



September 22, 2023

In-Person Branding Workshop Scheduled for November

Branding on a Budget: Achieve More with Less

Thursday, Nov. 2, 2023, 9:30 a.m. - 12:30 p.m.
Marion Public Library

Ever pondered the power behind a library's unique brand? It's more than just a logo or a color scheme; it's about creating a memorable identity that resonates with your community. Branding isn't just another item on your to-do list; it's a strategic tool that can elevate your library's presence, attract a wider audience, and strengthen local support.

In this engaging workshop, we'll dive into:

- The essence of branding and its transformative impact on libraries
- Deciphering your library's unique "character" and how it molds your brand
- Practical steps to introduce and embed your brand ethos
- Techniques to gauge the success of your branding initiatives
- Lessons learned from Decorah Public Library



Whether you oversee a small library or a bustling urban system, effective branding can amplify your reach and engagement. Join Zach Row-Heyveld & Riley Samuelson (Decorah PL) in Marion for this fun workshop, and stay tuned for more enriching workshops on this theme.

[Register for "Branding on a Budget"](#)

Newly-Added Events



Pop YS Live (October 2023): iREAD Summer 2024 Preview

Wednesday, Oct. 18, 1:00 p.m. - 2:00 p.m.

Join representatives from the iREAD team as they cover some basics about the program, introduce the 2024 Summer Reading theme (Read, Renew, Repeat), and share how you can get involved with planning 2025 and beyond.

[More Information & Registration](#)

Check it Out (October 2023)

Tuesday, Oct. 24, 11:00 a.m. - 12:00 p.m.



Check it Out! is a monthly webinar series from the State Library of Iowa spotlighting the best new books for ages 0-18. Youth Services Consultant Janeé Jackson-Doering will share collection development tips, programming ideas, and of course, new titles galore for kids and teens. This is a fun, fast-paced session that will fill both your library shelves and your TBR list!

[More Information & Registration](#)

Library Horizons: What's new from ARSL 2023?

Tuesday, Oct. 24, 1:00 p.m. - 2:30 p.m.



as ARSL conference-goers, will share some of what they learned in Wichita, KS.

If you missed the Association for Rural & Small Libraries annual conference in September, but want to learn about some of the great ideas people brought back, then join this 90 minute panel presentation to hear about attendees' favorite conference sessions. State Library staff will host Iowa librarians who,

[More Information & Registration](#)

Lunch with the State Library (November 2023): People's Law Library

Thursday, Nov. 2, 12:15 p.m. - 12:45 p.m.



This month's feature for Lunch with the State Library highlights a legal resource for you to share with your patrons: The People's Law Library of Iowa. State Law Librarian Mandy Easter and Amy Koopman of the University of Iowa Law Library will give an overview of the website and highlight new legal topic areas for you and your community.

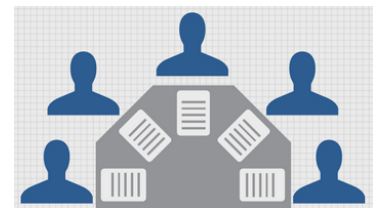
[More Information & Registration](#)

Additional Upcoming Events

Intersections: Where City and Library Meet

Monthly throughout the fall, 6:00 p.m. - 7:00 p.m.

Intersections is a three-part series, designed for library boards and cities, highlighting best practices for city governments and libraries to meet in the middle comparing policy and practice. We hope to help foster good communication and cooperation between city and library. Past recordings will be on IA Learns and our YouTube channel.



- [Part 2: Budgets](#) Thursday, Oct. 26 | 6:00 - 7:00 p.m.
- [Part 3: Personnel](#) Thursday, Nov. 30 | 6:00 - 7:00 p.m.

Check it Out (September 2023)

Tuesday, Sept. 26, 11:00 a.m. - 12:00 p.m.

Check it Out! is a monthly webinar series from the State Library of Iowa spotlighting the best new books for ages 0-18. Youth Services Consultant Janeé Jackson-Doering will share collection development tips, programming ideas, and of course, new titles galore for kids and teens. This is a fun, fast-paced session that will fill both your library shelves and your TBR list!



[More Information & Registration](#)

Skills for Community-Centered Libraries

Tuesdays, throughout the Fall, 9:00 a.m. - 11:00 a.m.

As a follow up to the in-person Learning Circuit on Sept. 28, the State Library is pleased to offer 3 additional Zoom sessions to those across the state interested in continuing the conversation around engaging their communities. Here are our dates & topics:



- [Effective Communication](#): October 10, 9:00 a.m. - 11:00 a.m.
- [Program Development](#): October 24, 9:00 a.m. - 11:00 a.m.
- [Community Engagement](#): November 7, 9:00 a.m. - 11:00 a.m.

New Kernels

Kernels is an ongoing series of prerecorded videos from the State Library. Each installment in the series offers an overview of a program, service, or library methodology applied in a public library setting. They feature in practice librarians talking about what they're up to, so others can benefit & apply that idea in their library.

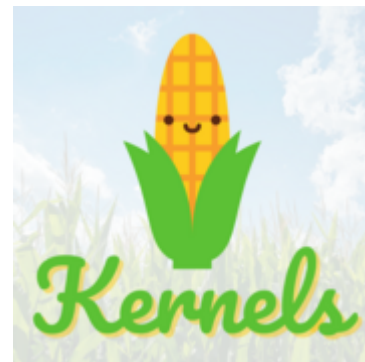
View on YouTube for informational purposes or in IA Learns for CE credit.

Partners in Kernels! To the Moon & Back

Join Janeé Jackson-Doering, Zach Stier (Ericson Public Library, Boone), and Sarah Nelson (NASA Iowa Space Grant Consortium) as they chat about a new initiative in Boone: "To the Moon and Back."

- [View the "To the Moon & Back" Kernel](#)

[View All Kernels](#)



Webinar Archive

View in IA Learns to access the evaluation & see the CE Hours on your transcript. Watch the whole recording, click next in the upper-right, and follow the prompts to get to the evaluation. Remember to type something in every field before hitting "Save."

[IA Learns Login](#)

If you don't track CE hours, or only want to view for informational purposes, you can also view recorded webinars on the State Library of Iowa CE Team YouTube Channel. Subscribe for alerts when new content is added!

[State Library CE YouTube Channel](#)

External CE Training Opportunities



**STATE LIBRARY
OF IOWA**

The Wyoming State Library maintains a great list of CE events going on around the country. It's a good place to browse if you're looking for hours, or something on a specific topic. Our thanks to our colleagues in Wyoming for compiling this list. Please note, all times listed are in Mountain Time.

[Wyoming State Library Training Calendar](#)

Watch a course from that list or another CE training offered by someone other than the State Library of Iowa? Please complete the "Request for External CE Form" within 45 days of participating in the training.

[Request for External CE Credit](#)

IA Learns | State Library Education Academy

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1112 East Grand Avenue
Des Moines, Iowa 50319

