Message From The ILA President

Fall has finally arrived, and with it the end of my term as President of the Iowa Library Association. I want to thank the Executive Board, Conference Planning and Local Arrangements Committees, other Committee members, and all the subdivision/roundtable/forum officers and members for your hard work this past year. The Iowa Library Association is a volunteer organization which depends on the help of members like you to achieve its goals. Through your help, we’ve made a lot of progress this year towards that end.

The ILA Conference in Coralville received many positive comments. The Iowa City Public Library hosted a great reception on Wednesday night! We got to see their completed renovations and tasted some great food. And who could resist having a picture taken with “Book Man”? Coralville Public Library furnished everyone at the conference with a pedometer to track how many steps we take during the course of a day. I’ve put mine to good use—keeping track has helped me to increase my walking.

Thanks to everyone who signed up at the conference to help ILA in some way. We’ll be contacting you soon. If you didn’t sign up yet, and would still like to help out, please fill out the form on the ILA website at www.iowalibraryassociation.org/.

In October, Governor Terry Branstad issued a proclamation declaring October to be Information Literacy Awareness Month in Iowa. This proclamation allowed us to join over 35 other states in their support and recognition of the importance of information literacy in our society and its impact on all citizens. Start planning now for special programs and activities to be held in your library during October 2014. You can find more information and ideas at the national Information Literacy Awareness website: http://infolit.org.

The gavel is now being passed to Sarah Willeford, who will serve as President in 2014. I have enjoyed working with you all this past year. Thank you for the opportunity.

Mary Heinzman
ILA President
Message From The Incoming President

As I write this, I am also getting ready for tomorrow’s ILA Annual Planning Day and looking forward to planning for ILA in 2014. This year’s wonderful ILA Fall Conference in Coralville has inspired me. Thank you to everyone who made the Conference and 2013 such a success for ILA.

I look forward to working with ILA members to continue to strengthen and grow the opportunities and resources for our librarians and libraries during 2014.

• **The Plan:** ILA members approved a new Strategic Plan for our organization at the annual business meeting. A huge thank you to the Strategic Planning Committee for their work in developing an excellent plan that provides ILA with goals and guidance. As we move forward, ILA will work toward providing strong advocates for Iowa’s libraries, opportunities for professional growth and leadership development, educational opportunities to benefit members, and toward ensuring an effective, flexible, and efficient organization through continual review. You can view the full Strategic Plan on the ILA Website.

• **The Story:** The Legislative Agenda for 2014 was also approved by the members at the annual business meeting. We had a very successful 2013 legislative session and thank you for your amazing advocacy work. But we still have work to do. We all need to talk about the impact libraries and librarians have on our communities and our state. Our focus in 2014 will be to continue to advocate for increases in funding for Enrich Iowa and Iowa Library Services, for continued funding for the career and work-related database (Learning Express), and to ensure that teacher librarians play a vital role within the educational team in each Iowa school by enforcing guidelines and providing financial support to school districts which meet them. You can view the full Legislative Agenda on the ILA Website.

• **Making it Happen:** I have such an appreciation for the passion, commitment and expertise that the ILA members have shared with me and how ILA has benefited me both professionally and personally. I encourage everyone to get involved in the organization. Please let me know how you would like to be involved in ILA—it is truly rewarding.

I am looking forward to working with you in the upcoming year.

Sarah Willeford
ILA President, 2014

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2014 Lobbying Days

**Lobby From Home Day**
February 12, 2014

**ILA Legislative Day**
March 12, 2014
Des Moines
Get To Know Incoming ILA President Sarah Willeford

I wanted to save manatees. Many of you have heard my “how I became a librarian” story, and it definitely did not start with libraries. I grew up in Omaha, Nebraska with a family of readers and tennis players. I love to share the joy of reading and stories with my son and daughter. I have to admit that our Golden Snitch is proudly displayed on top of the wand case in our home.

