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# Cool Technologies To Promote Your Library

Oct. 15, 2008



Stephen Abram  
President 2008, SLA  
Vice President, Innovation  
Chief Strategist, SirsiDynix Institute



Lauren's  
moments of truth  
Personal Story  
Alignment  
Dems and GOP  
Personas  
K-12 Research  
Usability studies  
Medicine  
Law,  
Etc.

Stephen Abram



# What do you care about?

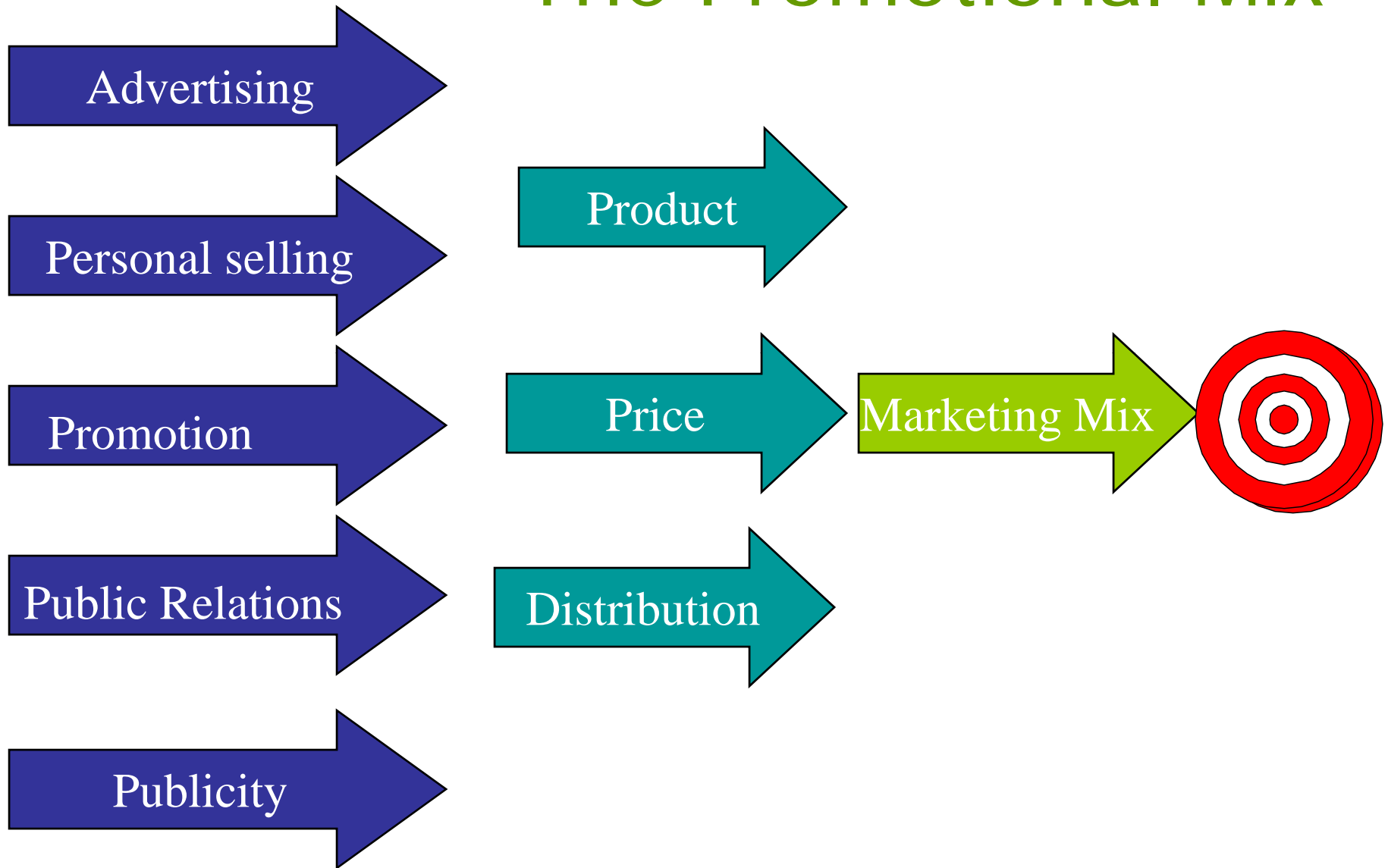
- What keeps you awake at night?
- Why do you wake up in the morning?
- If you could change something...



# What do you do?

- The Teen Skateboarder
- The Senior
- The Second Generation Teen
- The Divorcee
- The Genealogist
- The Cook
- The Commuter
- The Kid
- The College Student
- The Single Mom

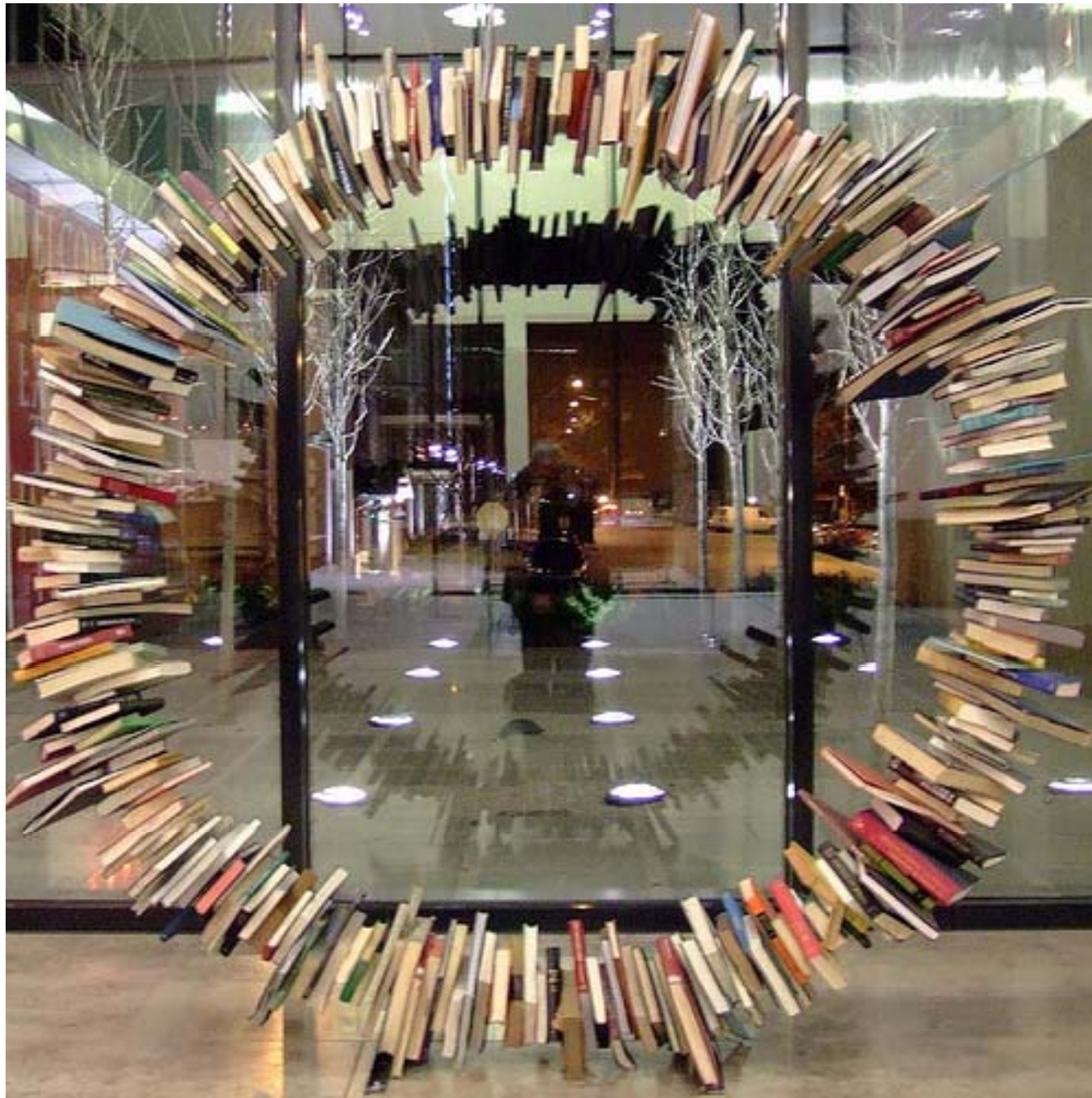
# The Promotional Mix





# Perfume

- Has anyone here ever bought perfume or cologne?
- Could I sell it to you as a 4 ounce glass bottle of yellow liquid?
- Does any intelligent marketer sell perfume this way?
- What's the 'value' of perfume?
- Are libraries about buildings and books?



<http://www.flickr.com/photos/24939552@N04/2364737096/>





[http://www.flickr.com/photos/blu\\_blue/262096844/in/pool-booksandportraits](http://www.flickr.com/photos/blu_blue/262096844/in/pool-booksandportraits)



<http://www.flickr.com/photos/matthk/2054262239/>



<http://www.flickr.com/photos/cjanebuy/340249608/in/pool-booksandportraits>



<http://www.flickr.com/photos/mthiesson/176153663/>



[http://www.flickr.com/photos/lori\\_an/319433801/](http://www.flickr.com/photos/lori_an/319433801/)





[http://www.flickr.com/photos/lori\\_an/319433802/in/photostream/](http://www.flickr.com/photos/lori_an/319433802/in/photostream/)



[http://www.flickr.com/photos/library\\_mistress/525385533/](http://www.flickr.com/photos/library_mistress/525385533/)



[http://www.flickr.com/photos/library\\_mistress/525385511/](http://www.flickr.com/photos/library_mistress/525385511/)



<http://www.flickr.com/photos/keeping-it-real/160822516/>



Retail Sales Down?

NO

Titles Down?

NO

Circulation Down?

NO

Reading Down?

NO

Teen Reading Down?

NO



<http://www.flickr.com/photos/jelens/220958280/in/pool-booksandportraits>



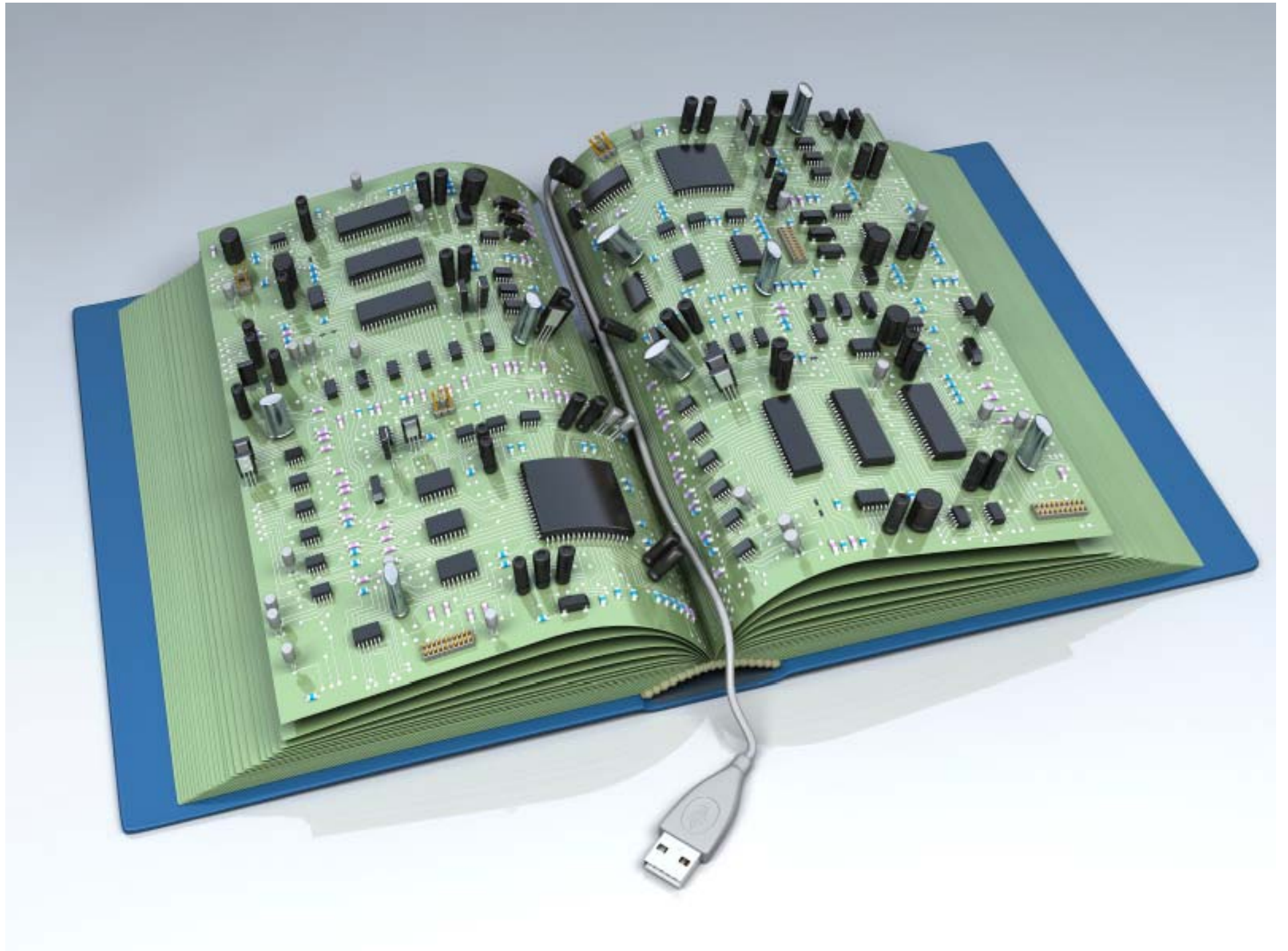
<http://www.flickr.com/photos/paperfaerie/2234768407/>

