

Monday Morning Eye-Opener July1, 2024

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MONDAY MORNING EYE-OPENER

IOWA | State Library of Iowa

July 1, 2024

July Is Known For ...

In turning the calendar page to July, many libraries are rolling with Summer Reading Programs. It's summertime, it's vacation time, it's hot! If you want a diversion, If you have some display table space or if you're looking for some fun social media posts, here are some ideas based on what the month of July is known for:



- July was named in honor of Julius Caesar, whose birthday was July 12.
- President John Adams didn't win this argument: he urged congress to celebrate American Independence Day on July 2 because that was the day when the Continental Congress voted in favor of declaring independence from England. Two days later, on July 4, the Continental Congress signed the Declaration of Independence, so that day won out as the national celebration. July 4th has only been a federal holiday since 1941.
- John Adams and Thomas Jefferson actually died on the same day in the same year. And on a very fitting day: they both died on July 4, 1826. Thomas Jefferson was 83 years old, John Adams was 90.
- July is also known as **National Hot Dog Month**, probably because July is also known as the **Dog Days of Summer** 😊 July is also **National Ice Cream Month**.
- **July 14** is **Bastille Day**, citing the beginning of the French Revolution. **July 23** is the **National Day of the Cowboy**, **July 30** is **National Cheesecake Day**.

And don't forget **Shark Week**—your books and movies on this topic alone could cover a display table! The Discovery Channel rolls with **Shark Week July 7-13**. This year hosted by John Cena, **Shark Week** is good TV! From the Discovery Channel "*One of the highlights will be the premiere of **Belly of the Beast Part 2**, an intense and eye-opening show that delves into the world of great white shark feeding frenzies. You can also look forward to **Monster Hammerhead: Species X**, a captivating exploration of a potential new species of hammerhead sharks...*"

Cheers To A Yankee Doodle 4th of July 😊

Looking Ahead To ...



The Public Library Annual Survey

Knowing this is our July 4th celebration week, yes understandably Halloween seems a long way off ! Just consider this a look ahead to the **FY24 Public Library Annual Survey**, which will be due on **October 31**. For many newly hired directors, this will be a first-time task.

[Scott Dermont](#) sent a bulletin to Iowa library directors in late May concerning the **Survey**. He wrote: *“Starting July 1, 2024, there will be several new changes to the way we*

*collect data for the electronic resources portion of the survey. IMLS, the federal agency that provides and supports the annual survey, reviewed many of these questions and decided to make some changes. When we change the Iowa version of the annual survey, we will be consistent with the electronic resources data collected nationwide. Please note that we do not expect libraries to begin any new services. This is a new way of counting **existing** services that libraries may, or may not, already offer. The way you answer these new questions will have no bearing on your current or future accreditation status.”*

Seven questions will actually be deleted, including the question asking for total website visits. Scott explains that the new questions are all Y/N replacements for the more data-intensive questions that were removed. Rather than asking for total number of downloadable items, or use of databases, instead the questions will ask if your library provides those services. For instance, new questions will ask

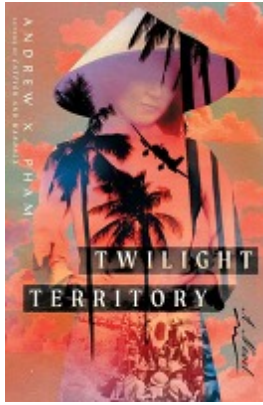
- Did the library provide access to e-books purchased solely by the library?
- Did the library provide access to e-books purchased via a consortium, cooperative, or other similar group at the local, regional, or state level?
- Did the library provide access to e-books provided by the state library agency or another state agency?

Note that the **FY24 Public Library Annual Survey** will open in **August**; again, **the due date is October 31**. The State Library will send notice to all public library directors with the link to the survey, user name, password, and instructions. You will be able to download a print version of both the survey and instructions. However, the final report must be submitted using the online form only. You can request your login information by contacting [Toni Blair](#) or your [District Office](#).

Learn more at the button below,
then back to lemonade in the shade 😊

[Learn More: Public Library Annual Survey](#)

OverDrive's Next Big Library Read



July 11-15 Twilight Territory

OverDrive has announced their next **Big Library Reads** title: Twilight Territory by Andrew X. Pham. **Big Library Read** is a global reading program, a worldwide digital version of a local book discussion club. Sponsored by OverDrive, this program represents an opportunity to connect your local readers with book lovers around the world as they read and discuss the same book at the same time without wait lists or holds.

Twilight Territory will be available on Bridges for simultaneous downloads—in both eBook and eAudiobook formats—from **July 11-25**. Here's more about the book from OverDrive: "A sweeping first novel of love, war, and resistance in post-World War II Vietnam. A lushly panoramic novel, by turns gritty and profoundly moving, Twilight Territory is at once a war story and a love story that offers a fascinating perspective on Vietnam's struggles to break free of its French colonial past. At its heart is one woman's struggle for independence and her country's liberation."

Point your patrons to **Bridges** on **July 11** to download the book and to **The Big Library Read** website has a marketing kit for social media graphics, marketing materials, and a press release to help with local promotion.

Promotion Ideas

Here are some fun ways to get your readers excited about this *really big* book discussion opportunity:

- Download the **Big Library Read Marketing Kit** linked on the button below. Use **#BigLibraryRead** on your social media
- Readers also have a chance to win a BLR prize pack including a JBL Bluetooth speaker, a copy of Twilight Territory, a Vietnamese coffee brew kit, a travel journal, and a tote bag. Use **#biglibraryread** on social media from July 11-25 to enter, winners will be selected on July 26

[More About Big Library Read](#)

This Week ...



Continuing education classes are on summer break this week and next, look for webinars to resume later this month. Look for the next **Monday Morning Eye-Opener** on July 15.

All State Library offices will be closed on Thursday for the July 4th Holiday.

Enjoy the Holiday Weekend!



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