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Review of Enrich Iowa Program

Iowa Library Services staff, with the approval of the Iowa Commission of Libraries, is planning a two-year review of the Enrich Iowa program which has the goal of providing incentives to improve library services and to reduce inequities among communities in the delivery of library services in Iowa.

Components of Enrich Iowa, Open Access and Interlibrary Loan Reimbursement, which began in 1989, and Direct State Aid, which debuted in 1999, have been modified, tweaked, and brought online.

“Now it is time for the program to be evaluated and improved,” said Interim State Librarian Barb Corson. The review process will strive to ensure that the \$2.5 million program is being administered in the most efficient and effective way possible.”

According to Corson, the review process will begin with a small steering committee, which will be charged with creating a plan; gathering data from all stakeholders through surveys, focus groups, and discussions; and setting a timeline. When that is accomplished, a task force representative of all users of the program will be named.

The task force will be charged with evaluation of the program and recommendations for improvement. The process will be completed in time for the program year beginning July 2016.

Said Corson, “We will keep stakeholders informed along the way and hope they share their ideas as we evaluate and improve this program to make it the best it can be.”

The legislature passed a \$50,000 increase to Enrich Iowa funding for FY15.

All Enrich Iowa reports are due by July 31. ✓

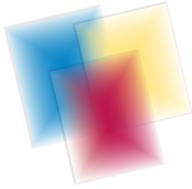
Mark calendars now for 2014 Town Meetings

The program may look a little different than in years past (details still pending), but the dates and places for this year’s Town Meetings have been set. You won’t want to miss it.

- September 10 - Coralville
- September 11 - Waterloo
- September 17 - Storm Lake
- September 18 - Mason City
- September 24 - Creston
- September 25 - Des Moines

Registration will be available on the IaLS continuing education in the next month or so.





State Librarian search continues

In March, the Iowa Commission of Libraries' search committee for a new state librarian recommended to the full Commission that a private search firm be retained. The Commission approved the recommendation and, in accordance with state procedures, developed a Request for Proposal and solicited bids. The search committee, based on the bids and other references, made a recommendation to the Commission that the firm of Bradbury Associates/Gossage Sager Associates be awarded the contract.

The search firm has now begun its work of securing candidates for a new state librarian with the completion of all the documents and agreements needed. The search committee and representatives from Bradbury Associates/Gossage Sager Associates will work out the details for narrowing the candidate field for interviews.

As this process moves along, the Iowa library community will receive updates. The search committee anticipates that by late August it will begin receiving names of candidates from the search firm and then be able to put together a timeline for interviews, which will again include participation by interested Iowa library staff and citizens. Anyone with questions about the progress of the search is welcome to contact Commissioner Dale Vande Haar, chair of the search committee, for updates via email: dale.vandehaar@dmschools.org.

Iowa librarians, this site is for you IOWA LIBRARY COMMONS

Iowa librarians sharing with Iowa librarians. That about sums up what IaLS's Iowa Library Commons is about.

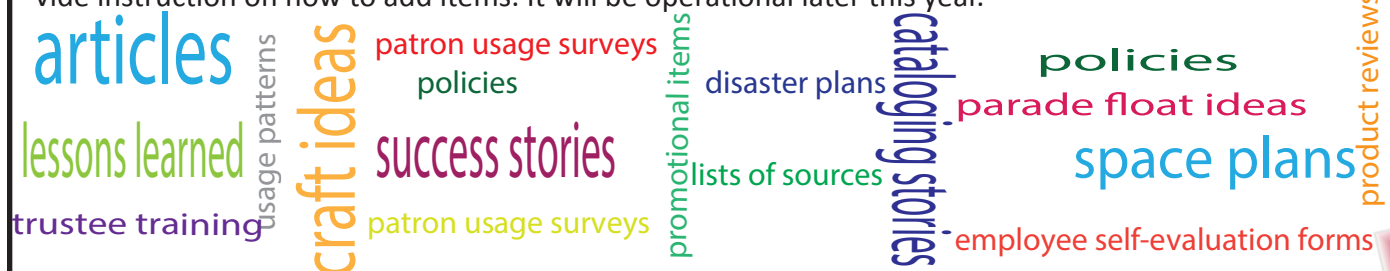
An important part of IaLS's current strategic plan is increased and improved communication between all library stakeholders: "Develop a process for identifying, collecting and sharing success stories."

