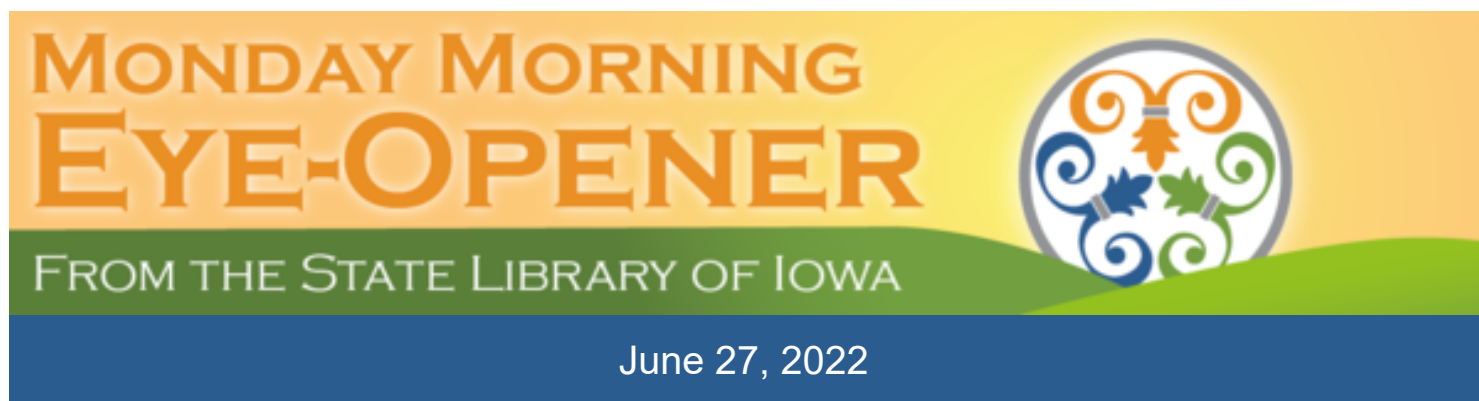


# Monday Morning Eye-Opener June 27, 2022

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## Next Big Ideas Book Discussion ...

### [Making Numbers Count](#) August 11th

The next title in the **Big Ideas Book Discussion** series happens on **August 11th** (9:30-11:00AM) when we take up the title [Making Numbers Count: The Art and Science of Communicating Numbers](#) by Chip Heath and Karla Starr (c2022) Chip Heath, along with his brother Dan, have authored several books, including two used previously in **Big Ideas: [The Power of Moments](#)** and **[Upstream](#)**.



The fall of the year is the run-up to budget time, when attention turns to compiling library statistics—lots of statistics. Data needed for annual reports, stats needed for the *Iowa Public Library Survey*, numbers needed to share with city and county funders. This discussion will look at the many numbers we gather, as well as fresh ways to flip those numbers into more compelling stories about library service. With a big assist from the ideas in [Making Numbers Count](#) like “*vividness, perspective cues, and emotional measuring sticks.*”

From Amazon: “*Author Chip Heath has excelled at teaching others about making ideas stick and here, in [Making Numbers Count](#), he outlines specific principles that reveal how to translate a number into our brain’s language. This book is filled with examples of extreme number makeovers, vivid before-and-after examples that take a dry number and present it in a new way...*”

We encourage participants to purchase books used throughout the **Big Ideas** series for your own collections. And join us for the next good read: [Making Numbers Count](#)

Register for BIBD on August 11th

## Promote Brainfuse This Summer



Public libraries are credited with many things and summer fun reminds us of one of those attributes: public libraries help prevent the “summer slide.” Of course, that phrase refers to the role that summer library programming plays in helping kids of all ages keep up their reading skills. This suggestion is thanks to Continuing Education Consultant Samantha Bowers: summer is a great time to plug the many resources available through **Brainfuse HelpNow**.