I attended Coe College in Cedar Rapids with plans to study Environmental Science, specifically to save endangered species like the manatee. My location in Iowa and a biology course quickly changed my focus. I found a love for English and writing at Coe and continued on to attend graduate school for English at the University of Nebraska. And again my plans were changed, this time by an amazing professor who introduced me to Library Science. I graduated with a bachelor’s degree in Library Science and received my MLS from Emporia State University.

During my Library Science studies, my husband and I moved to Clarinda, Iowa where I got my first job at the Clarinda Public Library as the Technology and Summer Reading Program Coordinator. I was hooked. Since then I have been the director of the Lied Public Library in Clarinda, the assistant administrator of the Central Iowa Library Service Area and the assistant director and director of the Kirkendall Public Library in Ankeny.

Throughout my career I have had the opportunity to work in and with libraries of all types and sizes. ILA has been a constant throughout my experiences. My activities have included: member of the Iowa Small Library Association and past president, serving on the Conference Planning Committee, serving as ILA Vice-President, and I am a graduate of the first ILA Leadership Institute. One of the most rewarding opportunities has been serving as ILA’s Governmental Affairs Committee Chair for the last three years.

I have witnessed countless times the power of ILA’s members and their ability to speak as one voice and to assist librarians as they become leaders within their communities, statewide and nationally. I am honored to have been elected for the position of ILA President and look forward to representing Iowa’s libraries.
2013 Conference Highlights

The Iowa Library Association’s Annual Conference in Coralville was a great success, with a total of 524 attendees! Under the theme of *Healthy Libraries Build Healthy Communities*, participants explored topics such as health literacy, empathy and storytelling, personal safety, cooking programs in your library, and yoga for storytime. At the Conference Reception, held at the Iowa City Public Library, librarians mingled and marveled at the busiest public library in Iowa, and how it continues to be improved over the years to meet changing community needs.

Congratulations to ILA 2013 Member of the Year, Jean Donham, who offers so much to the library community through her teaching and example.

The conference culminated on Friday with a vibrant and interactive conversation with Jean Thompson, author of the 2013 All Iowa Reads selection, *The Year We Left Home*. The 2014 All Iowa Reads selection was announced, and it is *Little Wolves* by Thomas Maltman. Mary Heinzman passed the gavel to the 2014 ILA president, Sarah Willeford.

We extend a big thank-you to the following vendors who generously supported the Grand Opening of Exhibits, as well as breakfasts and beverage breaks: Innovative Interfaces, University of Iowa School of Library and Information Science, Jones Library Sales, and George Lawson Consulting. ILA also extends a special thank-you to the following libraries for their support: Iowa City, Coralville, North Liberty, Solon,Swisher, Springmeier, and Oxford.

A Thank You goes out to all of ILA’s exhibitors, who help make these conferences possible. A listing of exhibitors can be found in the 2013 Conference Program on the ILA website under “Past Conferences.”

Thanks to the 2013 Conference Planning Committee for their hard work in putting this conference together: Linda Adams, Beth Burrow, Janette Friesen, Dee Crowner, Amy McGraw, Pat Means, Jill Sanders, Barb Corson, Becky Johnson, Ellen Van Waart, Kris Stacy-Bates, Kathy Rieger, Larry Marquardt, Paul Gillespie, Lorraine Borowski, Mary Heinzman, and Sarah Willeford. The local arrangements team of Kara Logsden, Ruth Halterman, Beth Bartlett, Ellen Hampe Alexander, and Allison Ames Galstad did a fabulous job. A very special thank-you goes to ILA Office staff members Melissa Primus and Andrea Heisterkamp who held us all together!

We hope to see you in Cedar Rapids for next year’s conference on October 15-17, 2014!

Sarah Meyer-Reyerson
2013 Conference Planning Co-Chair
ILA Information Technology Forum
Technology Education Scholarship 2014

The Scholarship is open to members of the ILA Information Technology Forum, excluding the IT Forum Executive Board and previous recipients of the scholarship. Up to $300 will be awarded to assist with expenses to attend a technology-related conference/workshop.

