



Monday Morning Eye-Opener August 26, 2019

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Good Morning! August 26, 2019

National Library Card Sign-Up Month

Throughout September

September 2019 marks the 32nd anniversary of **Library Card Sign-up Month**, a time when ALA joins public libraries nationwide to showcase the value of a library card. **Library Card Sign-up Month** is held each September to mark the beginning of the school year, a promotion reminding parents and kids that signing up for a library card is the first step towards academic achievement and lifelong learning.



This year, the **Toy Story** characters Sheriff Woody and Buzz Lightyear are the honorary "chair characters," featured front and center in **Library Card Sign-Up** promos. This is a new role for Woody and Buzz as they urge people to think about how a library card literally brings great stories to life.

The idea of **Library Card Sign-Up Month** is credited to former U.S. Secretary of Education William Bennett who said: *"Let's have a national campaign... every child should obtain a library card and use it."* Since then, thousands of public and school libraries join the campaign to ensure every child does just that. From access to STEAM programs, e-resources, educational apps, in-person and virtual homework help, a library card provides access to all these things and more. Proving again that a library card is critical to learning, not to mention a very cost-effective back-to-school item!

Toy Story 4 opened nationwide in June. A variety of **Toy Story 4** posters, stickers, and bookmarks are available for purchase through the [ALA Store](#). And on ALA's

website, find a proclamation, press release, radio PSA scripts, and social media posts. In addition to the ALA website, there's also more to learn about **National Library Card Sign-Up Month** at the [I Love Libraries](#) website. Join Woody and Buzz in this campaign @ your library!

Promote Library Card Sign-Up Month!

State Library Learning Circuits

Advocacy

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Week of October 14

The State Library is excited to bring in two nationally known speakers for this year's **Learning Circuits 2019**. John Chrastka and Patrick Sweeney, the founders of **EveryLibrary**, will be the featured speakers at this year's workshops during **the week of October 14**.

EveryLibrary is a national advocacy organization that helps secure funding for libraries at the ballot box. John, Patrick, and staff are trainers, coaches, and consultants working with libraries on advocacy campaigns. **EveryLibrary** is donor-supported, the organization's motto is "**any library campaign anywhere matters to libraries everywhere.**" Patrick spoke at the ILA conference last year, as well as our ILOC event in January.

Advocacy Training

So not surprisingly, the focus of **Learning Circuits** is advocacy! Library staff and boards need to effectively communicate the value of libraries. It's especially important to communicate the outcomes of library services and programs, showing how libraries truly do make a difference in people's lives. Research shows that spokespeople who are best able to communicate the library's worth see significant increases in library use and in recognized value.

In this workshop, participants will learn the strategies behind creating engaging messages and effective communication techniques for various audiences. Instructors John and Patrick will explain where libraries usually find opposition, why individuals oppose libraries, and what we can do to minimize the potential damage of oppositional efforts.

Calling On Trustees

Because this day revolves around advocacy, library board members are encouraged to attend. This day will offer wonderful exposure to library advocacy from national experts. Knowing that advocacy is an important responsibility of library trustees, please share this opportunity with your board by sharing this article and the [EveryLibrary](#) website.

Logistics

Learning Circuits will be offered in four locations the **week of October 14**. There is a \$15 registration fee. This event will include a working lunch, no time to leave

the venue. Note for the **Storm Lake** location: lunch will be available in the BVU campus cafeteria at an additional cost of \$9.00 / person. Please have **cash** in that amount ready before going through the campus lunch line; otherwise you're welcome to bring your own sack lunch.

Payment of the registration fee is due prior to the workshop. Log into the C.E. Catalog to find the date / location nearest you, as well as instructions for mailing the registration fee. Note your registration will show as "**pending**" until payment is received.

Register For Learning Circuits 2019



BRIDGES Collection Expands Thanks to Federal Funding

Everyone who attended the **BRIDGES User Group** meetings in recent weeks learned about new additions to the **BRIDGES** collection. Among new collection features are library management titles like these:

- [Raising the Tech Bar at Your Library](#)
- [Planning Optimal Library Spaces](#)
- [STEM Programming For All Ages](#)
- [Library Makerspaces](#)

Moreover, State Librarian Michael Scott approved to allocate a portion of the State Library's federal funding to begin a collection of self-help materials covering mental health, addiction, depression, etc. Federal funds are also helping to expand the **BRIDGES** collection of graphic novels and comics, including titles from Marvel, DC, Dark Horse, and Archie. Finally, these monies enable last year's magazine pilot project to be extended for a second year.

Again, these enhancements to the **BRIDGES** collection come from an allocation from the State Library's IMLS (Institute for Museum & Library Services) funding. This is a good reminder of the impact of IMLS dollars to the State Library's budget. And in this case, it also proves that IMLS dollars have a direct impact on Iowans and their ability to access downloadable material through **BRIDGES**. Thanks to Michael Scott for approving this infusion of money from the federal side of our budget. And thanks to your local library patrons for supporting **BRIDGES**!

BRIDGES: Iowa's eLibrary

This Week And Next:



Librarian STEM Fairs

The State Library sponsors its first STEM Fair workshops this week in two locations: Coralville today (this class is full) and **Anita on Wednesday August 28** (still room to register for the Anita site) This daylong, hand-on workshop is intended for public library staff who are new to STEM programming. But certainly anyone already providing STEM programming will come away with fresh ideas. The **Librarian STEM Fair**

will familiarize you with local resources to expand your own STEM offerings as well as give you an opportunity to adapt ideas from colleagues.

Check It Out Booktalks

This **Thursday August 29**, Youth Services Consultant Angie Manfredi leads a booktalking webinar, previewing great books for children and teens. Online 1:00-2:00PM, registration is open.

PLM Registration Deadline

August 27 is the deadline to register for **Public Library Management 1** and **Public Library Management 2** courses this fall. Registration and all details on the button!

[C.E. Catalog](#)

Next **Monday—September 2nd—is Labor Day**. State Library offices will be closed for the holiday, look for the next **Eye-Opener** on September 9.

Enjoy the coming holiday weekend!



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