The web site is intended for libraries *of all types* to share their best practices and ideas. Library staff will be able to upload documents, photos, videos, audios, brochures, programming ideas and more to make the items available to other libraries.

Site users will be able to search or browse for ideas, solutions and templates. It will also be used as a library listing service for selling, giving, or buying new or used library items.

The mail list "Iowalib" is an important sharing mechanism among Iowa librarians but it does not support graphics or attachments. Iowa Library Commons can be used to store attachments to "Iowalib" postings. An "Iowalib" posting can now include a link to the item in Iowa Library Commons.

The site will be released through a series of classes to introduce library staff to the site and provide instruction on how to add items. It will be operational later this year.





New, improved tools for Telling the Library Story

The Telling the Library Story website was developed by Iowa Library Services to assist Iowa libraries in explaining and demonstrating the value of their services using good marketing, public relations and promotional strategies.

The site was recently revised and redesigned with new tips and a lot of new links to helpful information in the following areas:

Value - Powerful insights and information on the value of libraries

Advocacy - Help for advocating, marketing, lobbying and building relationships for libraries

Quotes - Thousands of quotes about the importance of reading, librarians and libraries

Speeches - Sample speeches that can be customized and used

Speaking - Tips for becoming a better speaker

Photos-Clip Art - Dozens of sources for free photos and clip art

Marketing - Marketing guidelines including Word of Mouth

Budget Presentations - Budget narratives and a new budget PowerPoint presentation that can be easily customized

Promotion - Bookmarks, posters, news releases and more



www.statelibraryofiowa.org/ld/t-z/TTLS





Mental Health First Aid Class for Librarians

Just as CPR helps you assist an individual having a heart attack — even if you have no clinical training — Mental Health First Aid helps you assist someone experiencing a mental health related crisis. In the Mental Health First Aid course, you learn risk factors and warning signs for mental health and addiction concerns, strategies for how to help someone in both crisis and non-crisis situations, and where to turn for help.

Iowa Library Services is offering a series of in-person classes around the state in August. The cost is \$50.00 per person and includes eight hours of instruction and a course book. Classes are limited to 30 and will run from 9 a.m. to 5:30 p.m. It will be taught by certified professional instructors.

August 12	Council Bluffs, Alegent Mercy Hospital
August 15	Washington Public Library
August 21	Sioux City, AEA
August 22	Pleasant Hill Public Library
August 22	Clear Lake, AEA
August 25	Waterloo, Hawkeye Community College

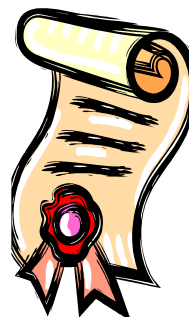


Register in the CE Catalog: <http://bit.ly/1hARbg>

Certification Update

Congratulations to the following public library staff certified for the first time through Iowa Library Services' Certification Program for Public Librarians.

Emily Brown, Linn Grove
Lisa Pope, Elkader
Anna Schilling, Granger



Help for baffling acronyms

From a recent live chat between IaLS information services staffer, Tom Keyser, and Tonya, a customer:

Tonya: Is there one place where the library world abbreviations are listed and describe what they stand for?

Tom: Most dictionaries have a section for abbreviations and there are several acronym websites. One moment and I will check to see if there is a library specific site.

Tom: The American Library Association has a good listing at <http://www.ala.org/aboutala/acronyms>.

Tonya: Thank you. This would be a good thing to put in *Footnotes*.

Tom: I will pass your suggestion to the editor.



News from Around the State

Sibley students were the Iowa winners of this year's Collaborative Summer Library Program Teen Video Challenge. Their video is titled "The Power of Books" and can be viewed at (<http://tinyurl.com/k2hws4b>).

From left, Rachel Loutsch, Sibley Youth Services Librarian, with students Skylar Rueter, Paige Hurlburt, Ben Wollmuth, Rachel Poppen, and IaLS Youth Services Consultant Merri Monks.