Application

Name: __________________________________________________________________________________________

Library Position: ________________________________________________________________________________

Library Name: ________________________________________________________________________________

Email Address: ________________________________________________________________________________

Phone Number: ________________________________________________________________________________

Please describe in 500 words or less the workshop/confERENCE you would like to attend and how you and your library will benefit from your attendance.

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Submit the application by January 15, 2014

Mail applications to: Lois J. Blythe, Burlington Public Library, 210 Court St., Burlington, IA 52601 or email to lblythe@burlington.lib.ia.us.

Scholarship winners will be notified by phone or email and must accept or decline the scholarship before February 15.
The Johnson Brigham Plaque Award
2013 Recipient - Marvin Bell

Marvin Bell has been called “an insider who thinks like an outsider” and his writing has been called “ambitious without pretension.” He has written in a wide range of styles and in response to many commissions, including a poem commissioned to mark the 50th Anniversary of the adoption of the Universal Declaration of Human Rights and poems for books on the painter Georgia O’Keeffe and the photographer Robert Heinecken. Bell has collaborated with composers, musicians, dancers and other poets, and is the originator of a form known as the “Dead Man” poem. In The Georgia Review, critic Judith Kitchen said, “I believe Marvin Bell’s Dead Man poems should close any anthology of the twentieth century and open any anthology of this new century’s work. They change the game.”

The latest of his 23 books are Vertigo: The Living Dead Man Poems (Copper Canyon); Whiteout, a collaboration with photographer Nathan Lyons (Lodima); and a children’s book based on his poem, A Primer About the Flag (Candlewick).

His literary honors include awards from the Academy of American Poets, the American Academy of Arts and Letters, and the American Poetry Review; Guggenheim and NEA fellowships; and Senior Fulbright appointments to Yugoslavia and Australia. Mr. Bell designed and taught a program for urban teachers of 8-12 year olds, America SCORES. He has served as a Lila Wallace-Reader’s Digest Writing Fellow and many times as a Woodrow Wilson Fellow.

Bell taught for forty years for the Iowa Writers’ Workshop, retiring in 2005 as Flannery O’Connor Professor of Letters, and served two terms as the State of Iowa’s Poet Laureate. It is for these achievements that Marvin Bell is the 2013 recipient of the Johnson Brigham Plaque Award.

History of the Johnson Brigham Plaque Award
The members of the Executive Board of the Iowa Library Association decided to follow the lead of the American Library Association with its Newbery Medal and give “a medal to the Iowa author who, in the opinion of the librarians of the state, had made the most outstanding contribution to literature during the past year.” This was later changed to every two or three years, if the literature warranted such recognition.

The ILA President consulted Grant Wood who suggested working with Christian Petersen to design the award. It was Petersen who suggested a plaque instead of a medal.

The first award, a bronze plaque, was presented to Johnson Brigham in 1934 at the ILA Conference. Among other things, Brigham edited the Cedar Rapids Republican, created The Midland Monthly, and, from 1898 until his death in 1936, headed the State Library in Des Moines.

Former Recipients
2009 Dorothy Garlock – collective body of work
2006 Michael Carey – The Holy Ground
2003 Leigh Michaels – collective body of work
2001 Max Allan Collins – Dark Angel
1999 Dr. Janusz Bardach – Man Is Wolf to Man: Surviving the Gulag
1996 Mary Swander – Out of This World: A Woman’s Life Among the Amish
1994 Robert Waller – Bridges of Madison County
1991 Jane Smiley – Ordinary Love and Good Will
1989 Lynn Hall – The Secret Life of Dagmar Schultz
1986 Amy Clampitt – The Kingfisher
1983 Julie McDonald – The Sailing Out
1980 Frederick Manfred – Green Earth
1977 James Hearst – Shaken by Leaf-Fall: Poems and Dry Leaves: New Poems
1974 Curtis Harnack – We Have All Gone Away
1971 Joseph Frazier Wall – Andrew Carnegie
1968 R. V. Cassill – The Father and Other Stories
1965 Calvin Kentfield – All Men Are Mariners and The Great Wondering Geeny Bird
1962 Wallace Stegner – A Shooting Star
1959 Esther Warner – The Silk Cotton Tree
1953 Marcus Bach – Strange Altars
1949 Bess Streeter Aldrich – Journey into Christmas and Other Stories
1948 Thomas Duncan – Gus the Great
1946 Darrell Garwood – Artist in Iowa
1945 John T. Frederick – Out of the Midwest and William Shier – Berlin Diary
1944 Hartzell Spence – One Foot in Heaven
1940 Paul Engle – Core: A Book of Poems
1939 Frank L. Mott – A History of American Magazines
1938 William J. Peterson – Steamboating on the Upper Mississippi
1936 MacKinlay Kantor – The Voice of Bugle Ann
1933 Ruth Suckow – The Folks
1934 Johnson Brigham – Youth of Old Age
The Foundation Board Thanks Members And Friends For Their Support

