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Monday Morning Eye-Opener September 9, 2019

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MONDAY MORNING EYE-OPENER



FROM THE STATE LIBRARY OF IOWA

Good Morning! September 9, 2019

State Library To Provide Wireless Counter



WhoFi Coming Soon!

The State Library is happy to announce another new service coming to Iowa public libraries—a WiFi counter from the company **WhoFi**. Staff at the State Library is very pleased to offer this new service because it will greatly assist in monitoring and tracking the number of devices and uses of a library's wireless network.

WhoFi provides public libraries with wireless usage statistics and easy-to-read reports. Data from **WhoFi** will allow directors to easily complete questions on the Public Library Annual Survey related to wireless usage. In addition, data from these reports offer insight and impact stories about the importance of public libraries providing technology access to the community. Using **WhoFi** reports help library staff make data-driven decisions about technology, programming, and more.

Next Steps for Libraries

- Customer service reps from **WhoFi** will be reaching out to Iowa public library directors over the next three months (note the tentative schedule is on our website at the button below) The first email will be introductory in nature—watch for this introductory email coming soon!
- **WhoFi** staff will then follow up with a second email that will include ten questions related to your library's network, along with a date and time for a conference call for more information and to ask questions about implementation.

- Read more about this new project on our website, where you'll also find a sample report and an FAQ page.

Funding for **WhoFi** is made possible in part by the Institute of Museum and Library Services (IMLS) under the provisions of the Library Services and Technology Act (LSTA) as administered by the State Library of Iowa.

[Read More about WhoFi](#)

National Library Card Sign-Up Month

Throughout September

This month 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



Week of October 14

The State Library will welcome John Chrastka and Patrick Sweeney, the founders of *EveryLibrary*, as the featured speakers at this year's **Learning Circuit** workshops during **the week of October 14**.

EveryLibrary is a national organization that helps secure funding for libraries at the ballot box. John, Patrick, and staff are trainers, coaches, and consultants working with libraries on public awareness 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.

Communication Training

Library staff and boards need to effectively communicate the value of libraries, as well as 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 raising the library's profile, library board members are encouraged to attend. This day will offer wonderful exposure to the topic from national experts. Please share this unique opportunity for board education by sharing this article and the [EveryLibrary](#) website with your trustees.

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](#)

This Week And Next:



Prepping For Accreditation Meeting

Tomorrow September 10, District Consultants continue a monthly online discussion series **“Prepping For Accreditation.”** These meetings are intended for libraries in the next accreditation cycle (reporting due February 2020 for FY21) Certainly new library directors, board members, anyone wanting to increase their library’s Tier status are welcome to attend. We’ve provided the ZOOM Room link to

all libraries in the next accreditation cycle, but please let District staff know if you would like the room link re-sent...

Encore Presentation: 13 Ways To Kill Your Community

Next Thursday **September 19** is an encore discussion of the book 13 Ways to Kill Your Community by Doug Griffiths. (6:00-7:30PM) This is an evening program for the benefit of library boards, bringing back a very worthwhile discussions for local boards, city officials, chamber and business leaders. Here'e to hosting a viewing party @ your library. And remember that board education is a Tier1 standard--incentive! Still room to register in the C.E. Catalog.

From **Amazon**: “...*The anecdotes and examples are delivered with wit and a little bit of a dishy factor. But underneath all the fun is a clear breadth of experience and a no-nonsense, practical approach to community building, 13 Ways to Kill Your Community offers practical, implementable steps that can be taken to bring a moribund community back to life. This book delivers what it promises, and it does so with wit and warmth...*”

C.E. Catalog

On Wednesday, State Library staff will be gathering in Des Moines for our monthly staff meeting. We'll return phone and email messages when we're back on Thursday.



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