# Monday Morning Eye-Opener March 2, 2020

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**Happy Birthday, Dr. Seuss!**
**March 2, 2020**



## Earth Day 2020

April 22 marks the 50th anniversary of **Earth Day** and there are plenty of programming ideas for libraries to lean into.  The theme for **Earth Day 2020** is *"Climate Action."*  **Earth Day** partners have chosen this theme, with its challenges and opportunities, as the most pressing topic for the 50th anniversary.

Through an **Our Planet Earth** initiative via **Star Net.Org**, free resources are available to libraries to help communities learn about our changing planet.  These resources include posters, STEM activities, and a video library.  For instance, at the **Star Net** site you'll find links to the NASA Speakers Bureau, citizens science projects, social media graphics, and a downloadable publication titled <u>The Librarian's Guide to Citizen Science</u>.

The **Star Net** site has a collection of environmental impact videos, which can be used by libraries in programming, on social media, and to inspire learners of all ages.  *"This year, the **Star Net** team is focusing on citizen science and Earth science opportunities during the month of April.  A video library and upcoming webinars discuss how to harness the power of teens in environmental advocacy,*

*plus ways your library can be part of community conversations and take action for a sustainable world…"*

Since 1970, **Earth Day** has always been celebrated on April 22<sup>nd</sup>. The first national event 50 years ago originated as a unified response to an environment in crisis — oil spills, smog, polluted rivers and waterways.  From the **Earth Day** website *"…On April 22, 1970, 20 million Americans took to the streets and college campuses in hundreds of U.S. cities to protest environmental ignorance and to demand a new way forward for our planet. The first **Earth Day** is credited with launching the modern environmental movement and is now recognized as the planet's largest civic event…"*

**Learn more about Earth Day and how your library can recognize this event locally.**

**Visit Star Net Website**

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## DALINC Conference in Eastern Iowa

The Dubuque Area Library Information Consortium—**DALINC** for short—is holding its second annual continuing education event on **April 3** at **Loras College in Dubuque, IA.**  This year's theme is *Telling Stories with Data: Making Numbers Meaningful*; this one-day conference runs from 9:30AM-3:30PM.

The opening keynote speaker is Linda Hofschire, Director of Colorado State Library's  Research Service.  Her keynote presentation is titled *Data-Powered Libraries: Informed, Innovative, and Impactful.*  From the **DALINC** website comes this description: *"Do you want to increase your library's value and relevance to your community? The key is in the data. As librarians, we collect a lot of data— visits, circulation, reference transactions, user satisfaction and more.  But is your data gathering dust in spreadsheets or being used simply to fulfill reporting requirements? In this presentation, learn about the power of moving from having data to using data.  All to make informed decisions, provide innovative services, and demonstrate the library's impact on your users and community…"*

Over lunch, Stephen Hearn, Metadata Strategist at The University of Minnesota, will provide a second keynote presentation titled *Finding a Role for Libraries in the Web Environment.* From the **DALINC** website: *"The cataloging community is facing many changes to its standards and practices. A major goal of the changes is to open catalog data up to the web and to expand the use of web-based data in library*

*catalogs. What could this mean? What are the implications of this shift for the current shared cataloging model?  Greater integration between library metadata and the web promises new opportunities to provide rich contexts for the resources and services libraries have to offer, but getting there will not be simple..."*

Registration begins at 9:30AM with coffee and pastries; the opening keynote begins at 10:00AM, followed by a sandwich and salad luncheon.  The remainder of the day offers six breakout sessions as well as a roundtable to talk about successfully using data.  Breakout sessions topics are expected to include:

- Using Census Data
- Using Data For Collection Decisions and Space Needs
- Data-Driven Decision-Making in Cities
- Using Date to Improve Your Website
- Navigating Privacy Data and Community Engagement

The full day's schedule will be posted to the **DALINC** website soon, so check back there for all details. Registration, though, is ready to go!  **Note registration deadline is March 25th.**  The cost for the full day, including morning refreshments and lunch, is **$55.00**.  The **DALINC Conference** is open to college, public, and school library staff. Thanks to Southeast District Consultant Becky Heil for extending this invitation!

**Register for DALINC 2020**

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# Census 2020 @ Your Library

Be sure to tap into this resource on the State Library's website: the ***Counted-In Toolkit.***  Funded by IMLS (Institute for Museum and Library Services) this toolkit helps to promote Census 2020 outreach geared toward new Americans.  Developed with the help of key immigrant organizations and 45 librarians from across the country, this resource is primarily downloadable, customizable marketing materials, all freely available for all types of libraries.