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<http://www.flickr.com/photos/timtom/2473955087/>









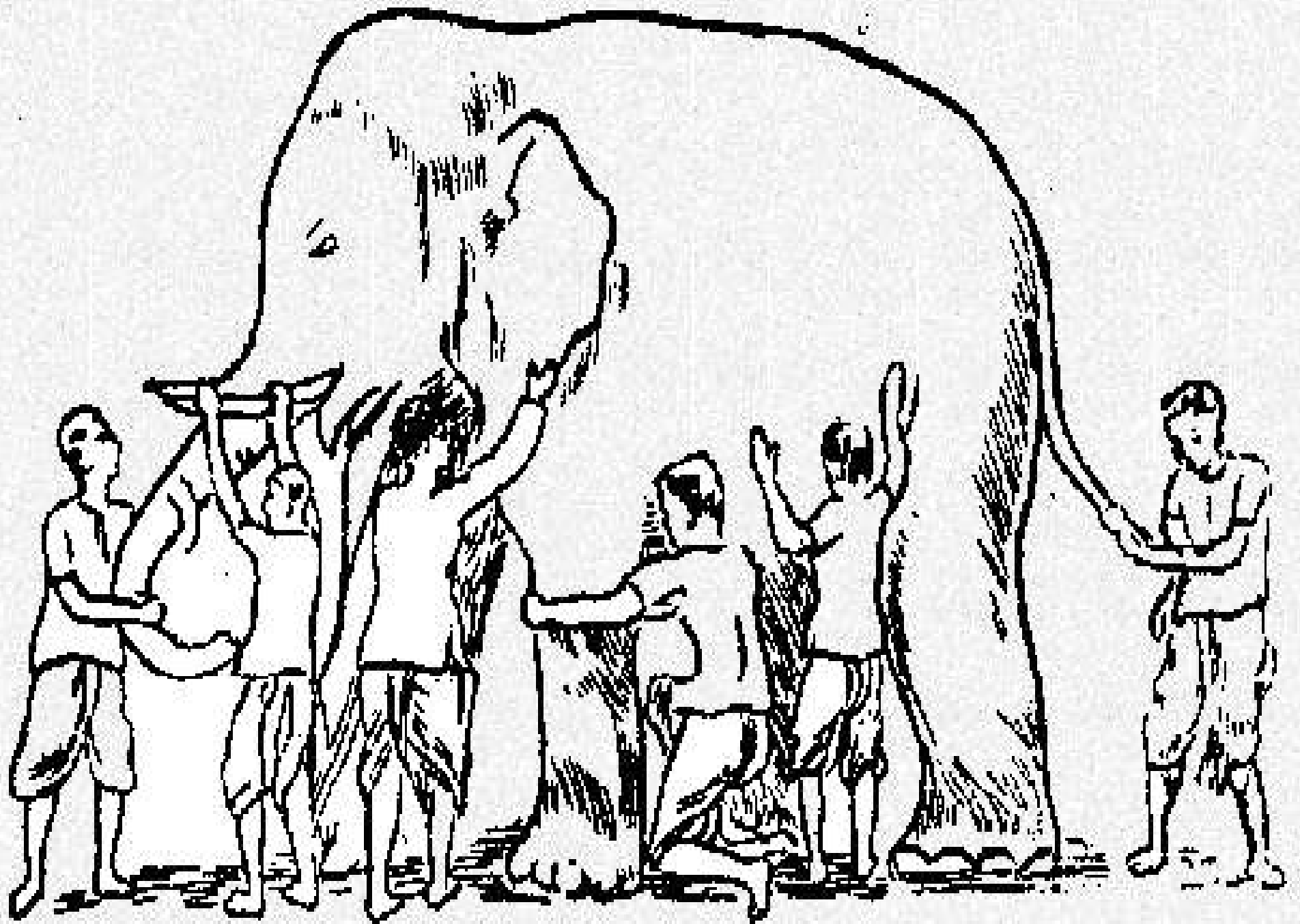






1) **Found New World Order**

Your new world order is installed and ready to use.



# Library Magic





# What do Libraries do?

- K-12 schools
- Hospitals
- Government
- Public Libraries
- Academia
- Colleges





# Librarian Core Value Commitments

- **Democracy**
- Stewardship
- **Service**
- **Intellectual Freedom**
- **Privacy**
- **Literacy and Learning**
- **Rationalism**
- **Equity of Access**
- **Building Harmony and Balance**

» Michael Gorman, Library Journal, April 15, 2001

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**Are You Ready?**  
**For Imagineering the Library?**

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**Are You Ready?  
To Change?**

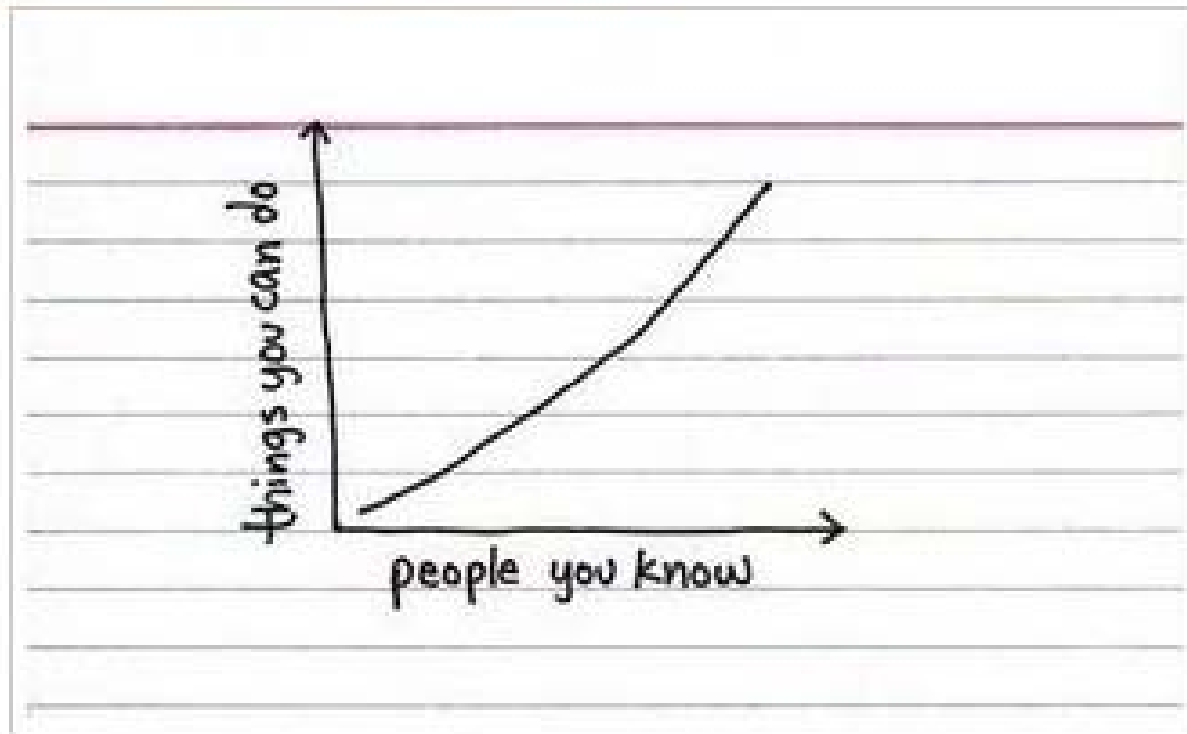
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A complex network graph with many nodes and edges, overlaid with a red circle containing text. The graph consists of numerous small, multi-colored nodes (green, red, yellow, and black) connected by thin, grey lines. The nodes are distributed across the frame, with a higher density in the center and more sparse connections towards the edges. A large, solid red circle is positioned in the lower-left quadrant, partially overlapping the network. Inside this circle, the text "Libraries & Universities are Social Institutions" is written in a white, sans-serif font, centered vertically and horizontally within the circle.

Libraries &  
Universities  
are  
Social  
Institutions

THURSDAY, AUGUST 14, 2008

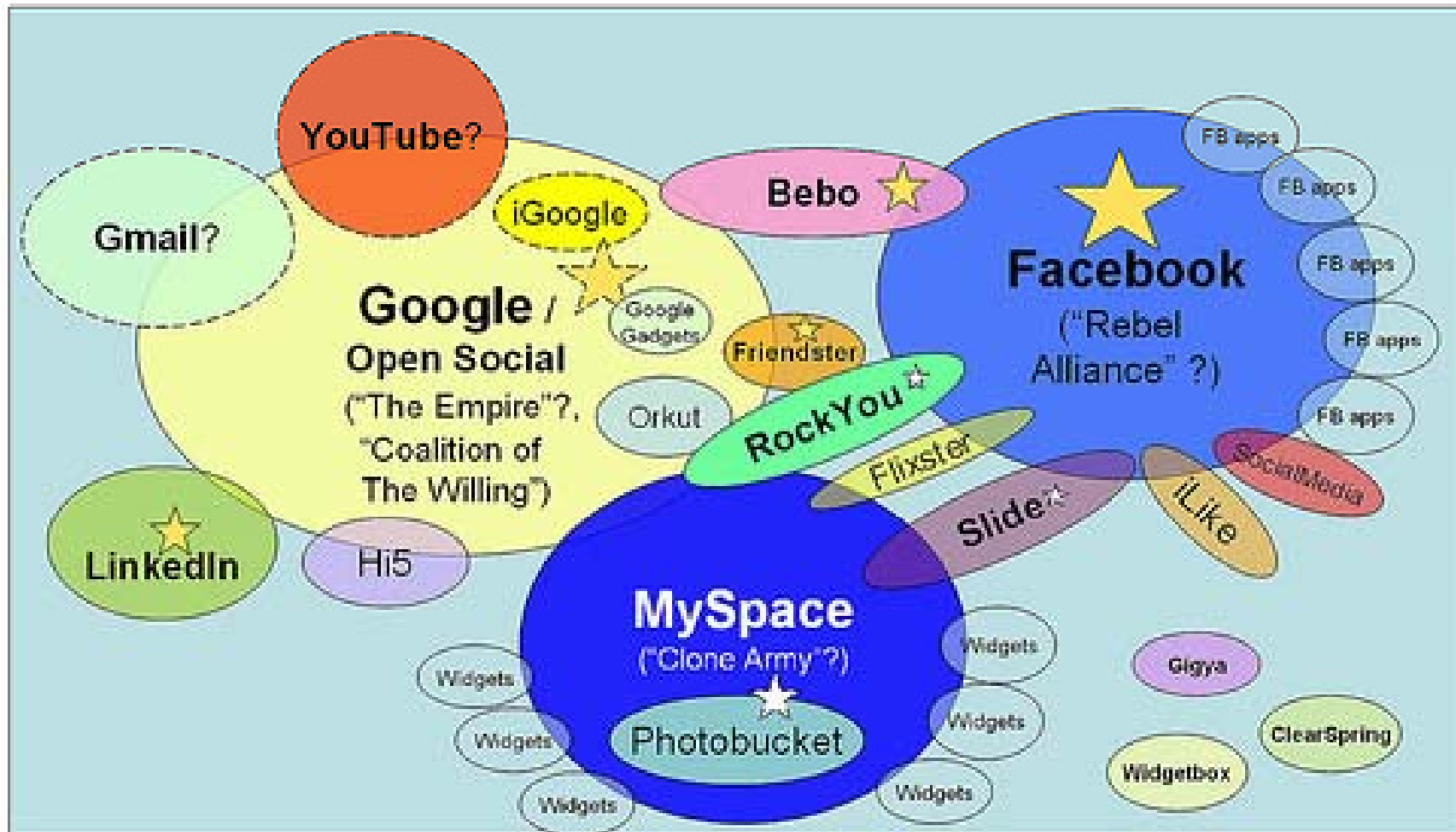
## This is what 2.0 means.