The ILAF Board is pleased to announce that, with your help, we raised more than $9,000 at the ILA Conference this year. Thanks to our many generous supporters, the silent auction and the raffle were a big success. We hope those of you who joined us had as much fun as we did!

We offer a big thank you to everyone who participated in our fundraising efforts at the conference. We had so many items donated for the auction this year that we were afraid we would run out of tables. We also appreciate those of you who bid on items. Even though we didn’t receive any $1,000 bids (as suggested by a Board member) we once again were thrilled with the amount of money we were able to raise for this great cause. For those of you who missed the conference this year, you can still contribute to the Foundation on the ILA website.

ILAF Board
Linda Adams
Lois Blythe
Karen Burkett
Sarah Clendineng
Barbara Corson, President
Karen Davidson
Ken Jones
Tim Jones
Brandie Ledford
Marlys Lien
Susan Macken
Susan Moore
Kay Range
Wendy Street
Emily Weaver
Sara Willeford
Mike Wright

Finance Committee - 2013 Annual Report

The Finance Committee has met twice so far in 2013 (January and July). The committee will meet again in November to develop a budget proposal for 2014 for the Executive Board’s consideration.

At each of the regular meetings, the committee as a whole reviews the monthly financial reports and monitors income and expenses.

Two members of the Finance Committee, Jeff Kushkowski and Frankie Hannan, were appointed to the ad hoc Dues Committee that was established by the Executive Board. They spent much of the spring working on a proposal for a dues increase that was voted on and approved by the membership at ILA’s Annual Conference.

You may view ILA’s financial documents on the ILA website. Go to the Membership tab and click on “Member Central”. If you have any trouble logging in, contact the ILA office at 515-273-5322 or 800-452-5507, or email admin@iowalibraryassociation.org.

ILA Finance Committee
Jeffrey Kushkowski, Chair
Paula Brown
Ryan Gjerde
Frankie Hannan
Mary Heinzman
Tom Kessler
John Lerdal
Nancy Trask

November/December 2013 Catalyst - 7
ARSL Conference Highlights

Close to 100 members of the Iowa library community enjoyed the unique opportunity to attend a national conference, right in their own backyards, this past September. The 2013 Association for Rural & Small Libraries (ARSL) Annual Conference took place in Omaha, hosted in partnership by both Iowa and Nebraska library supporters. Several Iowa Small Library Association members were key participants on the conference committee and put in countless hours to ensure that our guests from across the country felt welcome and that the conference went smoothly.

ARSL is fairly new in terms of being an independent organization, having only operated under its own board since 2007. The first conference for this newly-reorganized group took place in Sacramento, CA in 2008. Since then it’s moved around the country, having been in Tennessee, Colorado, Texas, South Carolina, and now Nebraska. Omaha proved to be a real contender when placed up against some of these more glamorous destinations, boasting the highest-ever attendance for an ARSL conference, at 482. With 37 states represented among this year’s attendees, it’s clear that the conference sessions held wide appeal.

Sessions at this conference ranged from keynotes such as Lee Rainie of the Pew Institute to Mary Beth Stenger, winner of Library Journal’s 2013 Best Small Library in America Award. Authors Joseph Starita (a Nebraska historian who has written about Chief Standing Bear) and Craig Johnson (Wyoming author of the Longmire series) offered compelling stories of the writing process, bringing the audience to both tears and laughter. Breakout sessions were led mainly by practitioners who work in small and/or rural libraries themselves, presenting highly-applicable sessions throughout.

