillSurfer online content library; and other academic, interactive tools to assist your users with their learning needs. We will also demonstrate Brainfuse's account features, available to patrons who elect to register an optional, free Brainfuse HelpNow account when accessing the services. Time will be allotted at the end of the demonstration for audience questions.

Big Program Ideas for Small Budgets. September 16, 1:00-2:00PM

Join Chelsea Price with Meservey Public Library as she shares some big programming ideas for the smallest of budgets. You'll hear lots about passive and active Covid-safe programs for libraries of all sizes. When you're a solo librarian or have only a few staff or volunteers to rely on (with a tiny budget to match) you've got to make the most of everything. With creativity, flexibility, and heart, you can be the anchor your community needs, offering programming that engages people of all ages and backgrounds. The special session of Pop YS Live will focus on low-budget programs for children and youth.

[Register Today In IA LEARNS](#)



Monday Morning Eye-Opener

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