



August 16, 2022



## Back to School with Brainfuse: Updates & Training Opportunities

As we announced last month, the contracts for **Brainfuse HelpNow**, **JobNow**, and **VetNow** have been renewed through FY23. Libraries can offer these resources to your community at no cost. Future renewals may depend on a demonstrated need and usage of the resources, so the State Library is offering ways to help Brainfuse reach more Iowans.

### HelpNow Library Links

When the State Library initially contracted with Brainfuse for JobNow and VetNow several years ago, State Library LRTs manually added the resource links to each PLOW library website. This process was not replicated with the newer HelpNow contract, and a recent audit found that more than 200 PLOW libraries did **not** have a link to HelpNow on their website.

As a courtesy, LRTs have already started adding HelpNow links to PLOW library websites that have not yet deployed them. If your library is a non-PLow library and needs your unique HelpNow link to add to your website, please [contact your District LRT](#) and they can provide it to you.

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### Brainfuse Training Opportunities

Please join us for two webinars for CE credit later this month on promoting HelpNow and JobNow/VetNow in your community. Register in IA Learns at the links below.

#### **Back to School: Best Practices for Promoting Brainfuse HelpNow**

**Wednesday, August 24, 10:00 a.m. to 11:00 a.m.**

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



brainfuse  
**HelpNow**

within the Brainfuse HelpNow program focusing on the popular online homework help, writing lab, and practice tests.

[Register for Promoting HelpNow](#)



brainfuse  
**JobNow  
& VetNow**

## Marketing Brainfuse to Job Seekers & Veterans in Your Community

**Wednesday, August 31, 1:00 p.m. to 2:00 p.m.**

Brainfuse's goal is to connect people with questions to those with answers. It is often said that job hunting is one of the most difficult jobs you will have and navigating the VA can be overwhelming. Join Diane Bizzle, Director of Outreach, for an overview of JobNow and VetNow. Learn strategies for letting your community members know about the services offered for veterans and job seekers.

[Register for Marketing JobNow/VetNow](#)

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## Brainfuse Marketing Materials

As a reminder, Brainfuse has created a wealth of materials for Iowa libraries to promote the resources, from social media and website graphics; to bookmark, poster, and flyer printables, and more (including the header image at the top of this email!).

**Bookmark the link below and try using them at your library!**

[Browse Brainfuse Marketing Materials](#)

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