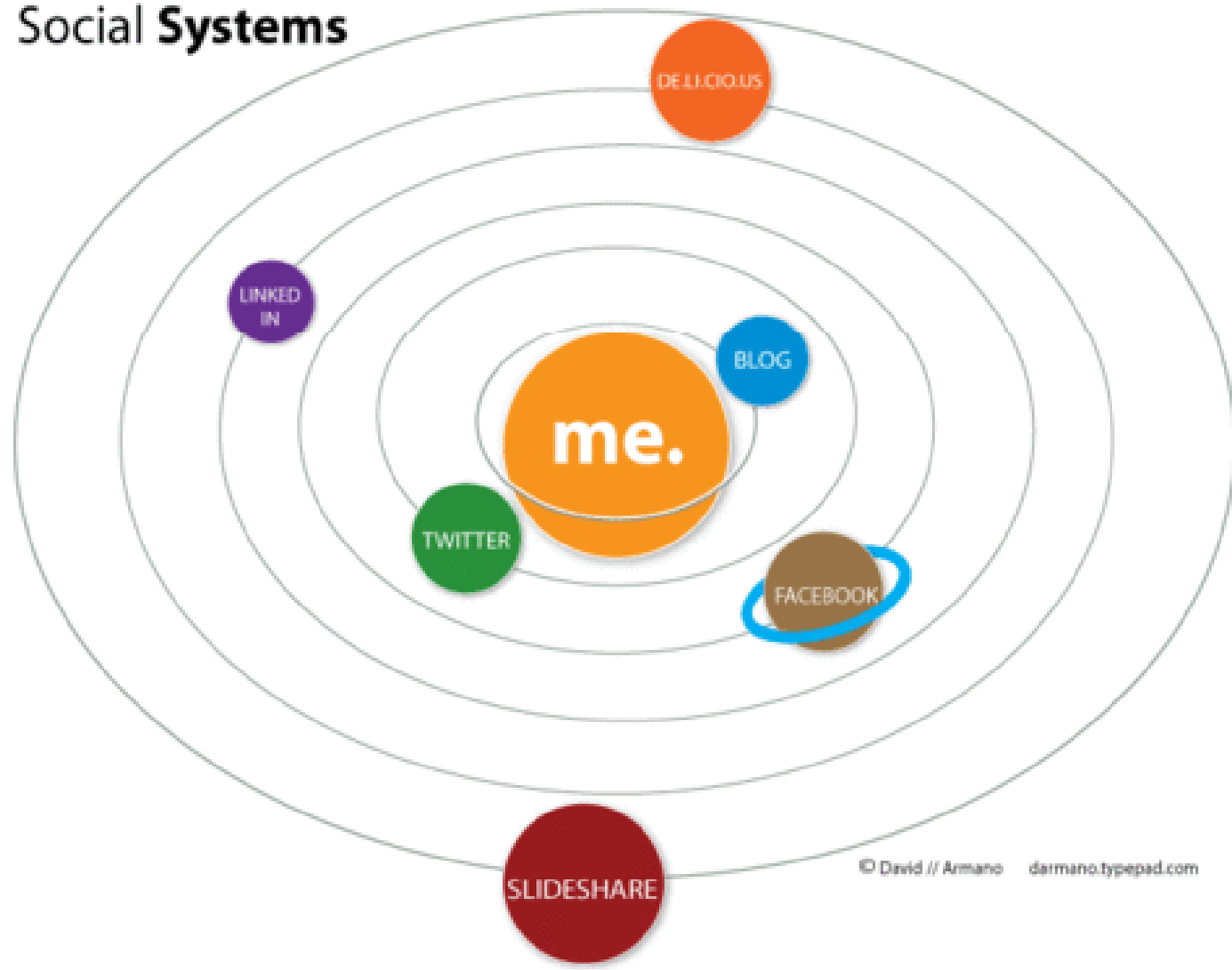
POSTED BY JESSICA HAGY AT 5:44 AM

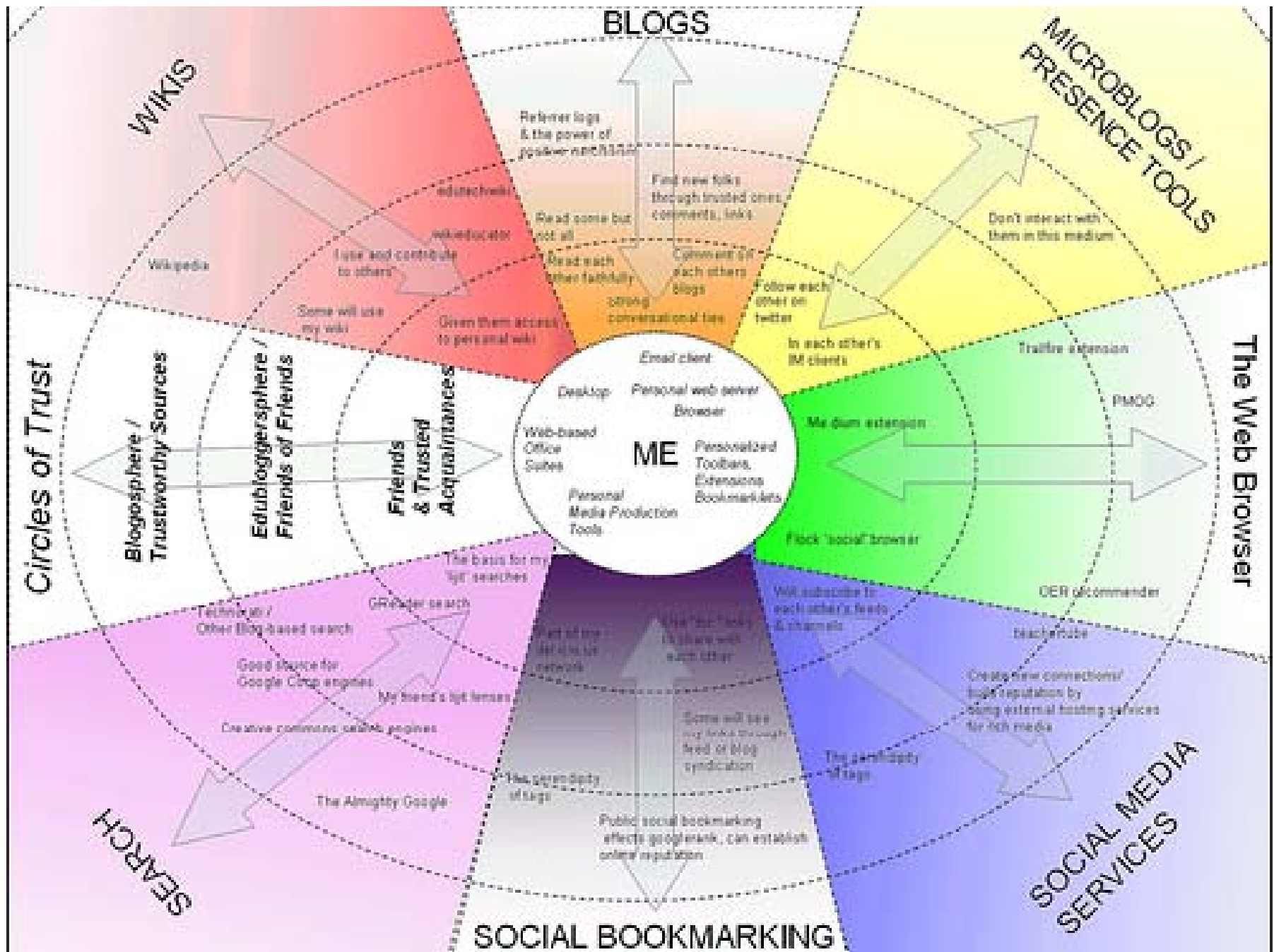


# Social Graph Platform Wars



# Social Systems





<http://www.flickr.com/photos/nessman/2590572476/>



<http://www.flickr.com/photos/briansolis/2735401175/>

# What's Normal Now?

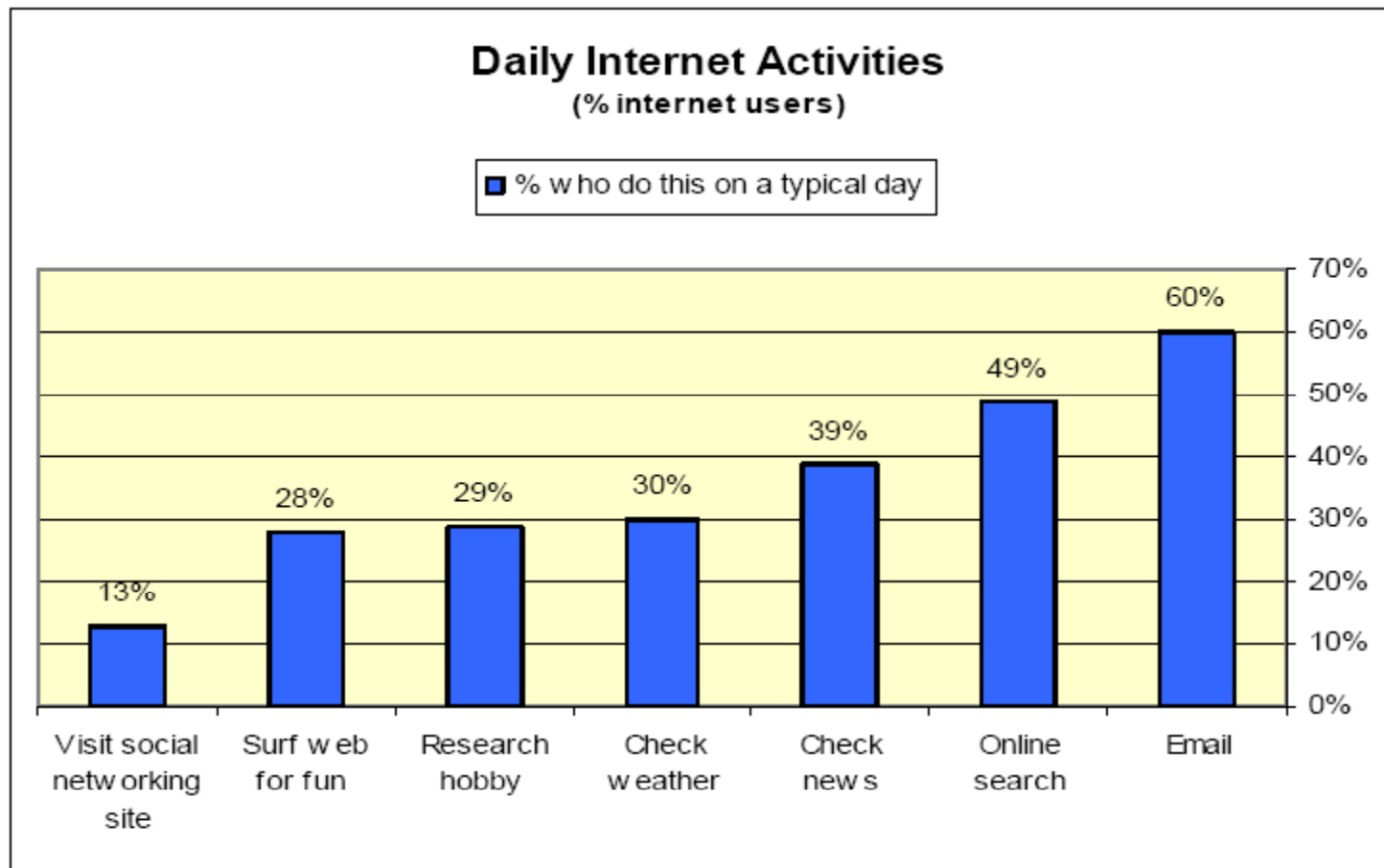
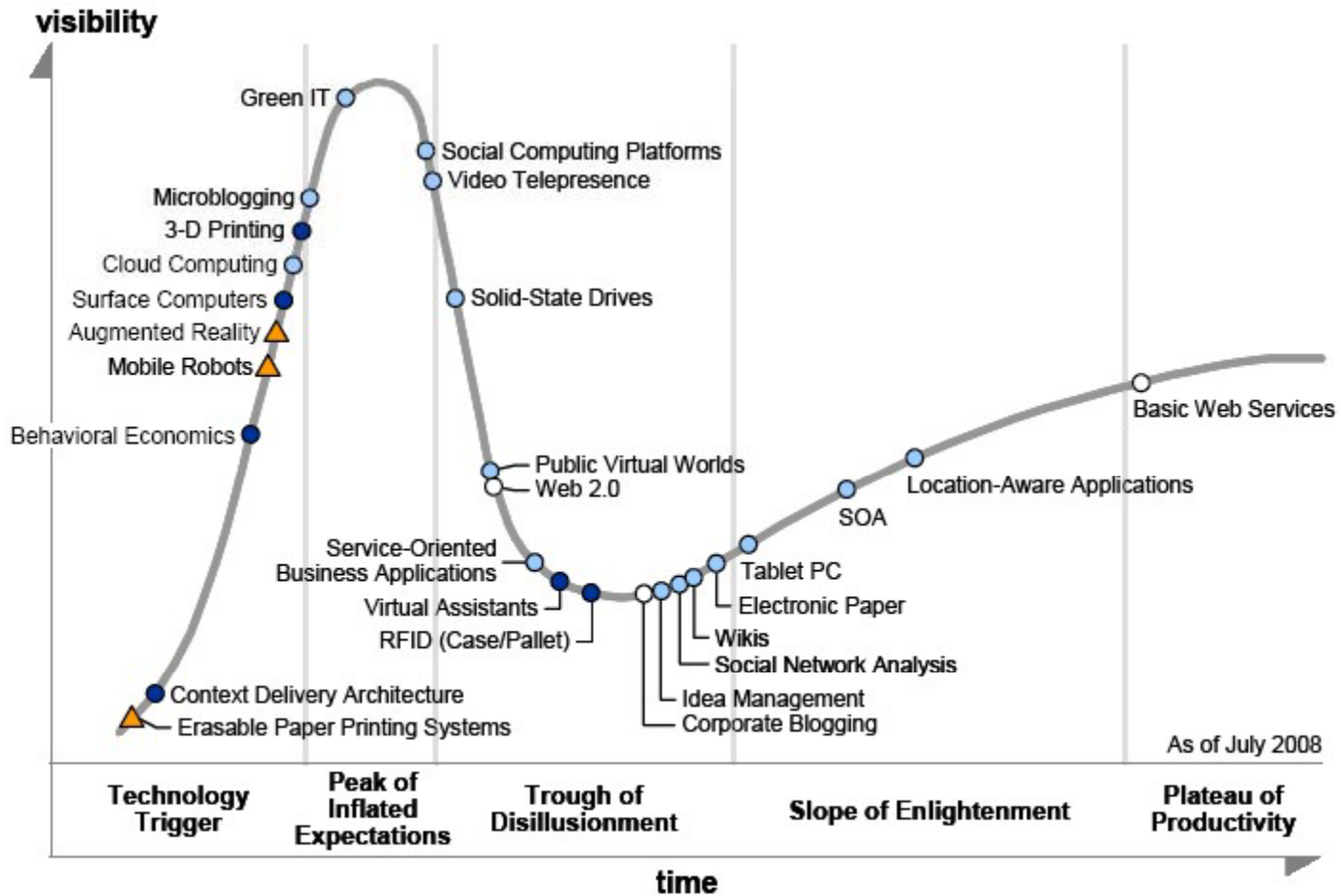


