

# Monday Morning Eye-Opener January 27, 2025

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## MONDAY MORNING EYE-OPENER

IOWA | State Library of Iowa

January 27, 2025

### Enrich Iowa's Impact



#### These Are Stories To Share

Iowa library staff and boards are well accustomed to renewing participation in **Enrich Iowa** every spring, and to reporting **Enrich Iowa** stats every summer, all in anticipation of receiving needed funding through the program every fall. There's another important aspect of **Enrich Iowa** and that's telling the stories about the impact

that the funding makes in libraries large and small.

We hope you'll help us to tell the **Enrich Iowa** story, especially now at the beginning of a new legislative session. To help you do that, the State Library has recently released a report outlining the impact of the more than \$2.4 million dollars that Iowa libraries received in FY24 through the **Enrich Iowa Program**. Talk about impact stories!

- Iowans checked out 2,537,632 items from libraries other than their own through the Open Access Program
- Iowans borrowed 380,960 items from libraries all across the state through the Interlibrary Loan Program
- Since 2014, the Direct State Aid Program—funding for meeting public library standards—has helped lead to a 20% increase in the number of accredited libraries in Iowa. In FY24, 468 public libraries (out of 541) in Iowa received Direct State Aid funding.
- Libraries receiving Direct State Aid money spent the money on collections, technology, programming expenses, furniture, and more. All totaling \$1,100,000 stateside

These are statewide stats, what about your local library? What impact has **Enrich Iowa** funding made in your library service? What's your **Enrich Iowa** story? We urge you to tell that story to your city partners, to community residents, and to your local legislators.

#### About Enrich Iowa

**Enrich Iowa** funding is appropriated annually by the Iowa Legislature and funds the **Open Access**, **Interlibrary Loan**, and **Direct State Aid** programs available to Iowa libraries.

## Top Downloads Via Bridges In 2024

### What Were Your Patron Favorites?

Recent issues of the *Eye-Opener* have looked back on 2024, noting State Library service highlights from last year and best-sellers. Today, a look at the top downloads from **Bridges**, with the service marking a new milestone of 3 million digital checkouts in 2024!

Maybe you have the print versions in your collection, maybe digital copies in your Advantage accounts. It's a fun list to look at and see how your patron downloads compare to the statewide list. Showing just few here, refer to a **Bridges** bulletin from January 10<sup>th</sup> for more. Thanks to Eunice Riesberg and the **Bridges Team** for these stats!



### Most Downloaded EBooks

The Women: A Novel = 4,509

Don't Believe It = 3,184

It Starts With Us = 3,088

Fourth Wing = 2,681

### Most Downloaded Audiobooks

The Women: A Novel (unabridged) = 4,467

The Four Winds: A Novel (unabridged) = 3,555

The Woman in Me (unabridged) = 3,235

Fourth Wing (unabridged) = 2,797

### Most Downloaded Magazines

The New Yorker = 13,737

Us Weekly = 10,210

Woman's World = 8,330

National Geographic Magazine = 4,399

### Total Checkouts by Format

**Audiobook = 1,568,534**

**eBook = 1,288,650**

**Magazine = 300,080**

### Find Out Your Patrons' Top Bridges Downloads

- Log into your [Marketplace](#) account>Select Insights
- Under Popular Reports, select Checkouts
- Set Checkouts By: Title

- Set Branch By: Your Library
- Format: All Ebooks, All Audiobooks, or OverDrive Magazines (run the report 3 times, once for each format)
- Start Date: 01/01/2024
- End Date: 12/31/2024
- Update
- Click on the right side of the **Checkouts** heading to **Sort Descending**. This will give you a list. Select Create Worksheet to download it to your computer.

Bridges--Iowa's EBook Library

## Meet Me At The Library

### For February's Big Ideas Book Discussion

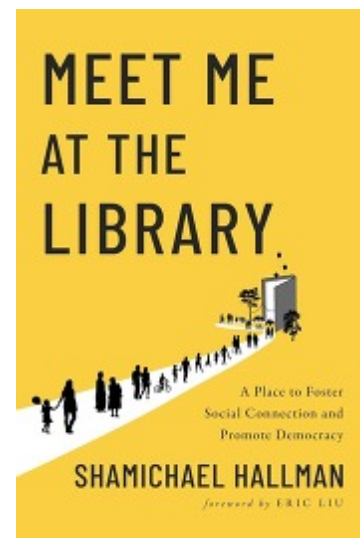
A new year of **Big Ideas Book Discussions** begins in February and the first title we'll take up is Meet Me at the Library by Shamichael Hallman (c2024) Scheduled for **February 28, 2025** (9:30-11:00AM) the subtitle speaks to the enduring attributes of America's public libraries as places that build community connections and uphold democratic principles.

From Amazon: *"How do we create spaces for people to come together—to open our minds, understand our differences, and exchange ideas? Author Shamichael Hallman argues that the public library may be our best hope for bridging divides and creating strong, inclusive communities. Increasingly, public libraries are playing an essential role in building social cohesion, promoting civic renewal, and advancing the ideals of a healthy democracy."*

Two Iowa library directors will be prominent in this discussion because of their connection to the book. Director Jennie Garner with North Liberty Public Library will explain why a program at North Liberty PL is included in the book. And Brittany Jacobs, Burlington Public Library Director, will talk about how the Burlington Library Board is already reading Meet Me at the Library in its own board-led book discussion.

In **Big Ideas Book Discussions**, State Library staff and local library partners facilitate discussions using books outside of library management, but with plenty of application to library management. Choosing books on leadership, customer service, technology's impact, etc. we connect those ideas with public library service.

Participants are encouraged to purchase books used throughout the **Big Ideas** series for local collections. Plan to meet us in ZOOM when we'll discuss Meet Me at the Library.



Register Today in WorkDay Learning

## This Is ILOC Week 😊



This **Thursday January 30th** marks the 18<sup>th</sup> annual **Iowa Libraries Online Conference**. Sponsored by the State Library and featuring Iowa library staff across the state, alongside national keynote speakers, **ILOC** is a full day of online learning from the comfort of home. With plenty of CE credits in the offing, too!

This year's conference theme is **Assess, Adapt, Act: Making Evaluation Count**, with sessions asking us to consider why we collect statistics and conduct evaluations and how we can make that work most useful. Here's just a sampling of what's on tap:

- Morning Keynote: Measure Up—Evaluation as a Springboard to Success
- So, How'd It Go? Evaluation and the Project Management Lifecycle
- Using State Data Center Services to Evaluate Library Services
- Wrangling Library Data for Advocacy
- Evening Keynote for Boards: Evaluating Your Library's Value Beyond Cost-Benefit Analysis

**Still time to register, just click below to access WorkDay Learning. See you at ILOC this week!**

Register For ILOC Today!

### 2025 ILOC Keynote Speakers Announced!



**Erica Freudenberger**  
Southern Adirondack  
Library System



**Jessica Hilburn**  
Benson Memorial Library & Crawford  
County Federated Library System



**Kevin Unrath**  
Vermont Department  
of Libraries

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