



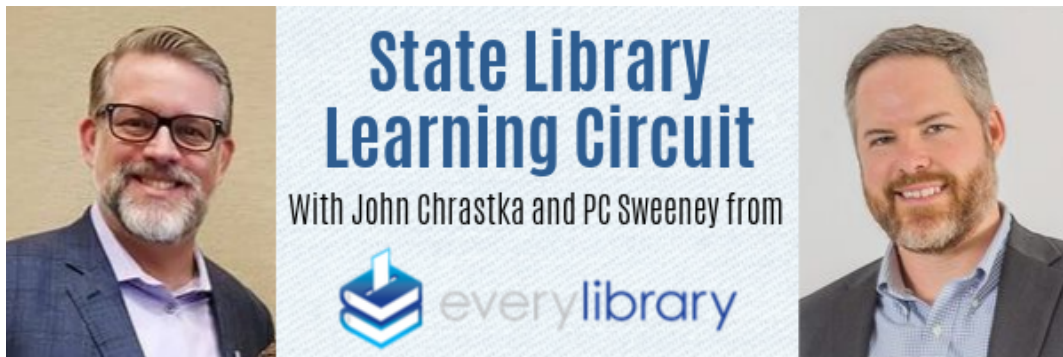
Monday Morning Eye-Opener September 23, 2019

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Good Morning! September 23, 2019

You Are Invited To



Week of October 14, 2019

During the week of October 14, the State Library is sponsoring the founders of EveryLibrary—John Chrastka and Patrick Sweeney. They will be leading a daylong workshop “**Understanding Audiences for Community Engagement and Support.**”

About the Workshop

Libraries that effectively communicate their value to the community—especially about the outcomes of programs and services in the lives of users—see a dramatic increase in library use and perceived value by non-users.

In this workshop led by John Chrastka and Patrick Sweeney from EveryLibrary, participants will learn the strategies behind creating engaging messages and techniques for communicating more effectively to their public. The workshop will include a discussion of where we usually find opposition, why individuals may oppose libraries, and what we can do to alleviate the potential damage of their oppositional messages on the library.

Because this day revolves around raising the library's profile, library board members are encouraged to attend, as this will be wonderful exposure to the topic. So please share this unique opportunity for board education by sharing this article and the EveryLibrary website with your trustees <http://everylibrary.org/>

Dates / Locations / Logistics

- **October 14 in Storm Lake**
- **October 15 in Waterloo**
- **October 16 in Coralville**
- **October 17 in Avoca**

There is a \$15 registration fee. This event will include a working lunch with no time to leave the venue. Note for the Storm Lake location: lunch will be available in BVU campus cafeteria at an additional cost of \$9.00 / person. Please have cash in that amount available to go through the campus lunch line; otherwise you are 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.

Make plans to join **State Library Learning Circuits** next month to learn from the EveryLibrary founders themselves.

[Register For Learning Circuit Today](#)



everylibrary

Any library initiative anywhere
matters to every library everywhere.

More About EveryLibrary

EveryLibrary is the first and only national organization dedicated to building voter support for libraries. The company motto is "*Any library initiative anywhere matters to every library everywhere.*" Their primary work is to support local libraries when a referendum is on the ballot.

In 2019, the staff at EveryLibrary were instrumental in helping to pass successful bond issues and levy increases across the country, from Washington state to Missouri, Illinois, and Pennsylvania. Charlotte Public Library in Vermont saw an especially significant win, passing a \$700,000 bond issue as part of a 1.4 million dollar library renovation-expansion project.

Founders John Chrastka and Patrick Sweeney, alongside their staff, support ballot initiatives in three ways:

(1) by training library staff, trustees, and volunteers to plan and run effective Information Only campaigns

(2) by assisting local Vote Yes committees on planning and executing Get Out the Vote work for their library's measure

(3) by speaking directly to the public about the value and relevance of libraries and librarians

From the company website *"Since our founding in late 2012, EveryLibrary has provided pro bono support to 104 library communities at the ballot box with 88 wins. To date, we have helped secure over \$330 million in stable tax revenue for operations and facilities..."*

[Read More About EveryLibrary](#)

Emerging Technologies Conference

Online October 30th

San Jose State University will hold its third annual mini-conference **"Emerging Technology"** – online and free—scheduled for **Wednesday October 30** (2:00-5:00PM central time)



This description from the conference website: *"Tomorrow's technologies are shaping our world today, revolutionizing the way we live and learn. Technologies such as virtual reality, artificial intelligence, machine learning, drones, and more...are leading libraries to explore and promote these emerging tech tools... Learn what libraries are doing right now with these cutting-edge technologies, what they're planning next, and how you can implement these ideas in your own organization."*

Pre-registration is required, either to attend live or to receive the recordings afterwards. Here are some of the breakout sessions planned:

- Library Chatbots 101
- Creating a Virtual Reality Library Tour
- Robotics in Libraries
- Crystal Balls = Forecasting Future Trends in Libraries

Online and free !!

[Register--SJSU Emerging Tech Conference](#)

This Is Banned Books Week

This is **Banned Books Week September 22-28**, celebrating the freedom to read by promoting the value of equal access to information for all ages. This year's theme

is “*Censorship Leaves Us In The Dark, Keep the Light On.*”

As an annual recognition, **Banned Books Week** draws national attention to the dangers of censorship. Here’s what you can do this week:



- Re-read last week’s *Eye-Opener* for more details
- Find a list of challenged books from this past year in the [2019 State of America’s Libraries Report](#)
- Find [Banned Books Week](#) stories and promotional materials
- Share your plans and pictures of tabletop displays for **Banned Books Week** with each other on **LIBRARY TALK**.

In looking ahead to October: the **FY19 Public Library Annual Survey** is open for filing. All public library directors should have received a notice with your library’s user name, password, and instructions. While there is a paper copy of the survey available to use as a worksheet, the actual survey must be filed online. **Deadline is October 31**...let us know if questions.

[FY19 Public Library Annual Survey](#)

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