Figure 1. Hype Cycle for Emerging Technologies, 2008



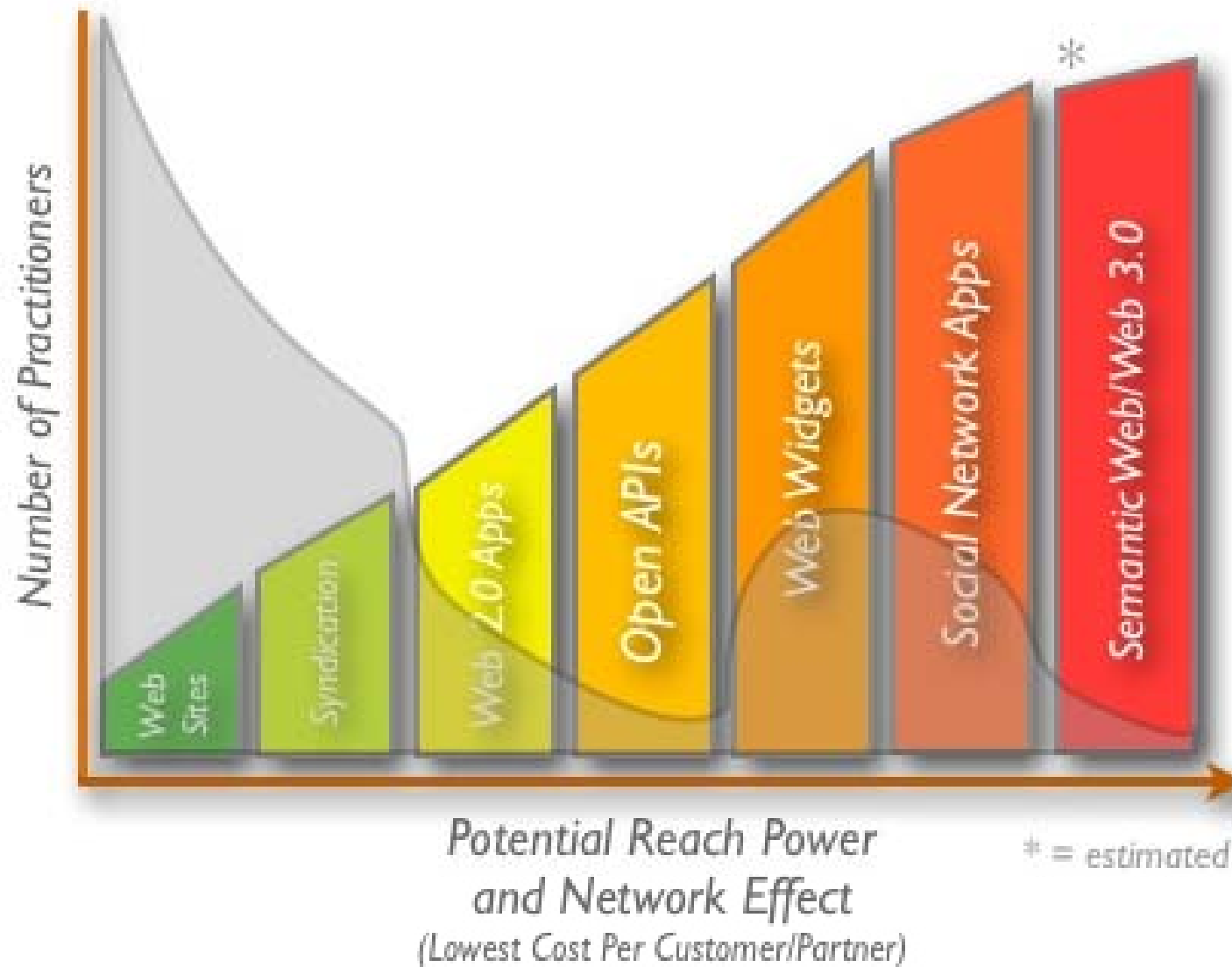
**Years to mainstream adoption:**

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

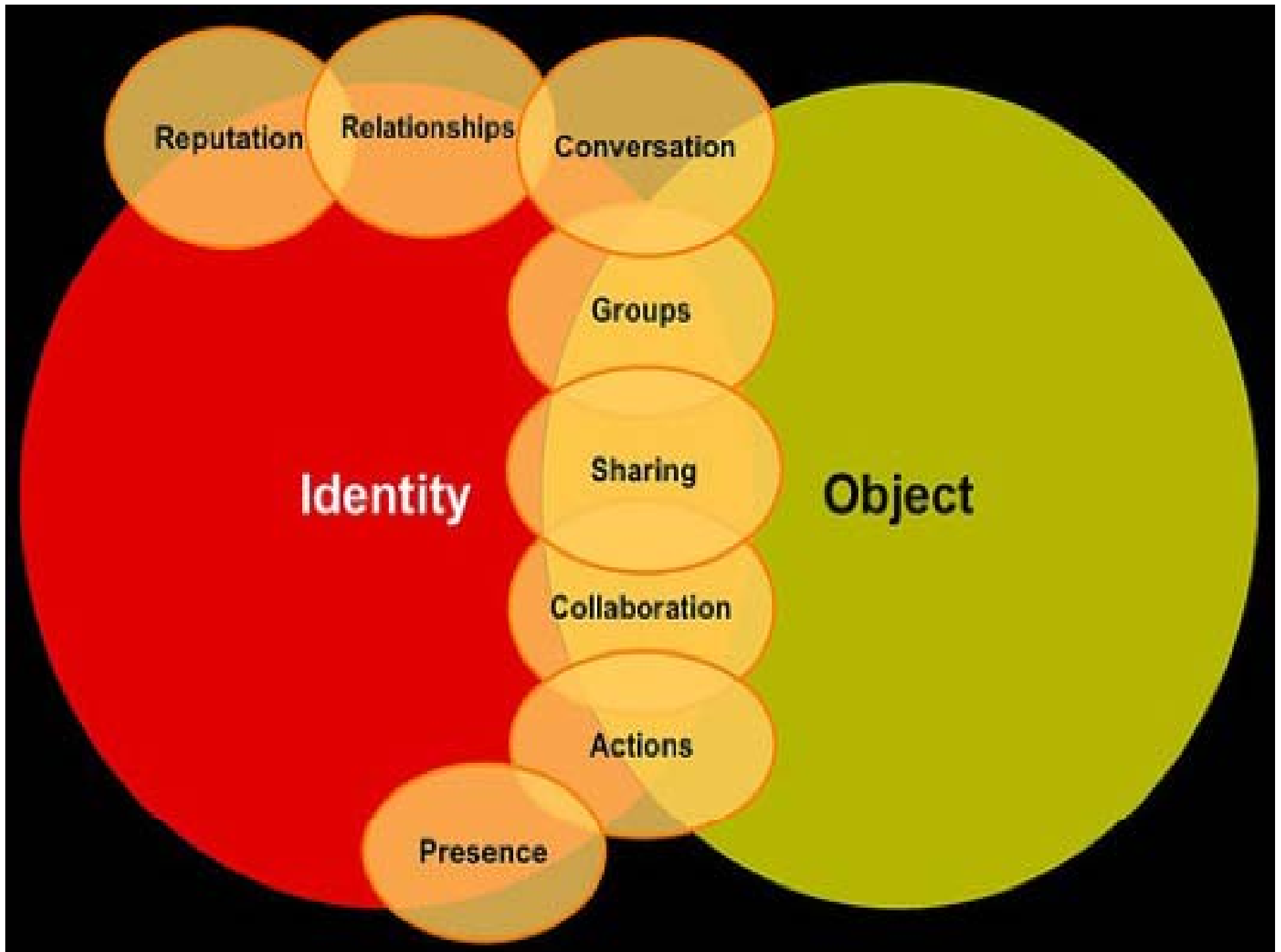
Source: Gartner (July 2008)

- RSS
- Blogs
- YouTube
- Social Networks
- Tagging
- Facebook
- MySpace
- Wikis
- SEO
- GIS

# The new Web 2.0 era distribution models remain largely untapped



Source: Dion Hinchcliffe. 2008. Hinchcliffe & Company. <http://hinchcliffeandco.com>