The **Edna Zybelle Library (Clarence, IA)** was recently awarded \$60,000 from the Roy J Carver Foundation. Said library director Sandi Brunscheen, "We are excited to have this money to go towards our new library and are proud of the committee that worked so hard on this."

Suzanne Streeby, director of the **Eldon Public Library**, recently shared the exciting news that the library was presented a check for \$102,025 from a former resident. Said Streeby, "We are in need of several repairs and this came at the perfect time."

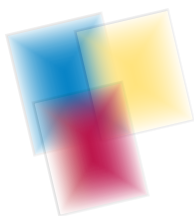
Several of Iowa's best retreat into retirement

After more than 25 years, **Janie Beaulieu**, library resource technician at the Iowa Library Services Northwest District office retired on May 22. In parting, Beaulieu said "I have such great memories of my [time] working with all of you. Be assured that you will always have a special place in my heart."

Loretta Hanson retired April 30 after 33 years at the Williamsburg Public Library. Hanson reminisced about how, when she started at the library, there was a manual typewriter and a rotary dial phone - their technology. "I remember a patron telling me he wasn't going to buy a computer 'until everything was settled.' That was in the early 1990's. And that's the joy of being a librarian. Nothing is ever 'settled' and every day is different."



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More Retirements

June 24 marked the last day of **Alice Gaumer's** service at the Indianola Public Library. She worked at the library for 35 years, 16 as assistant director. "Her absence on the staff of the library will be deeply felt," said library director Joyce Godwin.

Susan Sup spent her last day as director of the Arnolds Park Library working on a great banner for their website. In an email over lowalib, Sup wrote, "I have a great idea — arrange the books by color instead of by Dewey. Put all the red ones together, and the same for green, yellow, etc. I don't have to be picky about alphabet or numbers. That's how I spent the last day after 28 years in the best job on earth." See the website at www.arnoldspark.lib.ia.us.

Randy Bellinger will retire as director of the Monroe Public Library on August 30. He has been in Monroe for 17 years and has been a librarian for 40 plus years. Said Bellinger, "When I was in library school in the early '70's, the idea of having computers that can do what they do today was hardly even imagined." He and his wife bought a lake house at Lake Thunderhead in Missouri where he says they'll have plenty to do.

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In the fall of 2009 and spring of 2010, staff at the Shenandoah Public Library set a goal to create more programs for male patrons.

"We have no problem appealing to women with craft classes and cooking classes, but we were seeing few men attend any of our extra programs," said Carrie Falk, a Shenandoah librarian. "After a couple of brainstorming sessions and talking with the men in our lives, we came up with several ideas."

One that Falk says "grew beyond our wildest expectations" is the library's Cruise Night. Staff checked with the local chamber of commerce to see if anyone in the area already had a car show and discovered there hadn't been one in several years.

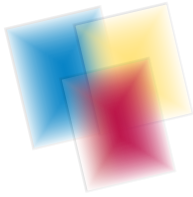
One staffer has a muscle car and knew many of the "car" people in the area which made advertising a breeze, said Falk.

"We put up posters around town, advertised in the newspaper and on the radio, as well as the local cable access channel. The library has had success partnering with local restaurants on other programs so we approached a local landmark and asked them if they could offer a special coupon for participants in our Cruise Night. They came back with a coupon for a free microbrew beer or root beer," Falk said.

They also contacted the local Optimist Club and asked them if they would like to sell refreshments. They agreed to offer free pop and water.



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"Everyone who attends is amazed that this event is completely free and that the Optimists provide complimentary beverages. Local auto parts stores provide a prize each year. The event has grown from 15 cars and about 50 attendees the first year to overflowing our parking lot with more than 50 vehicles and well over 200 people passing through for a look on the first Saturday evening in August," said Falk.

"The library sets up its sound system so there is music playing throughout the cruise. People bring lawn chairs and it becomes a big block party," said Falk.

"When the cruise ends at 8 p.m., we encourage those who brought their cars to go out and cruise through Shenandoah to show off their vehicles. This program has created good will in the community and it is a way to highlight our new building addition to a large audience that might never use the library under other circumstances," said Falk.



All Iowa Library Services/State Library offices will be closed July 4th.