

Library Report to the City Council

November 2017



Two library staff attended the Iowa Library Association conference that was held in Coralville. Some of the sessions included:

- *Public Relations and Marketing* - We learned that it is best to post on Facebook six days before a program and, again, in two days. The best times to post is early morning, lunch break, after school, or late evening when people are browsing through the newsfeeds.
- *Inclusive Leader* – There are four frames of leadership: Structural (rules and data driven), Human Resources (people focused), Political (networking and schmoozing), and Symbolic (visionary and charismatic). All frames are equally important.
- *Redefining your Workflow* – Staff need to know the vision of the library. Supervisors need to know what staff need to help them succeed. People work best when they are happy!
- *Pop Culture Programming* – All kinds of ideas were shared: Involve SilverCord students to assist in a ComicCon. Invite the 501st of Iowa (Imperial Regiment from Star Wars) for free! Have a Doctor Who Week during spring break and build a Tardis. Sponsor a Humans vs. Zombies Mission Week set up with safe zones, attack zones, and armaments made from balled-up socks and marshmallow shooters. Sew “Fun Fur” on socks to make Hobbit Feet so participants can trek to complete quest activities. Invite the Central Iowa Model Train Club to set up a train display and share train stories. Which one do we choose to pursue first?? Let us know your thoughts!

During the Silent Auction, the library was able to purchase \$1000 dollars’ worth of digitization services from Advantage Preservation for \$350! Advantage is the company that microfilms and digitizes the Oelwein Daily Register. What a great deal!