# Be Where Your Users Are



plaxo

Ning

LinkedIn



knol™  
A unit of knowledge.  
BETA



MySpace Developer Platform  
a place for developers™



opensocial

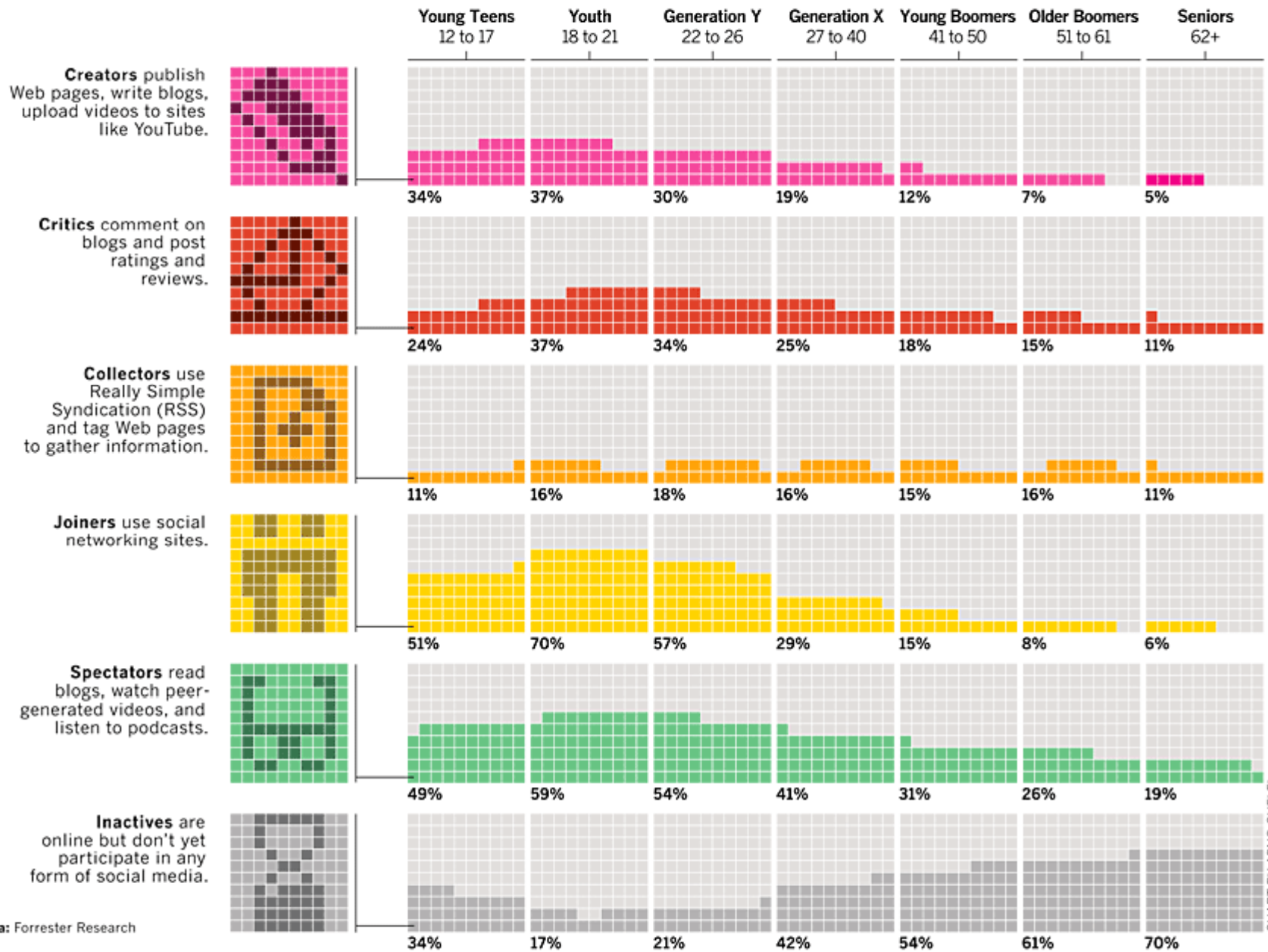
# Get Good at The Cloud





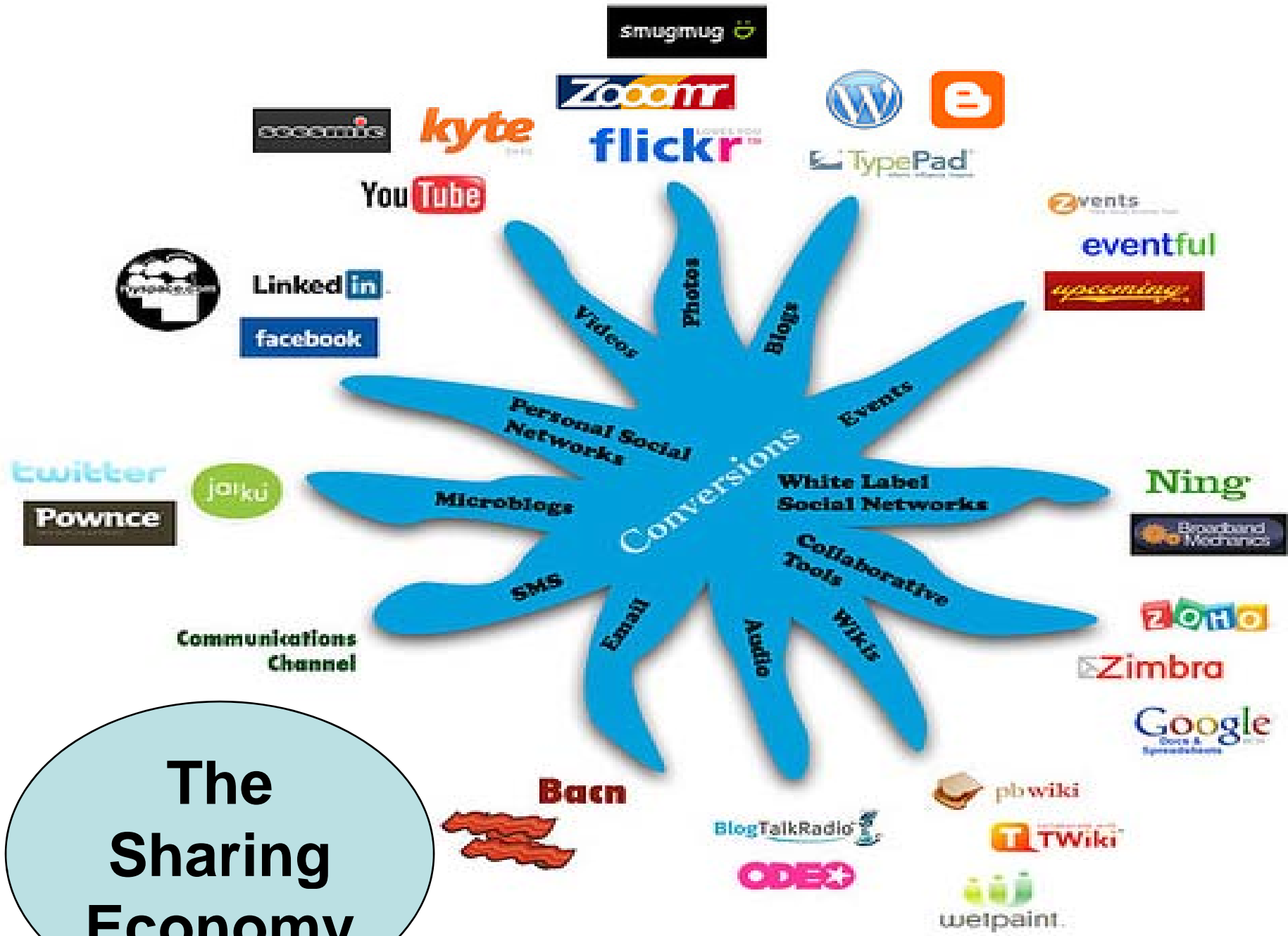
## What people are doing

## Who participates (U.S. online users)



Data: Forrester Research

CHART BY ARNO GHELF



**The Sharing Economy**



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**What are you  
Promoting?**

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**What is Your  
“Product”?**

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# What Are You Selling?

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# Hmmmm?

- The “Library” (OCLC Perceptions)
- Programs and Services
- Influence
- Fundraising
- Budgets and Bonds
- Awareness
- Behavioural Change



Libraries core skill is not  
delivering *information*

Libraries improve the  
quality of the *question*  
*and the user experience*

Libraries are about learning  
and building communities



# Bennis' Leadership Traits

- Management of Attention
- Management of Meaning
- Management of Trust
- Management of Self





# PR Leadership

- Managers
- *Nouns*
- Information
- Knowledge
- Education
- Organization
- Rules
- Stability
- Leaders
- *Verbs*
- Inform
- Know,
- Learn
- Organize
- Think and create
- Innovate & Change



# Do You Feel Poor?



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**Selling is Not a  
Dirty Word.**

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# Selling Principles

- Selling is about People not products
- Selling is a Journey not an event
- Sustainable selling is about Attitude more than Aptitude
- Selling is Situational
- Selling is a learned professional skill
  - there's no such thing as a "natural"



# Who will you sell to?

- Suspects
- Prospects
- Customers / Users / Patrons
- Partners
- Funders / Donors
  
- The Sales “Funnel”



# What do they pay with?

- Dollars
- Taxes
- Time
- Prestige / embarrassment
- Their Lives
- Success or Failure
  
- Which one works better – dollars or psych?



## Ways you can sell . . .

- Complex Sales Model
- Simple Sales Model
- Commodity Sales
- End-User Selling
- Wholesale Selling
- Retail Selling
- Consultative Selling



# What Are You Selling?

- Functions
- Features
- Advantages
- Benefits
  
- Stories



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# How Do You Tell A Story?

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# Tie FFAB to Your Targets

- Leaders want to see benefits
- Directors want to see advantages
- Influencers want to see features
- Consumers want to see functions



# Client needs and benefits

- What is a need?
- How does it relate to features?
- Is information a need?
- What is a benefit?
- What questions do I ask to determine "benefit"?
- What benefits do / can I offer?



# 5 Immutable Adoption Stages

- Awareness
- Interest
  - Evaluation
- Demonstration / Trial
- Adoption

**AIDA**





# Attention

- Sustain their attention
- Communication
- Eye contact
- Visual aids / leave behinds
- Customer involvement

**WIIFT**



## Interest / Identify

- Interest is not really enough
- Your prospect must identify with the product or service
- You need a story.
- You need a call to action!

**WIIFM**

# Desire

- Establish the need and lay the foundation
- Identify the Feature
- Sell the Benefit
- Get agreement that the Benefit is there
- You need a hook - Engage

## Action

- The Assumptive Technique
- The Secondary Question
- The Alternative Technique
- The Impending Event Technique
- The Narrative Technique
- Ask for the Sale/Order/Sign Up

**I'm a  
member  
of the  
library!**



# Attributes Which Favor Rapid Adoption

- Relative Advantage
- Compatibility
- Complexity
- Trialability
- Observability

**Reduce  
Complication**

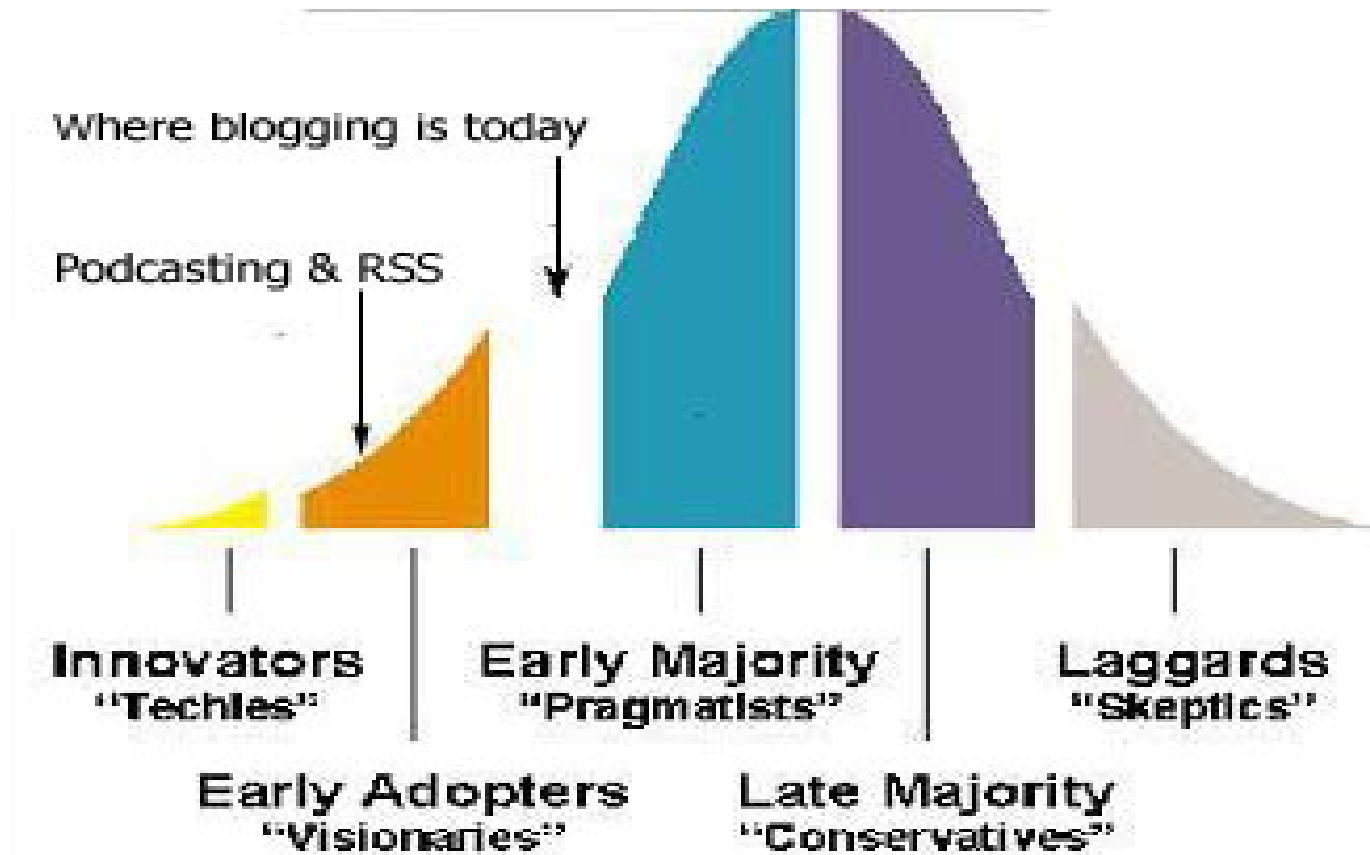


# The Classic Corn Research

- Innovators 2.5%
- Early Adopters 13%
- Early Majority 17%
- Middle Majority 34%
- Laggards 17.5%
- Non-Adopters 16%



