

Monday Morning Eye-Opener July 17, 2023

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MONDAY MORNING EYE-OPENER

FROM THE STATE LIBRARY OF IOWA



July 17, 2023

Iowa Library Directory Updates



Your Help Is Needed

Public libraries received a bulletin from Michael Scott two weeks ago regarding some overdue updates needed for the [Iowa Library Directory](#). This online database serves as the definitive resource that the State Library uses to track information about Iowa libraries, including open hours, phone numbers, current staff emails, current board

information, and more. [The Iowa Library Directory](#) is also available to the general public as a tool to locate and connect with their local libraries.

Today, public library directors can expect to receive an email from Library Resource Technician Toni Blair containing your library's current [Directory](#) information. If any of the information is outdated or inaccurate, or if your board membership has changed, please follow the instructions in today's email to log into the [Directory](#) with your library's credentials and update your information.

[The Iowa Library Directory](#) is built on the Knack platform which features a robust search function and the ability to export data. Library staff are able to login with an account to edit and update the information about your own library. To make updates to your library's [Directory](#) details, you must log in with a username and password unique to your library. If you are unsure of your library's username or password, contact your [District LRT](#). Once you have your username and password in hand, then you can proceed to login from the page linked below.

The [Iowa Library Directory](#) is an important statewide resource and with your help we can maintain the accuracy of the directory information. Click the button below for background information and for login instructions. Thank you for your assistance!

[Iowa Library Directory Login Instructions](#)

Collection Cultivation Series

Starts Tuesdays In August

One of the most frequently requested training topics on CE evaluations is **weeding**: the systematic renewal of collections by letting go of materials no longer needed. **Collection Cultivation** is a four-part series from the State Library designed to give public librarians an overview of how to maintain library collections through weeding.



Presenters will cover some basics, dig deeper into culling adult and YS collections, and hear best practices from library staff across the state. Here are the upcoming classes, starting August 1 and continuing most Tuesdays in August, 10:30-11:30AM each time.

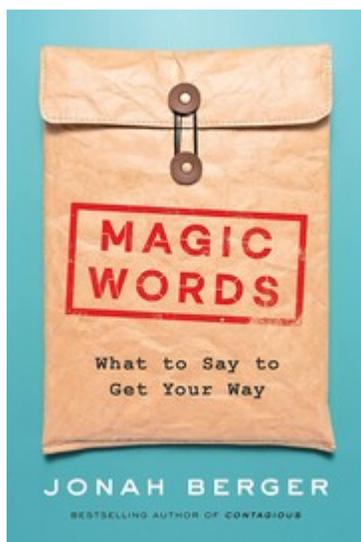
- **Part 1 on August 1 = Weeding Basics**
- **Part 2 on August 15 = Data-Driven Weeding**
- **Part 3 on August 22 = Weeding the Youth Collection**
- **Part 4 on August 29 = Practitioner Panel**

If a weeding project is in your future, then this series is for you. There's sure to be something for everyone, as libraries of all sizes are often dealing with this aspect of collection management. Attend one or all four sessions, whatever your schedule allows; each session will be recorded. More information and registration links to each class at the button below.

[Collection Cultivation: Register Today](#)

State Library Services Survey

Next Big Ideas Book Discussion



Magic Words on August 25

Next in the lineup for **Big Ideas Book Discussion** series is Magic Words: What to Say to Get Your Way (c2023) by Jonah Berger. Author of previous NYT bestsellers Catalyst, Contagious, and Invisible Influence, Berger's newest book Magic Words demonstrates how six types of words can boost creativity, motivate teams, and strengthen our powers of persuasion.

Insiders know that library collections are diverse, that service offerings are sophisticated, and that staff are well educated. And yet, libraries are not universally well understood. The need to raise awareness about the library's role in the community leads to the need to

communicate well. The concepts from this book will guide our discussion about ways to increase library impact through the power of words.

Author Jonah Berger promises that these “magic words” can shift community perception, motivate staff, and drive civic engagement. From Amazon: *“Words are how we persuade, communicate, and connect. They’re how leaders lead, salespeople sell, and parents parent. They’re how teachers teach, policymakers govern, and doctors explain. But certain words are more impactful than others. They’re better at changing minds, engaging audiences, and driving action. What are these magic words, and how can we take advantage of their power? This book provides a powerful toolkit and actionable techniques that can lead to extraordinary results. Whether you’re trying to persuade a client, motivate a team, or get a whole organization to see things differently, this book will show you how to leverage the power of magic words.”*

About Big Ideas Book Discussions

State Library staff and partners facilitate discussions using books outside of library management, but with plenty of application to library management. Choosing books on leadership, customer service, presentation skills, etc. we connect those ideas with public library service.

Participants are encouraged to purchase books used throughout the **Big Ideas** series for local collections.

Join us for the next good read on August 25: [Magic Words !](#)

[Register in IALearn](#)

This Week



State Library Survey In Progress ... Your Input Is Appreciated!

Last week's **Eye-Opener** included news about a State Library survey open now through July 31. This survey asks for your satisfaction level with some of the programs, tools, and resources offered by the State Library of Iowa. Respondents are asked to rate satisfaction with programs, resources, and tools listed under various categories that will include:

- Online Resources: State Library & Contracted
- Collections & Sharing
- Library Tools & Utilities
- Communication Tools

Please note that some State Library programs—like continuing education, youth services, and subgrants—are not included in this survey as they already have built-in evaluations in their own processes. This survey should take about 15 minutes to complete and your response will be anonymous. It opens today and remains open through July 31. Find the

link to the survey at the button below.

[State Library Survey Link](#)

It's OverDrive's Big Library Read Time

This week is an opportunity for your local book club fans to join readers around the world in discussing the same book at the same time. It's **OverDrive's Big Library Read** beginning this **Thursday July 13** with the title [A Very Typical Family](#) by Sierra Godfrey. Point your patrons to **Bridges** from **July 13-27** to download this book, available for simultaneous use in eBook and audiobook formats. Then encourage your readers to join in a worldwide book discussion--literally! Learn more at

[Big Library Read July 13-27](#)

Bridges Invoices Ready

Invoices for this year's Bridges subscription fees should be available in your library's **Marketplace account** now. Just log into your Marketplace account and check under the **Billing** menu. District staff can provide your Marketplace user name; we won't know your password, but you can always do a password refresh if needed. You will be able to print your invoice as a pdf or pay online from there. Be sure to use the mailing address on the invoice if you choose to send a check. Let us know if questions ...

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