



May 21, 2019

Save the Date

State Library Learning Circuit this October

Join us for the second annual State Library Learning Circuit this fall! Formerly known as Town Meetings, this event will give participants a full day of interactive learning with nationally-known speakers to get you inspired and excited about engaging your community to leverage support.

The 2019 circuit will make four stops across the state:

- Monday, October 14 in Storm Lake
- Tuesday, October 15 in Waterloo
- Wednesday, October 16 in Coralville
- Thursday, October 17 in Avoca

Announcing the 2019 Learning Circuit Facilitator: EveryLibrary

The State Library is also pleased to announce the 2019 Learning Circuits will be facilitated by John Chrastka and PC Sweeney from EveryLibrary!



EveryLibrary is the first and only national organization dedicated exclusively to political action at a local level to create, renew, and protect public funding for libraries of all types.

About the Workshop: Understanding Audiences for Community Engagement and Support

Libraries that effectively communicate their value to the community – especially about the outcomes of their programs and services in the lives of their users – see a dramatic increase in library use and perceived value by non-users. In this workshop, participants will learn the strategies behind creating engaging messages and techniques for

communicating more effectively to their public. Presenters will share the most recent public perception data from OCLC and PEW as a national reference point for local action. With a focus on market segmentation, we will discuss how to understand existing audiences and build data around new audiences. Participants will learn how to create audience-specific “ladders of engagement” and how to create audience engagement maps for their communities and more.

Watch for registration to open later this summer!

Free CE Opportunities From Nationwide Organizations

Did you know the State Library maintains a list of FREE online continuing education opportunities offered by a variety of organizations nationwide?

Most webinars require registration and use different web conferencing software that may have system requirements or downloads. If you do not receive an attendance certificate from the program sponsor, please remember to fill out and submit a [Learning Activity Written Summary](#) to receive credit towards recertification.

Bookmark the link below for the list that's updated each month.

[Free Nationwide CE Opportunities](#)

A Note on Summer PLM1

The State Library of Iowa will not be offering Public Library Management 1 (PLM1) this summer due to logistical challenges and the vacancy of the Continuing Education coordinator position. The State Library will allow extensions for the Certification requirement on a case by case situation as needed. PLM1 and PLM2 will again be offered in the fall, so watch for registration to open in the CE Catalog later this summer. If you have any questions or concerns, please contact [Nancy Medema](#).



June CE Opportunities



New! Gale Opposing Viewpoints (Webinar)

Wednesday, June 19, 9:00 a.m. to 10:00 a.m.

Whether your users are fine-tuning arguments for a debate, developing a stance for a pro/con paper, or just trying to keep up with the national conversation surrounding key topics, Opposing Viewpoints in Context provides a wide range of authoritative, accessible sources in an intuitive interface that allows even novice researchers to shine. In this webinar, we'll navigate key topics, and you'll learn how to quickly hone in on content and tools to support critical thinking and intelligent debate. Join us to explore this NEW powerful resource from the State Library of Iowa!

[Register for Gale Opposing Viewpoints](#)



Presentation Pointers: Eye-Popping Publications (Webinar)

Thursday, June 20, 10:00 a.m. to 11:30 a.m.

This installment in our **Presentation Pointers** series offers style tips for upgrading traditional publications. Instructors will demonstrate various design features of MS Word, PowerPoint, and Publisher. Whether creating quick signs

or flyers, compiling reports, or writing newsletters, these software features help improve the overall look and feel of printed materials.

[Register for Presentation Pointers](#)

Self-Paced Learning

Intellectual Freedom, Censorship, and Confidentiality

1.5 Credits

This course reviews legal aspects of intellectual freedom, censorship, and confidentiality, discusses policies that affect privacy, and provides a real-life example of how to respond positively to a negative challenge. Because these topics are fundamental to public library service, it is imperative that library staff and trustees understand these most important foundations of librarianship.

[Take the Intellectual Freedom Course](#)

Continuing Education Catalog

CE Consultant: Vacant
CE Support: Lacey Partlow

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Des Moines, Iowa 50319