State Data Center Coordinator Gary Krob joined more than forty other librarians and other participants from around the country last October at the *Counted In: National Forum on Libraries, Census 2020, and New Americans* to gather ideas for promoting census participation among immigrants.  In addition to the ***Counted-In Toolkit***, find Iowa-specific information at the State Date Center—*"your source for population, housing, business, and government statistics about Iowa, including data*

*from the U.S. Census Bureau, Iowa state agencies, and other state and federal sources…."* Gary Krob is happy to take your questions gary.krob@iowa.gov

**Counted-In Toolkit**

**Another Census 2020 Resource:** In January, the American Library Association released the updated *Libraries' Guide to the 2020 Census*. The census will begin in two months and as you might expect, public library staff are certain to field questions from patrons. That's why ALA's publication is so valuable; it provides background information, frequently asked questions, and the likely role that libraries will play. From the Table of Contents:

- Census 2020 timeline

- How will the online response option work?

- Will everyone receive census materials in the mail?

- Who is at risk of being undercounted in 2020?

- What can libraries do to be prepared?

Originally produced in 2019, this year's updated *Libraries' Guide to the Census* reflects the latest information and resources. This is a free publication (22-page PDF) Download at the button below.

**Libraries' Guide to the Census**

# This Week:



This **Wednesday March 4** is the fourth-of-six interactive workshops across the state to discuss the *Imagine Your Story 2020 Summer Library Program.* This workshop will give you plenty of ideas to get started planning your 2020 summer program.

Half the session will be lecture-style format, spotlighting ideas and best practices. The second half will be hands-on small group work where you are encouraged to share your successes and challenges. The final two *Imagine Your Story 2020 Summer Library Workshops* happen next week.
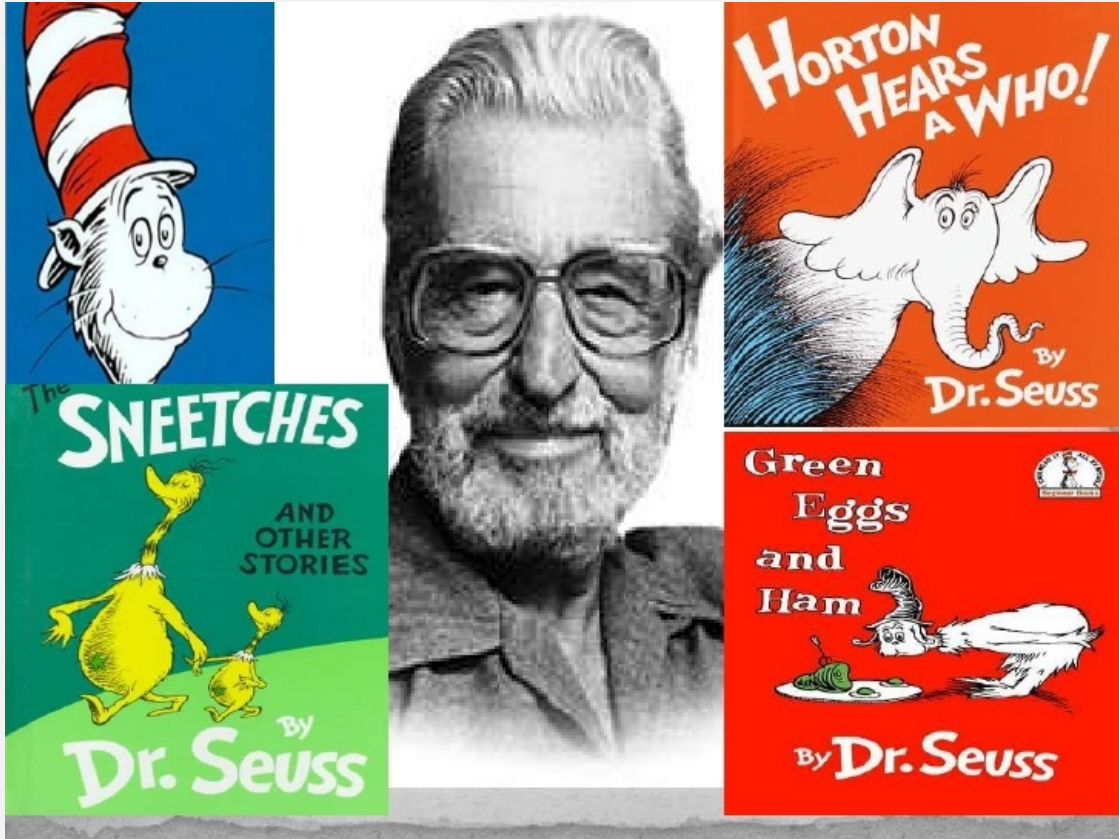
**Locations and Dates This Week and Next
Time 12:30-4:30 Each Day**

- **March 4** (Wednesday) **@ Spillville**

- **March 9** (Monday) **@ Johnston**

- **March 10** (Tuesday) **@ North Liberty**

# Happy Birthday, Dr. Seuss !

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