

# Monday Morning Eye-Opener July 25, 2022

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## Online Resources Renewed For FY2023

### Brainfuse, WhoFi, Bold360, and More

This message from two weeks ago deserves spotlighting here, especially with the start of a new school year around the corner. The State Library has renewed statewide contracts for FY23 for the digital resources showing below.

This important reminder, especially for any public library that has not yet grabbed onto these: the products below are provided by the State Library at no cost to Iowa's public libraries. Take this time to explore these resources, improve your staff's understanding of them, offer them @ your library and promote them throughout your community!



### Brainfuse HelpNow, JobNow, and VetNow

The State Library contracts with Brainfuse to offer Iowa libraries access to three resources:

- **HelpNow** is a homework assistance and live tutoring service for patrons of all ages.
- **JobNow** offers one-of-a-kind career assistance that covers all major aspects of job hunting.
- **VetNow** helps veterans and their families understand and apply for eligible benefits.

## Foundation Directory Online

This research tool helps libraries and nonprofits find potential grant sources. Public libraries have access to the Essential Plan for in-library use only.

## Bold 360 Chat

This tool deploys a button on a library's website to allow patrons to chat with library staff in real time. For a great many libraries, Bold360 represents a fresh and fun new communication channel for library staff to help customers find information, reserve books, or learn about upcoming programs via live chat messaging.

## WhoFi

This popular service now offers two important features: **(1)** a wi-fi usage counter and **(2)** a programming calendar. WhoFi tracks wireless usage statistics, complete with easy-to-read reports. WhoFi Community Calendar allows libraries to schedule, manage, and count attendance at library programs and events. Programming data from WhoFi feeds directly into the Public Library Annual Survey.

## OCLC Services

The State Library contracts with OCLC for a few different services.

- **FirstSearch** is an information resource which includes the full text of magazines, newspapers and reference tools.
- Any interlibrary loan requests for out of state materials are facilitated by **OCLC WorldShare**.
- The **CatExpress Consortium** is a buying group managed by the State Library for Iowa libraries to purchase full MARC records from OCLC.

More information on the resources and tools, as well as instructions on how to deploy, use and promote the resources at your library are available at the button below. You can also reach out to your [District LRT](#) with any questions.

[Read More: Online Resources For Iowa Libraries](#)

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## Big Assist in Promoting HelpNow

### With An August 24th Webinar

As the first article explained, the State Library has renewed statewide contracts for a number of digital products, among them **Brainfuse HelpNow**. These weeks leading up to



the start of a new school year is a great time for library staff to become better acquainted with this impressive homework resource for students.

Provided free to Iowa's public libraries, **Brainfuse HelpNow** is a unique tutoring, homework help, and study 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

Thanks to an August webinar, youth services staff will have a nice promotional boost to help themselves and their young library users become more familiar with **HelpNow**. Catch a webinar on **August 24** (10:00-11:00AM) titled **Back to School: Best Practices for Promoting Brainfuse HelpNow**: *“As the school year begins, it is the ideal time to promote Brainfuse HelpNow. Diane Bizzle, Director of Outreach, will provide a brief overview of the services within the Brainfuse HelpNow program focusing on the popular online homework help, writing lab, and practice tests.”*

Register in IALearn

## Next Boardroom Webinar August 30th

### Making Numbers Count

The next installment of *The Boardroom* series is scheduled for **August 30<sup>th</sup>** (6:00-7:30PM) And this session brings another book into the discussion: [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 ***The Boardroom: 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 is needed for annual reports, stats are needed to share with city and county funders. This discussion looks at how library boards can better communicate the cost of providing library service by flipping numbers into memorable stories. 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...*”

There is no expectation that attendees read the book prior to the program. Attendance at this webinar helps satisfy **Standard #8 “All members of the library board participate in continuing education each year ... “**

Register in IALearns

## This Week ...



### Remaining Conversations with All Iowa Reads Authors

There are two more dates this week to spotlight the 2022 ***All Iowa Reads*** authors. 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.

Dates and times show below and also on the event webpage linked below. **PLEASE NOTE:** for these programs, registration is not handled through IALearns. Instead, click on the **DATE(s)** to open the online registration form.

[Tuesday, July 26, 2022 at 4:30PM](#) / **Kate O'Shaughnessy**, author of the 2022 Kids All Iowa Reads title [The Lonely Heart of Maybelle Lane](#)

[Wednesday, July 27 at 7:00PM](#) / **Rachel Mans McKenny**, author of the 2022 All Iowa Reads title [The Butterfly Effect](#)

## All Iowa Reads Author Talks

### Enrich Iowa Reports Due July 31

Libraries that receive **Enrich Iowa** funds through the **Interlibrary Loan**, **Open Access** or **Direct State Aid** programs must submit reports by **July 31**. Library directors will need to file **Enrich Iowa Reports** indicating your library's Open Access and ILL transactions. In addition, directors need to report what was purchased with your library's share of Direct State Aid funding. Refer to last week's **Eye-Opener** for more details, find the needed forms at the button below.

## Enrich Iowa Report Forms

### Posting on Behalf of Iowa WORKS

**Samantha Bouwers shares this request from IowaWORKS:** *"As IowaWORKS tries to find effective ways to assist job seekers throughout Iowa, building a strong partnership with local area libraries can be the key. To gather more information about those you serve and how we can partner to provide the connection to training, career counseling, and resources (including unemployment insurance benefits) we would like to ask you a few questions.*

*Our goal is to help job seekers to find the resources they need to successfully connect with employers in your community, maximizing everyone's efforts and optimizing limited resources and staffing. Thank you for your time and answers. As we move forward, we may contact you for follow-up on how we can support you better. If we could have your answers by **Thursday July 28**, it would be greatly appreciated!"*

On behalf of the State Library and IowaWORKS,  
thanks for your time in answering this survey!

## IowaWORKS Survey

# Monday Morning Eye-Opener

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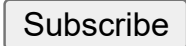


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