# The Adoption Curve





# The Market Adaptation Sequence

- Product Acceptance
- Motivation
- Confidence Level
- Education / Attitude
- Acceptance Criteria
- Selling Strategy



# Understanding Adoption Types: Innovators

- Technology fascination
- Motivation -- Implement New Ideas
- Confidence Level High -- experiment, risk
- Self taught, independent
- Latest technology, few features, performance
- Self sold, when turned on, word of mouth



# Understanding Adoption Types: Early Adopters

- The coming thing
- Motivation -- leap frog the competition, prove business
- Willing to try new things, reasonable risk
- Will attend night school to learn
- Innovation, better way to do job, selective
- Sold on benefits, references, word of mouth



# Understanding Adoption Types: Late Adopters

- Obvious solutions to problems
- Motivation --social pressure, fear of obsolescence
- No risk, slow to change, needs references
- Seminars, proven products, hand holding
- Brand important, pay for needed features only, terms & conditions important
- Examples, address cost/technical support



# Understanding Adoption Types: Laggards

- Absolute need
- Extreme competition/social pressure
- Reluctant to change
- Will send someone to a seminar, needs proof, ease of use
- Lowest cost, competitive terms, brand
- Productivity increases, fear



# Learning Styles

- Visual/Spatial (**P**icture Smart)
- Verbal/Linguistic (**W**ord Smart)
- Musical/Rhythmic (**M**usic Smart)
- Logical/Mathematical (**N**umber Smart)
- Bodily/Kinesthetic (**B**ody Smart)
- Interpersonal (**P**eople Smart)
- Intrapersonal (**S**elf Smart)
  - Piaget, Bloom, Gardner, etc.



# Sales Techniques

- Planning, Goal Setting, Time Management
- Targeting
- Objection Handling
- Presentations
- Collateral
- Negotiating

**Introverts  
Can Do  
This Too!**



# Planning and Priorities

- Choose, sacrifice, target
- Set daily goals and time for them
- Pareto's Principle - 80/20 Rule
- Say no to unproductive or non-strategic tasks
- Do it – 15 minutes a day
- Audit, track and measure



# The Classic Sales Funnel



- Suspects, Prospects, Customers, Partners
- Contact
- Probe
- Presentation
- Proposal
- Follow-up
- Close



# Targeting

- Use Your Funnel
- Choose your prospects by your success criteria
- Marketing looks at homogenous segments - Sales looks for individuals or small groups of individuals



# Presentations

- Get used to the Audience-of-One
- Develop the scaleable presentation
- Learn how to present in numerous environments
- Every interaction is a sales and/or marketing opportunity - keep a balance
- Learn how to use WebEx, MS LiveMeeting



# Collateral

- Brochures should support the selling process and follow the same rules
- There are more forms of collateral than brochures (LIST)
- Focus each piece as technical, user aid, informational, sales, marketing, legal, etc.
- Target



## Key to Your Sale

- Ask for the Sale!
- Ask for the Sale!
- Ask for the Sale!
  
- This will be the difference between the library being a small extension of the web or vice versa



# PR Styles of Change Agents

- Consultative
- Collaborative
- Directive
- Supportive
- Delegative
- Informer
- Persuader
- Innoculator
- Insuader
- Seducer



**I See**

**They See**

**I See**

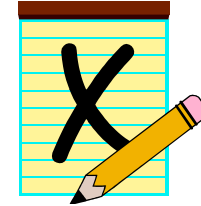
**They See**



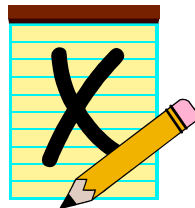

**Old Word**

**New Word**

**Old Notion**



**New Notion**



facebook

LibraryThing BETA



amazon.com



AJAX



OVERDRIVE



ELF - keeping tabs on your library material









## 2.0 Influencers

1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog

**Top 10 Most Influential  
web tools for the  
2008 elections**

**How many are we  
already using?**

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# YouTube

<http://www.youtube.com>





## Search Results for "libraries"

1 - 20 of about 22,300

Sort by: [Relevance](#) | [Date Added](#) | [View Count](#) | [Rating](#)

Display:



### Libraries in 2010

My entry for the **Library** and Information Week competition 2007 at <http://librariesinteract.info>

Time: **05:56**



From: [fin4t2](#)

Views: 2,024

Added: 1 month ago

More in [People & Blogs](#)



### The L-Team

If you have a research question, if no one else can help, and if you can find them, maybe you can hire... the L ([more](#))

Time: **01:48**



From: [nnicck](#)

Views: 12,858

Added: 4 months ago

More in [Comedy](#)



### Tour of Info Island / Second Life Libraries

video of my avatar Rik Riel skating around Info Island, where the Second Life **Libraries** are found. Music by Torley Linden, skates by Skoopf. Full version ([more](#))

Time: **03:21**



From: [rikomatic](#)

Views: 5,582

Added: 8 months ago

More in [Film & Animation](#)

### [The Armenian Genocide](#)

Photographs, interviews and video reports in 7 languages.  
[www.theforgotten.org](http://www.theforgotten.org)

### [Future of Libraries](#)

Futurist Speaker - Thomas Frey Creating the Library of the Future  
[www.davinciinstitute.com](http://www.davinciinstitute.com)

### [Top-Paid Internet Jobs](#)

Survey companies paying \$50-\$150/hr Work at home. See if you qualify  
[www.SurveyLot.com/Free-Membership/](http://www.SurveyLot.com/Free-Membership/)

### [Librarian Needed](#)

Earn up to \$25-\$75 per Hour Work at Home - Start Today!  
[www.TeamFTS.com](http://www.TeamFTS.com)

Ads by

### New on YouTube

Stressed Out?! Watch NEW [One Less Stress TV](#) And learn how to deal with stress everyday!

Lip-sync your own video and win a trip to Hollywood! Enter [The UpStage by Samsung Contest](#)

You could win \$25K or your own banana grove. 21+



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## Second Life

<http://www.secondlife.com>





Your World. Your Imagination.

Resident Login | Join

WHAT IS SECOND LIFE? | SHOWCASE | BUSINESS PARTNERS | DEVELOPERS | COMMUNITY

- Resident Links -

FREE MEMBERSHIP JOIN NOW!

MEMBERSHIPS, LAND, & PRICING  
BUY AND SELL WITH LS  
REFER-A-FRIEND



Second Life  
www.infoisland.org  
**Library**  
Another innovation from the Alliance Library System

Alliance,  
Charlotte,  
San Jose SU  
Harvard



Second Life. You can click & pan the map. Try it!  
Residents help in the future by clicking

Land For Sale view larger map

ab

# Second Life Library eBooks

**Swedish Embassy, Dell, SirsiDynix,  
ALA, **Massachusetts CPA's**, State Libraries,  
Universities, Sun,  
And lots more**

9 storey Library  
Law Library  
Consumer Health Library  
Medical Library  
Teen Library  
Public Library  
Engineering Library  
Science Fiction  
Mystery Island Castle  
ALA  
SLA members  
Education Islands  
Amphitheatre



Me

# Reading is virtually fundamental in SL

By KATT KONGO *Staff writer* provides services to 286 libraries and is partially funded by the state of

Programming for All Libraries (OPAL) and utilize the programs, currently offered online to librarians and libraries, within SL. The two entities eventually hope to offer a plethora of library services.

In a telephone interview, Kitty Pope, executive director for the ALS, said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization

SL?" she said.

Librarians from all over the country are gathering in SL to assist in setting up the virtual library. In fact, Pope expected criticism from many library blogs, but instead has found those in the field to be immensely excited about the possibilities afforded by SL.

Bell concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

**See BOOK, Page 20**

**ZACK MORTAL HOSTED A** class titled "Introduction to Library Research" yesterday at the new Second Life Library 2.0. The class covered the fundamentals of using real-life online library resources. Mortal covered how to use library catalogs, subject headings to improve searches; use research databases to locate articles and more. - COURTESY PHOTO.



TURN\_AROUND WAVE JUMP SPIN JOY1 YES BLOW\_KISS EGYPTIAN MACARENA KARATE KICK



URL: http://www.eastern.edu

**EASTERN UNIVERSITY**

ABOUT | ACADEMICS | ADM

Library :

- > Library Catalogs
- > Books
- > Databases
- > Journals
- > Subject Guides
- > Interlibrary Loan
- > Services
- > Faculty Resources
- > Web Index

Eastern University Home Page

Immigration Officer: Welcome to the Activeworlds EDUverse. The EDUverse has upgraded with a VoIP module. Problems can be reported to [support@activeworlds.com](mailto:support@activeworlds.com)

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!

**Tab Controls**

Teleports VoiceChat Help

Worlds Contacts Telegrams

80 Worlds	1 User
VBI	1
!AWEDU!	0
^centre^	0

Download complete Done 0.1 K/sec 8.8 frames/sec 12:17:20 AM Sun May 14, 2006 VRT 60 meters 0.2 meters

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MySpace

<http://www.myspace.com>





VONAGE vonage.ca

Save now



Premium Unlimited \$39.99/month

Unlimited local & long-distance throughout Canada & the U.S.

VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage.ca for details.

Cool New People

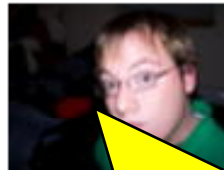
Virginia



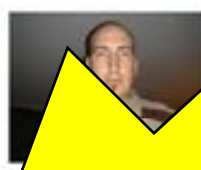
Katrina



Kendall



Gordon



Member Login

E-Mail: [input field]

Password: [input field]

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

Blogs  
Browse  
Chat Rooms

Classifieds  
Filmmakers  
Forums

Groups

Reminder:  
200,000-250,000  
A DAY!

advertisement

MySpace Music



Two Gallants

Indie  
San Francisco, CA

Two Gallants bring us an infusion of body-knuckled punk energy to storytelling epics and tear-in-your-eyes honky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.

» Listen Now



Open an ING DIRECT Investment Savings Account.

START SAVING

MySpace Specials

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Facebook

<http://www.facebook.com>





facebook

Profile edit Friends ▾ Networks ▾ Inbox

home account privacy logout

Search ▾

Applications edit

- Photos
- Groups
- Events
- Marketplace
- My Questions
- Horoscopes
- Top Friends

▼ more

Find Your Old  
School [Here](#):

Search



[Your High School](#)



### Stephen Abram

Profile ▾

is preparing for ALA in DC.  
Updated on Sunday edit

Networks:	None
Sex:	Male
Relationship Status:	Married
Looking For:	Friendship
Birthday:	May 8, 1954
Hometown:	Toronto, Ontario
Political Views:	Very Liberal
Religious Views:	Open

Mini-Feed edit

Information edit ▾

#### Contact Info [ edit ]

Email:	stephen.abram@sirsidynix.com
Windows Live:	SquidDad
Current State:	Ontario
Website:	<a href="http://stephenslighthouse.sirsidynix.com">http://stephenslighthouse.sirsidynix.com</a>

#### Personal Info [ edit ]

Activities:	Libraries Speeches Research
Interests:	Millennials Technology 2.0
Favorite Music:	Eminem Diva singers
Favorite TV Shows:	Deadwood 24 Sopranos
Favorite Movies:	Wizard of Oz

[View Photos of You \(6\)](#)

[See your future](#)

[Edit My Profile](#)

You are online now.