Next year’s conference takes place in Tacoma, WA at the Hotel Murano. We hope to see many Iowa faces there! Follow ARSL’s website http://arsl.info and Facebook page for information.

Tena Hanson

Almost 500 librarians from 37 states attended the ARSL Conference in Omaha, NE last September

Craig Johnson’s stories of how his character Longmire came to be were the highlight of the conference for many

Iowa librarians helping to prepare conference registration materials
ILEAD Project Produces Results For Iowa Participants

In June 2012, Iowa and four partner states were awarded a $470,000 Laura Bush 20th Century Librarian Grant from the Institute of Museum and Library Services for the ILEAD USA project. The proposed project was based on a successful model designed by the Illinois State Library, which served as the project principal for the ILEAD USA project. The state libraries of Iowa, Colorado, Ohio, and Utah collaborated with Illinois to offer three, three-day conferences in Ames over the course of nine months, during which teams of librarians proposed and designed participatory technology projects to meet community needs. In addition to providing time for teams to work together, the conferences provided instruction and inspiring keynote speakers to encourage the librarians as they moved forward with their projects.

The five Iowa teams brought together librarians from all corners of the state, representing both public and academic organizations. In addition to the members, each team was assigned a mentor to help encourage team progress during the nine months.

**Team Tech Teen**, which represented communities near both the Mississippi and Missouri rivers, included Sarah Carlin and Christine Barth (Scott County Library System) and Frankie Hannan (Missouri Valley Public Library). Andrew Hoppmann (Lied Public Library, Clarinda) was Team Tech Teen’s mentor. The team worked on an app and a game to encourage teens in their communities to participate in summer reading programs. They made good progress towards apps for both iPads and tablets, and developed an online game to keep teens engaged in reading.

Five public librarians from Dallas County formed the Anywhere Book Club (ABC): Brianna Glenn (De Soto Public Library), Jolena Welker (Van Meter Public Library), Anna Shilling (Granger Public Library), Laura Hanson (Adel Public Library), and Leah White (Minburn Public Library). Becky Heil (Iowa Library Services) mentored the ABC team. ABC developed an online book club to reach members of their communities who struggle to find the time to attend book discussions at the library. The team created a website with forums, user-generated book reviews, and the ability to facilitate tweet chats at www.anywherebookclub.com.

The DALINC consortium from Northeast Iowa was represented by Jonathan Helmke (University of Dubuque), Heidi Pettit (Loras College), Dawn Scharantz (James Kennedy Public Library, Dyersville), and Michael May (Carnegie-Stout Public Library, Dubuque), with Mike Dargan (Waterloo Public Library) serving as their mentor. DALINC developed a system for libraries in Northeast Iowa to preserve and share archival materials with community members. Their system uses shared equipment and education for interested libraries and community organizations with valuable historical materials to make their collections available to the public.

The Grinnell community was well represented by the G-Team, which included both public and academic libraries. Catherine Rod, Christopher Jones, and Julia Bauder (Grinnell College) and Monique Shore and Sharon Johnson (Drake Community Library) teamed up to develop the Poweshiek County History Project. The team travelled around the county to solicit historical documents, photos, and oral histories from community members. The team continues to use mobile scanning units and trained volunteers to collect and scan materials which appear on their website http://grinnell.lib.ia.us/poweshiekhistory.

The Community Calendar team developed a calendar intended to gather events from multiple community organizations and display them in one, easily accessible web-based resource called “1 Calendar”. Nick Shimmim (West Branch Public Library), Mary Murphy (Perry Public Library), Sarah Rosenblum (Marshalltown Public Library), Misty Gray (Iowa Library Services, formerly of the Storm Lake Public Library), and Katie Rich (Upnham Memorial Library, Fredericksburg) used RSS feeds, the open source content management system, Weebly, and a translator to develop a multi-lingual resource that other libraries will be able to adapt for their own communities. Jennie Garner (North Liberty Community Library) served as the team’s mentor.