### Background

The State Library provides **HelpNow** entirely free to all Iowa public libraries. This is a unique tutoring, homework help, and studying suite designed to assist learners of all ages succeed. **HelpNow** features include:

- Live on-demand tutoring with multiple languages supported
- Online writing lab that connects students with live writing experts
- Foreign Language Center with a powerful vocabulary builder
- 24/7 Question Center providing explanations of concepts, not answers
- SkillSurfer Learning Library with unlimited access to self-paced learning through lessons, video tutorials, and practice tests on a wide range of subjects
- Summer Skills Camp, Flashbulb Flashcards, cloud storage options, and more

### Intro Videos

**Brainfuse HelpNow** has a number of videos for library staff to get to know the features available to library users. Scroll through our YouTube playlists and find 13 short clips to share with kids and parents this summer, along with a one hour webinar offered last




October titled “**Front Line Staff Training.**” Here are just a few of the **Brainfuse HelpNow** clips on our YouTube Channel:

- Skill Surfer For Libraries
- Live Tutoring
- LEAP Tutorial
- Flashbulb For Libraries
- Cloudpack
- Brain Wave for Libraries

Youth Services staff can promote **Brainfuse HelpNow**, including the video clips above, through programming, demos, displays, social media posts, flyers, and bookmarks—all great ways to keep **HelpNow** in front of kids and parents throughout the good old summer time. Because reading and learning shouldn’t take a summer break 😊

## Brainfuse Videos On State Library YouTube Channel

**2022 ALL IOWA READS Virtual Author Visits**  
*Find out more and register now!*

Adult Title Author	Teen Title Author	Kids Title Author
		
<b>RACHEL MANS MCKENNY</b> July 27 at 7:00 p.m.	<b>JENNIFER LONGO</b> July 14 at 4:30 p.m.	<b>KATE O'SHAUGHNESSY</b> July 26 at 4:30 p.m.

## All Three Author Presentations in July

This is great programming news to share with your library staff, Friends Group, and local book clubs. The three authors of the **2022 All Iowa Reads** titles will appear in virtual visits come July. The State Library is sponsoring these conversations to give Iowans a chance to hear from the **All Iowa Reads** authors. The author presentations are free and open to the public, but note that registration is required.

At each event, the authors will be joined by a moderator to discuss their books, their creative process, and to address questions from the virtual audience. Attendees will have the option to submit a question ahead of time when registering; otherwise people are encouraged to ask questions in chat during the event. Reading any of the three 2022 All Iowa Reads titles in advance is encouraged, but not required. The author visits will NOT be recorded.

This will be especially interesting programming for local library book clubs to enjoy. Library staff can facilitate and promote these author talks by downloading printable PDF posters to display in the library and to send in direct marketing to book club members. Find the promo posters at the button below.

## July Dates & Registration

The dates and times for each author visit is listed below and also on the webpage linked at the button below. **PLEASE NOTE:** for these three events, registration is not handled through IALearns. Instead, click on the **DATE(s)** to open the online registration form.

- [Thursday July 14 @ 4:30PM](#) | Jennifer Longo, author of the **2022 Teen All Iowa Reads** title What I Carry
- [Tuesday July 26 @ 4:30PM](#) | Kate O'Shaughnessy, author of the **2022 Kids All Iowa Reads** title The Lonely Heart of Maybelle Lane
- [Wednesday July 27 @ 7:00PM](#) | Rachel Mans McKenny, author of the **2022 All Iowa Reads** adult title The Butterfly Effect

## About All Iowa Reads

Established in 2003, the purpose of **All Iowa Reads** is to foster a sense of unity through reading. Iowans are encouraged to come together in their communities to read and talk about a single book title in the same calendar year. **All Iowa Reads** consists of three programs, each with one title chosen per year: adults, teens ages 12-18, and kids ages 8-12.

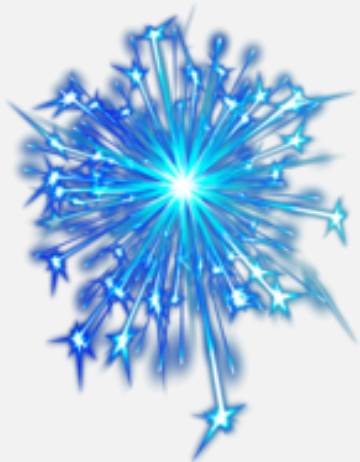
*All Iowa Reads is made possible in part by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act as administered by the State Library of Iowa.*

[Register For AIR Virtual Author Visits](#)

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# July 4th Holiday ...



## Webinars Take A Holiday 😊

Webinars from the State Library take a holiday until after the July 4<sup>th</sup> fireworks. But there are classes from other education providers out there, including WebJunction, InfoPeople, and PLA, to name a few. Find them with a button click ...

[Opportunities From Other Education Providers](#)

Next Monday is the July 4<sup>th</sup> holiday, look for the next *Eye-Opener* on July 11. Enjoy the July 4th Weekend!



# Monday Morning Eye-Opener

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