Friends edit ▾

191 friends See All



Nancy  
Smith



Jenny  
Levine



Cindi  
Trainor



Facebook | Engineering Information & Reference Service - U Alberta - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Recycle Bin Mail Desktop Search

Address <http://www.facebook.com/group.php?gid=2244905594> Go Links




Google Search web... Bookmarks 65 blocked Check AutoLink AutoFill Send to Settings

Facebook | Engineeri...

Search

- My Profile edit
- My Friends
- My Photos
- My Shares
- My Notes
- My Groups
- My Events
- My Messages
- My Mobile
- My Account
- My Privacy

**IQ QUESTION:**  
Which does not belong in the group?

- 
- 
- 

**facebook** home search browse invite help logout

**Engineering Information & Reference Service - U Alberta** Alberta

**Information**

**Group Info**

Name: Engineering Information & Reference Service - U Alberta

Type: Organizations - Academic Organizations

Description: The Engineering Librarians at the University of Alberta are available to help all engineering students, staff, and professors in the Faculty of Engineering with their research and information needs. If you are working on an assignment, paper, design project, thesis or dissertation, tracking down a hard-to-find paper, please feel free to contact us for help.

**Contact Info**

Email: [randy.reichardt@ualberta.ca](mailto:randy.reichardt@ualberta.ca)

Website: <http://www.library.ualberta.ca/scitech/index.cfm>

Office: 1-26 Cameron SciTech Library

Province: Alberta

**Recent News**

Need help searching Compendex (Engineering Index)? Please check our narrated and non-narrated screencasts:

Narrated: [http://www.library.ualberta.ca/screencast/engineerin/g/compendex\\_narrated/compendex\\_narrated.html](http://www.library.ualberta.ca/screencast/engineerin/g/compendex_narrated/compendex_narrated.html)

Non-narrated: [http://www.library.ualberta.ca/screencast/engineerin/g/compendex\\_nonnarrated/compendex\\_nonnarrated.html](http://www.library.ualberta.ca/screencast/engineerin/g/compendex_nonnarrated/compendex_nonnarrated.html)

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**Officers**

**Diane Clark (Alberta)**  
Engineering Librarian (Civil Environmental Mining Petroleum)

**Jerry Kowalyk (Alberta)**  
Engineering Librarian (Mechanical, Electrical/Computer)

**Randy Reichardt (Alberta)**  
Engineering Librarian (Chemical/Materials, Nanotechnology)

**Related Groups**

The Engineers  
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U of A MatE's  
Student Groups - Classes & Departments

The legendary UofA Facebook  
Kegger Xperiment (FKX)  
Student Groups - Social Groups

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Facebook | Engineering Information & Reference Service - U Alberta - Microsoft Internet Explorer

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Address <http://www.facebook.com/group.php?gid=2244905594> Go Links

Google  Go  Bookmarks 65 blocked Check AutoLink AutoFill Send Settings


Search web... Favorites PC Health Form Fill Spaces

Facebook | Engineeri...

 Kyle: We do have access to such a database, it's called Proquest Dissertations and Theses - Full Text: <http://www.library.ualberta.ca/databases/databaseinfo/index.cfm?ID=168>. If it's a recent thesis, there's a good chance that it is available full-text on this db. Otherwise, there would be a paper copy of it held in the UA Libraries' system.


Let me know if you find it. - Randy

[Message - Report](#)

 **Kyle Sand** (Alberta) wrote at 5:28pm on February 22nd, 2007


Just had a question i hoped you could answer. Can we search any sort of thesis database? I'm trying to find one published at the U of A that was referenced in a paper.

[Message - Report](#)

 **Randy Reichardt** (Alberta) wrote at 11:46pm on February 13th, 2007

Steve, thanks for the note and the kind words. I'll relay your suggestion of a "librarian bat signal" to my colleagues, and we'll see if we can come up with something inventive! LOL! And thanks to you, Andrea, Jessica, and Leonard for being the first students to join our new group, your collective support is much appreciated! - Randy

[Message - Report](#)

 **Steve Lobo** (Alberta) wrote at 11:20pm on February 13th, 2007

Wow Randy! You are so amazing, I don't think I have this many ways to contact my parents and we live in

start iTunes Facebook | Engineeri... Microsoft PowerPoint ... Search with Google 7:24 PM

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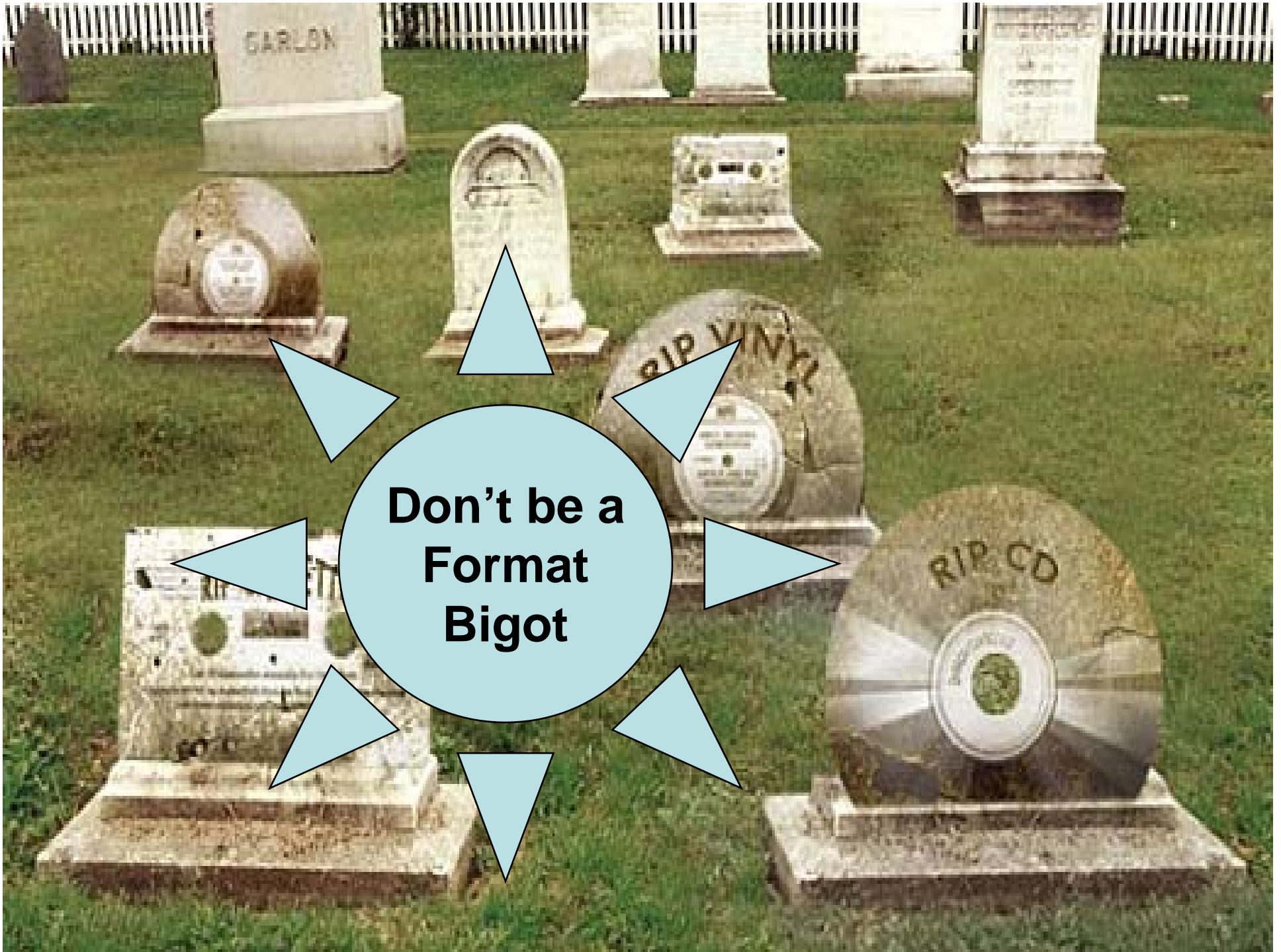


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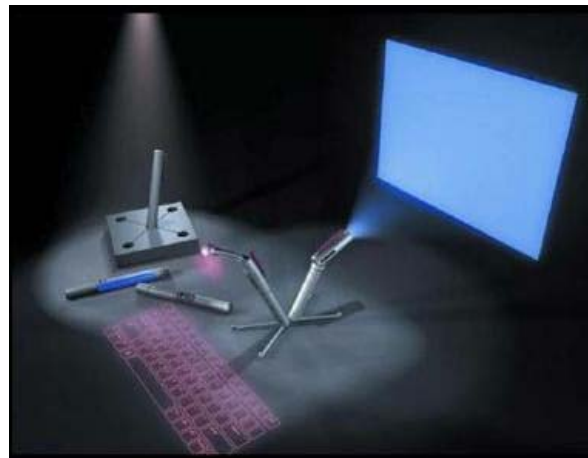




**Don't be a  
Format  
Bigot**

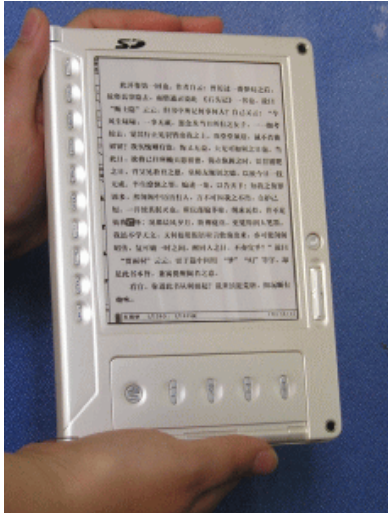


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Agnostic &  
DRM Wars**

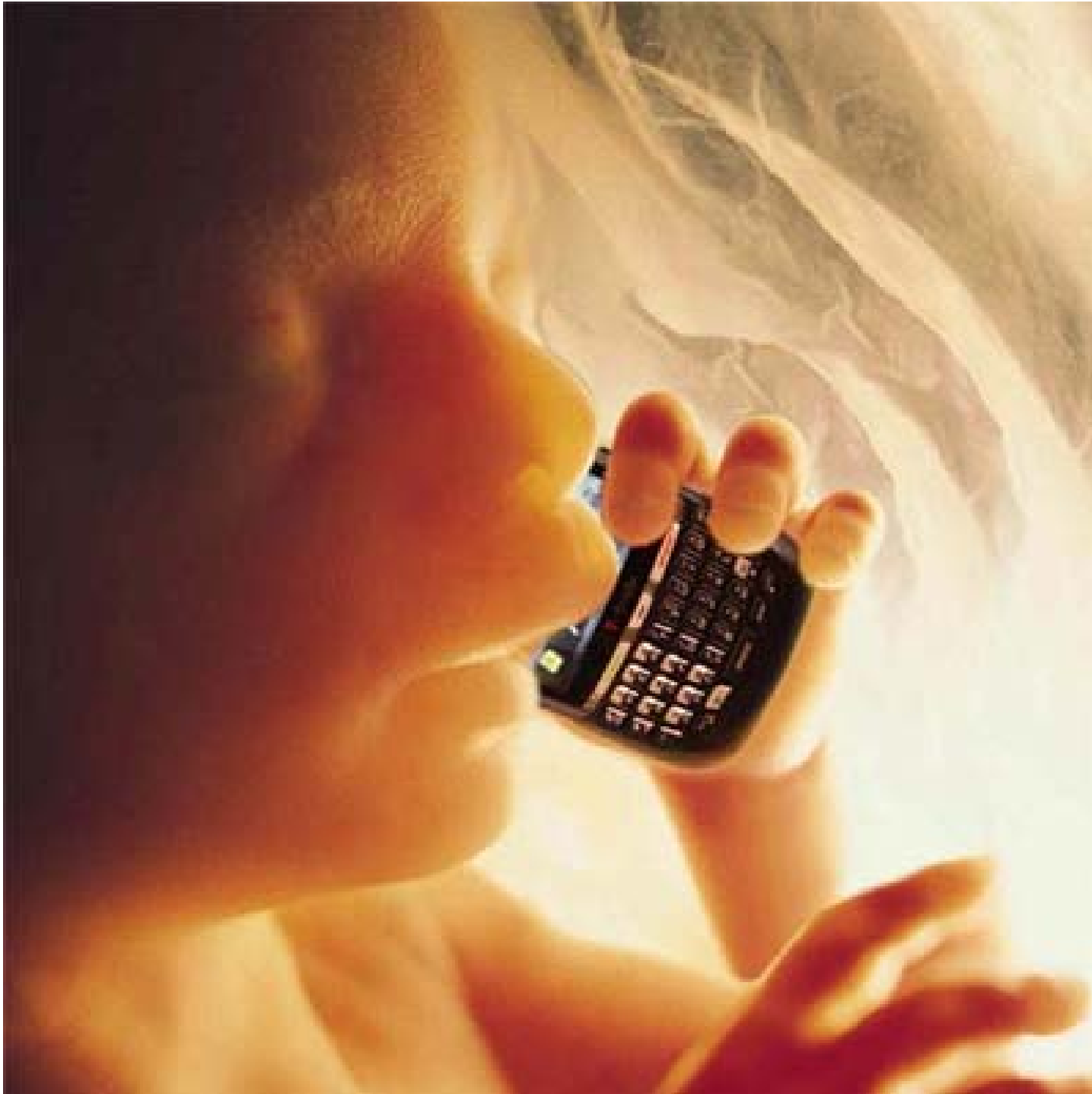




XML

Click & Sketch

Everything's getting smaller



# A Mainly Mobile Focus

# Science Info on the Go:

## Enhancing Traditional Sci-Tech Library Services w/ Mobile Devices

- Joe Murphy - Yale Science Libraries - joseph.murphy@yale.edu

Mobile devices help libraries meet the evolving information needs of the sci-tech community by expanding traditional services and exploring new opportunities.

