

# Monday Morning Eye-Opener October 24, 2022

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## MONDAY MORNING EYE-OPENER

FROM THE STATE LIBRARY OF IOWA



October 24, 2022



### ILA Conference Wrap-Up

The Iowa Library Association wrapped up its annual conference Coralville earlier this month. Several State Library staff attended and some presented sessions. Like Samantha Bouwers and Becky Heil, they teamed up to present a pre-conference on the *“Principles of Educational Programming for Lifelong Learners.”* Maryann Mori presented a session on *“Accessibility in the Library”* and together, she and Mandy Easter presented *“Legal Considerations of Intellectual Freedom.”*

Here are two more noteworthy conference sessions, thanks to Program Director Brenda Hall and Southwest District Consultant Misty Gray.

## From Brenda Hall--ILA Lobbyist Q&A

There will be a bumper crop of new legislators (1-in-3) starting January 9. ILA lobbyists Craig Patterson and Amy Campbell stressed the importance of getting to know your legislator regardless of political affiliation. What can you do?

Gather a group of directors for a meet-and-greet, allowing local legislators to meet several library constituents. Send them your newsletter and sign up for theirs. Remember outcomes may not always be what you want, but cordial relationships can mitigate outcomes. Brenda also shared these important resources: [Guide to the IA Legislature](#) produced by the Iowa Developmental Disabilities Council and [Bill Tracker](#)

## From Misty Gray—In the Loop: Marketing Strategies for Connecting With Your Community

Presented by Michelle Andersen, director of the Atlantic Public Library, this session centered on marketing, specifically lessons learned during the pandemic and how Michelle went about restructuring her marketing strategy.

Marketing is defined as identifying wants and needs, then moving to satisfy those wants and needs. Marketing focuses on two-way communication and it's always made better with a plan! Michelle encouraged the audience to choose tactics and platforms that work, set up a marketing schedule, and celebrate wins. She also provided a reading list, noting this title as her favorite [Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content](#) by Ann Handley (second edition being released soon)

**Thanks to Emily Bainter for the photo above,  
showing the State Library's booth in the exhibit hall.  
And thanks to Brenda and Misty for this recap :-)**

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## Local History Displays



### At Sioux City Public Library

This display technique strikes me as quite unique! Sioux City Public Library reference staff are creating local history displays that spark a great many “*I remember that*” conversations. Complete with newspaper clippings, photos, artifacts, and library-designed graphics, these local history displays are really engaging.

In the library's newest display pictured here, visitors can reminisce about holidays of the past: **Over 100 Years of Holidays—1870s-1990s**. From the library

promotions: *“Nothing brings back fond memories and sparks a sense of nostalgia quite like the holidays. You might remember the Halloween costume parade at Webster School*

*in 1971, or Thanksgiving pumpkin pie for 9 cents at Phillips Cafeteria in 1931, or the community Christmas tree at the Auditorium in 1957.”*

A sobering display from this spring drew attention to **Sioux City cold cases**, noting the city’s unsolved crimes. *“Did you know that Sioux City has its own history of unsolved crimes? One such case is that of 23-year-old Thecla Gerken, who was mysteriously slain on the corner of 9th and Jones Streets in 1917. Minutes after parting from her companion, following their return from an evening stroll downtown, she was gunned down. The perpetrator was never found and her murder was never solved.”*

In another example from this summer, Sioux City reference librarians curated local history displays on **fondly remembered local restaurants**, some no longer in business but some still going strong. *“Reminisce about restaurants that have come and gone and those that started long ago and are still around. You may have even missed a few! Even if you don’t come hungry, we guarantee you’ll leave craving a Big Scotchman, a Coney Dog, or a hot cheese pizza delivered to your table by Wilbur the Coyote!”*

**For history buffs in your community, this is a display approach that will have people “remembering when.”**

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## Performer's Showcase

### Coming in November

ILA’s Youth Services Subdivision is sponsoring the 2022 Performer’s Showcase on Thursday November 3rd at Ames Public Library. This event will showcase performers from the Midwest who are looking to perform at libraries in the summer of 2023.



In-person registration is full, but wait! This program will also be live streamed for remote attendance, with a moderator available online to answer questions and help connect you with the various performers. The showcase will run from 9:30AM-3:30PM with an hour lunch; there is no cost to participate.

The **Performer’s Showcase** has been a long-standing practice leading up to the next year’s Summer Library Program. Formerly sponsored by the State Library, but currently sponsored by ILA, this is a fun way to actually watch performances before booking. Plus, this sets up a great opportunity to collaborate with other libraries in your county or adjoining counties to share expenses.

### Registration and Performer Preview

Registration is linked at the button below. Note: the registration form allows you to register for the virtual option, but also allows you to be notified if a spot opens up in-person. Among the performer’s appearing this year are cartoonist Tim Read, magician Jonathan May, folk singer Dennis Warner, and comedy storyteller Will Stuck, plus others.

### Watch Party @ Sioux Center PL

**Sioux Center Public Library** is hosting a **“Performer’s Showcase Watch Party”** on November 3rd. Their staff invites other Northwest library staff to Sioux Center to enjoy the show together. Questions about Sioux Center’s watch party can be directed to Heidi Ouwinga (712-722-2138 ext 6 / [heidi.ouwinga@siouxcenterlibrary.org](mailto:heidi.ouwinga@siouxcenterlibrary.org) )

[Register for Performer’s Showcase](#)

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## This Week ...

### ILA Conference Credits

If you attended the ILA Conference yourself, be sure to claim the c.e. credits you earned. Click the button below for the Conference CE Form, indicate which sessions you attended, and submit. The CE Team will then update your IA Learns account with your credits earned.



[2022 ILA Conference CE Form](#)

### Public Library Survey

The **FY22 Public Library Annual Survey is due next week—October 31** (for fiscal year July 2021-June 2022) Leading up to the filing deadline, Scott Dermont has this reminder about the required signature page: *“The signature page requires a signature from the library director **and** the library board president. This is a two-step process that is now fully automated. Keep in mind that submitting your signature page does not ensure that your survey has been completed and submitted. These are two unrelated software applications that need to be completed separately. You should wait until your survey has been completed and submitted before submitting your signature page.”*

**Find the signature page, the survey itself, and plenty of instructions at the button below.  
We appreciate your efforts!**

[Public Library Annual Survey](#)

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