*ILEAD Project Produces Results For Iowa Participants continued on page 10*
At each of the three conferences instructors offered training and support to team members. Mandie Roberts (Spencer Public Library), Ryan Gjerde (Preus Library, Luther College), Aimee Clark (Milford Public Library), Bart Schmidt (Cowles Library, Drake University), Louise Alcorn (West Des Moines Public Library), Kim Van Deest (Waterloo Public Library), and Alysia Peich, Marie Harms, Nancy Medema, Karen Burns, and Bonnie McKewon (Iowa Library Services) designed a curriculum to meet the needs of the teams as they developed their projects. Other presentations included keynote addresses from David Lankes (Syracuse University), John Emerson (Infographics), Marshall Breeding, Eli Neiburger (Ann Arbor District Library), Susan Hildreth (IMLS), Emily Dowdall (Pew Research Center), Sari Feldman (Cuyahoga County Public Libraries), George Needham (OCLC), Jamie LaRue (Douglas County Libraries), and Susan Madsen (Utah Valley University). Recordings of most keynotes can be found at www.webjunction.org/partners/illinois/il-programs/ileadusa/keynotes.html.

On October, 23 each team made a presentation highlighting their accomplishments. The audience, which included fellow ILEAD Iowa teams, ILEAD instructors, trustees, city managers, community representatives, and staff from Iowa Library Services, were impressed by the work of the teams and excited to learn about next steps for the projects. In addition to bringing attention to their projects, team members showed their commitment to: meeting the needs of their communities, their continuing education and leadership skills, one another, and the ILEAD USA goals. Iowa participants demonstrated their innovative approach to working with their communities, and rose as shining stars in the national library community.

Alysia Peich
Iowa ILEAD Project Principle

Free Impact Survey Can Help Your Library

It's finally here! Find out how the new Impact Survey from the University of Washington Information School can help your library survey its community about library technology use. Start running this FREE survey now by going to www.impactsurvey.org.

The University of Washington Information School (iSchool) launched a new survey tool in October called the Impact Survey, an online program designed to help public libraries assess how their communities use technology services at the library, and how it has had a positive impact on their lives. The survey asks about technology use in the following areas: education, employment, entrepreneurship, health and wellness, eGovernment, civic engagement, eCommerce, and social inclusion.

Written and validated by research staff at the iSchool, the Impact Survey is designed to quickly and easily provide busy librarians with useful data on how their patrons use library technology services. Using the Impact Survey saves libraries the time and costs associated with writing, programming, analyzing, and reporting an in-house survey.

Collecting patron-level data is a key part of any library’s internal strategic planning. Listening to patrons helps ensure that libraries continue to provide useful services and positive outcomes for patrons. Further, having data to compare from year to year can help libraries identify trends, evaluate performance, and create improvement plans.

In addition, data from the Impact Survey is a powerful advocacy tool. Reliable, local facts and figures are critical when communicating with decision makers about the social and economic value of the library. The Impact Survey provides librarians with a clean dataset of their survey responses and a preformatted report which includes hand-outs, articles, and presentations that are populated with analysis of their library’s unique results. These materials are ready to use for discussions with community leaders, funders, and local decision makers.

To learn more about the Impact Survey and how it can benefit your library, visit www.impactsurvey.org. The survey will be free until Oct. 1, 2014. After that date, libraries will be asked to contribute a small annual fee that will directly support maintenance of the Impact Survey and its services.
Renew Your Membership Now!

Watch your email for the ILA 2014 Dues Renewal Notice in December. You can print and mail or fax your membership form with payment, or you can renew and pay online on ILA's website. No need to log-in!

If ILA does not have your email address, you will receive your first notice via postal mail. Please add your email address to your form so we can communicate electrically going forward. Memberships are for the calendar year.

The Iowa Library Association advocates for quality library services for all Iowans and provides leadership, education and support for its members. The benefits of membership in this organization are well worth the costs.

Please renew! And recruit a new member to join with you!