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# Monday Morning Eye-Opener October 19, 2020

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**MONDAY MORNING  
EYE-OPENER**  
FROM THE STATE LIBRARY OF IOWA  
October 19, 2020

**NATIONAL FRIENDS OF LIBRARIES WEEK**  
Oct. 18-24, 2020

**United for Libraries**  
Association of Library Trustees,  
Advocates, Friends and Foundations  
A division of the American Library Association  
[www.ala.org/united/events\\_conferences/folweek](http://www.ala.org/united/events_conferences/folweek)

**FRIEND  
YOUR  
LIBRARY**

## Celebrate Your Friends Group This Week October 18-24

**United For Libraries**, a division of the American Library Association, coordinates **National Friends of Libraries Week**. This year marks the 15<sup>th</sup> annual recognition as a time to promote local Friends Groups, raise awareness of their efforts, and thank them for their work in supporting the library. You can be part of it all this very week

**October 18-24, 2020**

The [United For Libraries](#) website has lots of ideas, including a sample press release, promotional materials, social media graphics, and stories about how Friends Groups across the country support their libraries in fun and effective ways. You can also watch a recorded webinar presented by the Friends Groups of Charleston Public Library and San Juan Island Library as they share award-winning Friends projects from previous years.

**United for Libraries** offers a variety of resources for library friends, foundations, and trustees. Some of their materials are behind a pay wall, accessible to members. Other materials are freely available. Among the free publications are

- *Libraries Need Friends: Starting a Friends Group or Revitalizing the One You Have* (PDF)
- *Friends Groups: Critical Support for School Libraries* (PDF)
- *Power Guide for Successful Advocacy* (PDF)

Download these docs and more at the button below. Next year's recognition week is October 17-23, 2021...for now, celebrate **National Friends of Libraries Week 2020!**

Promote National Friends of Libraries Week

# IA LEARNS

ENDORSEMENT ACADEMY &  
CONTINUING EDUCATION



FROM THE  
STATE LIBRARY  
OF IOWA

## More Tips For Using Your IALearns Account

In late September, the State Library unveiled its new **C.E. Catalog and Learning Management System** called **IALearns**. Since then, many library directors and staff have been exploring the new system and all it has to offer. Because it's not JUST a C.E. Catalog, it's so much more!

Continuing Education Consultant Samantha Bowers provides additional instruction on how to keep track of previously credits earned before **IALearns** went live. She writes: *"We've created a form to help with importing any credit hours earned prior to the launch. Once we receive your form, we'll count the hours you submitted, and update your IALearns account. You'll see a record called "Imported Hours" on your transcript."* Sam's instructions follow:

### How to Use the Import Form

- Your **IALearns** Username
- Your certification expiration date. We'll use this to prioritize getting people's hours imported. You can find this in your **IALearns** profile under "Certifications"

- A scan of the certificates previously issued

## When NOT to Use the Import Form

- **DO NOT** submit this form if you're an early bird who already submitted recertification materials for 2020. We will be updating your **IALearns** account soon!
- **DO NOT** submit this form to record your 2020 renewal. You can find the correct form to do that on our website <https://www.statelibraryofiowa.org/ld/c-d/cert>
- **DO NOT use** this form more than once. Please gather all your previously-earned certificates, and scan them all at once into this form.
- **Continue to use** the Learning Summary Form when you attend non-State Library webinars or conferences. Instead of sending you a paper certificate, we'll update your **IALearns** account instead

Sam continues: *"Once we have this information from you, you'll see all those hours reflected in one batch called "Imported Hours" on your transcript and they'll count toward the number of hours you've earned. And hey - guess what - this means **no more paper certificates!**"*

Reach out to Samantha Bowers with questions using this email [LibContEd@lowa.gov](mailto:LibContEd@lowa.gov) and access the **Import Form** at the button below.

IALearns :: Import Hours Form

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## New: Media Literacy Toolkit

Developed By State Library  
and Department of Education

Samantha Bowers announced this news on Library Talk and it bears repeating here. In partnership with the Department of Education, the State Library has developed an important new resource: a [Media Literacy Toolkit](#). The intention is to assist Iowa's librarians and the communities they serve in building sharper media literacy skills.

The logo for Media Literacy features the word "media" in a large, black, lowercase serif font. A small blue square with a white geometric pattern is positioned above the letter "i". Below "media", the word "LITERACY" is written in a smaller, uppercase, sans-serif font, with each letter in a different color: L (purple), I (green), T (red), E (blue), R (yellow), A (purple), C (yellow), Y (red).

The term "media literacy" is often used interchangeably with other terms related to modern technologies. To clarify what we mean when we talk about media literacy, the National Association for Media Literacy Education NAMLE offers these definitions:

- **Media refers** to all electronic or digital means and print or artistic visuals used to transmit messages
- **Literacy is** the ability to encode and decode symbols and to synthesize and analyze messages
- **Media literacy is** the ability to encode and decode the symbols transmitted via media and the ability to synthesize, analyze and produce mediated messages.

## Resources for the Public

- [Media Literacy Toolkit](#) (Iowa Department of Education)
- [How to Know What to Trust](#) (News Literacy Project)
- [Developing Habits of Inquiry: Key Questions to Ask when Analyzing Media Messages](#) (Project Look Sharp)
- [Understanding Bias](#) (New Literacy Project)
- [Digital Hacks](#) (Stanford History Education Group)

## Resources for Librarians

- [Journalists' Code of Ethics](#) (Society of Professional Journalists)
- [Give Facts a Fighting Chance: A Global Playbook for Teaching News Literacy](#) (News Literacy Project)
- [Lateral Reading and the Nature of Expertise: Reading Less and Learning More when Evaluating Digital Information](#) (*Teachers College Record*)

## Introductory Webinar

This **Wednesday October 21** (10:00AM) the State Library is providing an overview of this toolkit. The session will be presented by Stefanie Wager with the Department of Education. Register inside **IAlearns**; search for the class **"Supporting Media Literacy in Your Community."** A recording of the webinar and the slides used in the presentation will be available after the live event.

[Register :: Supporting Media Literacy in Your Community](#)

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## This Week ...

[Webinar: Media Literacy Toolkit](#)

This **Wednesday October 21<sup>st</sup>** at 10:00AM, watch an overview of the new **Media Literacy Toolkit** described in the article above. A recording of the webinar and the slides used in the presentation will be available after the live event.



[Register Here](#)

### **Concrete5 Websites: Demos / Instruction**

Also on **Wednesday October 21**, Marie Harms will be leading an instructional session on using the new Concrete5 PLOW websites. Scheduled for every Wednesday until the end of the year. 2:00-3:00PM each time; each week will take up different website content such as headers and footers, adding images, updating calendars, using forms, and more.

[Register Here For Concrete5 Wednesdays](#)

### **Annual Survey Time**

This reminder about the looming deadline to complete the **FY20 Public Library Annual Survey**, due on Halloween **October 31** ... Nothing scary about that :-). Find the survey here along with supporting information <https://www.statelibraryofiowa.org/ld/a-b/statistics>



**Monday Morning Eye-Opener**

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