### Enhancing / Expanding Services

#### Mobile Reference = Answers on the go

Mobile librarians to meet the diffuse information needs of our specialized clientele.

Email  
Instant Messaging  
Phone  
In person and outreach



#### Considerations

- Choosing a technology
- Identifying New Workflows
- Establishing Management Models: Staffing, Training
- Exploring Best Practices for a Quality Service (shifting communication styles and user expectations)

### New Opportunities

#### Text Messaging Reference

- Answers from anywhere by SMS
- Expert assistance at point of need

#### Social Networking

Mobile devices facilitate library 2.0 and social networking initiatives.

twitter

flickr

facebook



# Wikipedia

<http://www.wikipedia.org>

<http://www.mediawiki.org>

<http://pbwiki.com>



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 The Free Encyclopedia

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## New York Public Library

From Wikipedia, the free encyclopedia

Coordinates: 40.75270° -73.98180°﻿ / ﻿

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This article has been tagged since April 2007.

**The New York Public Library (NYPL)** is one of the leading public libraries of the world and is one of America's most significant research libraries. It is unusual in that it is composed of a very large circulating public library system combined with a very large non-lending research library system. It is simultaneously one of the largest public library systems in the United States and one of the largest research library systems. It is a privately managed, nonprofit corporation with a public mission, operating with both private and public financing.

The historian David McCullough has described the New York Public Library as one of the five most important libraries in America, the others being the Library of Congress, the [Boston Public Library](#), and the university libraries of [Harvard](#) and [Yale](#).

Although it is called the New York Public Library it does not cover all five boroughs of America's largest city. New York City does not have a single public library system but three of them. The other two are the [Brooklyn Public Library](#) and the [Queens Borough Public Library](#). However the New York Public Library is unquestionably the most important and historic of the three.

Currently, the New York Public Library consists of 86 libraries in the Bronx, Manhattan, and Staten Island: four non-lending research libraries, four main lending libraries, a library for the blind and physically handicapped, and 77 neighborhood branch libraries. All libraries in the NYPL system may be used free of charge by all visitors.

**Contents** [hide]

### New York Public Library



<b>Location</b>	New York, New York
<b>Established</b>	1895
<b>Number of branches</b>	87
<b>Population served</b>	8,143,198 (New York City)
<b>Budget</b>	\$50,171,798
<b>Director</b>	<a href="#">Paul LeClerc</a>
<b>Employees</b>	651
<b>Website</b>	<a href="http://www.nypl.org/">http://www.nypl.org/</a>



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All community members are invited to give [Board Election Candidates](#) their [endorsements](#).

## Welcome to MediaWiki.org

**MediaWiki** is a [free software wiki](#) package originally written for [Wikipedia](#). It is now used by several other projects of the non-profit [Wikimedia Foundation](#) and by [many other wikis](#), including this very website, the home of MediaWiki.

[Download](#) MediaWiki right away, or use the links below to explore the basic site contents. You'll find some content translated into other languages, but the primary reference language for the whole site is English. Please read [more about this site](#).

For general questions dealing with the software see the [recommended possibilities of communication](#) and maybe our [support desk](#). If you have a suggestion dealing with this wiki, please visit the corresponding [discussion page](#).

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### Developers



- [Submitting a patch](#)
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### News



- **2007-05-09: 1.10.0 branch release**  
*MediaWiki 1.10.0 final release available*
- **2007-05-04: 1.10.0 branch release candidate**

### Current Versions



**1.10.0** · 2007-05-09  
 1.9.3 · 2007-02-20  
 1.6.10 · 2007-02-20



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#### communication

- [IRC \(#mediawiki\)](#)



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*Make a free wiki as easily as a peanut butter sandwich.*

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A PBwiki is an easy-to-use web page that multiple people can edit. It's as easy to make as a peanut butter sandwich. 🥪

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Ning

<http://www.ning.com>



## Create Your Own Social Network for Anything

### brooklyn art project



### Daytime Awards



### The One Tree Hill VIP Lounge



### NewTeeVee Pier Screenings



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Password

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**2.0**  
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# twitter

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[itgirl](#) Just drove to my old house. Accidentally. Oh brother. [about 3 hours ago](#) from [bt](#) ☆



[kgs](#) storing some evergreens for Twitterprose, so I'm ready for ALA.  
[about 5 hours ago](#) from web ☆



[davidleeking](#) Oh yeah... david's finally got DSL at home... I'm movin



Welcome back,  
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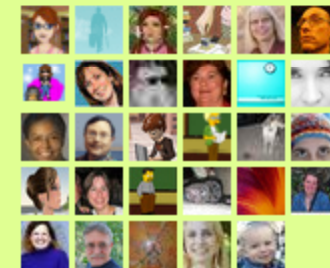
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3	<a href="http://susanjonesoutonthecoast.blogspot.com">http://susanjonesoutonthecoast.blogspot.com</a>	<a href="#">View</a>	14
4	<a href="http://afleurdemot.hautetfo.com">afleurdemot.hautetfo...</a>	<a href="#">View</a>	12
5	<a href="http://www.loiclemeur.com/france">http://www.loiclemeur.com/france</a>	<a href="#">View</a>	12
6	<a href="http://www.planetargonautes.eu">http://www.planetargonautes.eu</a>	<a href="#">View</a>	10

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 **258 new links to this album**




**Minutes to Midnight**  
Linkin Park  
 **147 new links to this album**



**Back to Black**  
Amy Winehouse  
 **109 new links to this album**



**It Won't Be Soon Before Long**  
Maroon 5  
 **105 new links to this album**



**Hey There Delilah**



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## Stephen's Lighthouse

By SirsiDynix's Vice President of Innovation, Stephen Abram

June 19, 2007

### Innovation Quote

I am in the Carla O'Dell (APQC CEO) fan club. Here's a recent quote [attributed](#) to her:

"Innovation happens at the intersection of need, information, relationship, expertise and diversity"

It's a good start for my participation in the LITA Great Debate at ALA on Saturday. Are Libraries Innovative Enough?

Stephen

Posted by stephen at [6:50 PM](#) | [Comments \(0\)](#)

### SirsiDynix Announces New CEO and CFO

Hey, I've got a new boss! I'll look forward to meeting him at ALA starting this week. Yay!

Stephen

FOR IMMEDIATE RELEASE

JUNE 2007

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## Bradford County Public Library, Starke, Florida

A blog about the construction of the new building for Bradford County Public Library. Our current building is 4,000 square feet and was built in 1975. The new building is now under construction and will be just 66 2/3 sq ft short of 20,000 square feet, five times the size of our current building. Spyros Drivas, AIA, of Starke, FL, is the architect. We thank the City of Starke for giving us the property and we will give them our building and property in exchange after we move out.

**Friday, June 08, 2007**

Retention pond and inside shots

The retention pond.





## PaperCuts

Cutting Edge Library News, Reviews and Events



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### That's Sir Salman Rushdie to you.

From [The Book Standard](#):



Author [Salman Rushdie](#) is to receive a knighthood from the Queen, recognising the services to literature of one of the world's most lauded—and most divisive—literary grandees, reports the Guardian. "I am thrilled and humbled to receive this great honor, and am very grateful that my work has been recognized in this way," the newly-minted Sir Salman said in a statement.

The announcement signals a belated endorsement by the British establishment, says the newspaper, 18 years after the author was forced to go on the run after [The Satanic Verses](#) was condemned as blasphemy by Iran's late spiritual leader. Britain broke off diplomatic relations over the incident; Rushdie himself had to live in hiding for a decade.

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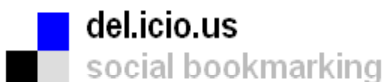
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A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.

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blog forum web2.0 hosting tools tags



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### search

A Brief Interview with Google's Matt Cutts

Home

The Semantic Indexing Project

### productivity

Rands In Repose: Trickle Theory

The Joel on Software Discussion Group - Best tips that no one seems to know about?

Why email is addictive (and what to do about it)

### google



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## LinkedIn or Plaxo

<http://www.linkedin.com>

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## Network updates since June 13

### Questions from your network:

Asked by your connections:

**Paul Miller:** As the media and policy makers become increasingly agitated about Google and others 'invading our privacy', how likely...

Asked by friends of friends:

( what is this? )

Visual Studio 2003 Install / Uninstall project feature

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### Profile updates:

- Rebecca Jones has new profile information. [View Profile.](#)
- Dee Magnoni has new profile information. [View Profile.](#)
- Elson Freire became Commercial Director at Plugtech do Brasil Ltda. in April. [View Profile.](#)
- Angela Horne is now Director at Management Library at Cornell University. [View Profile.](#)

[See all...](#)

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## Webex or LiveMeeting

<http://www.webex.com>

<http://office.microsoft.com/livemeeting>





**Microsoft Office Live Meeting**

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- Communicator
- Live Communications Server
- Live Meeting

Related Products



- Learn about Microsoft's Unified Communications Strategy

Additional Resources

## Microsoft Office Live Meeting

» Live Meeting Home

**Product Information**

- » Overview
- » Top 10 Benefits
- » Demo
- » Try Now
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**Help and How-to**

- » Live Meeting 2005 Help
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- » Live Meeting 2003 Downloads and Add-ins

Home » Products

### Microsoft Office Live Meeting



**Overview**

Live Meeting enables you to collaborate online with colleagues, customers, and partners in real time, between either individuals or large groups—with just a PC, and an Internet connection.

- » [Product Overview](#)

[See a demo](#)  
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**Microsoft real-time collaboration video**

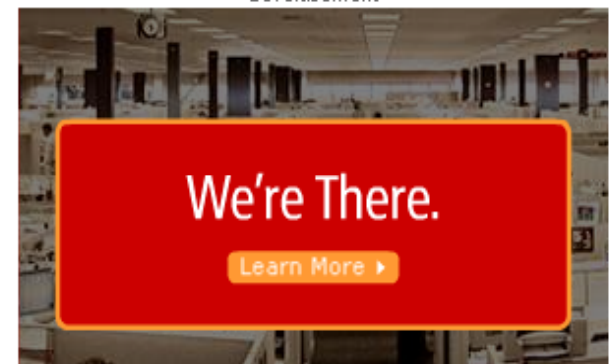
**Featured Template**



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- » [Product Features Guide](#)
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# Surveys as Interactivity

<http://www.surveymonkey.com>

<http://info.zoomerang.com>





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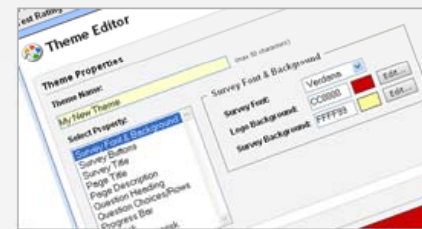
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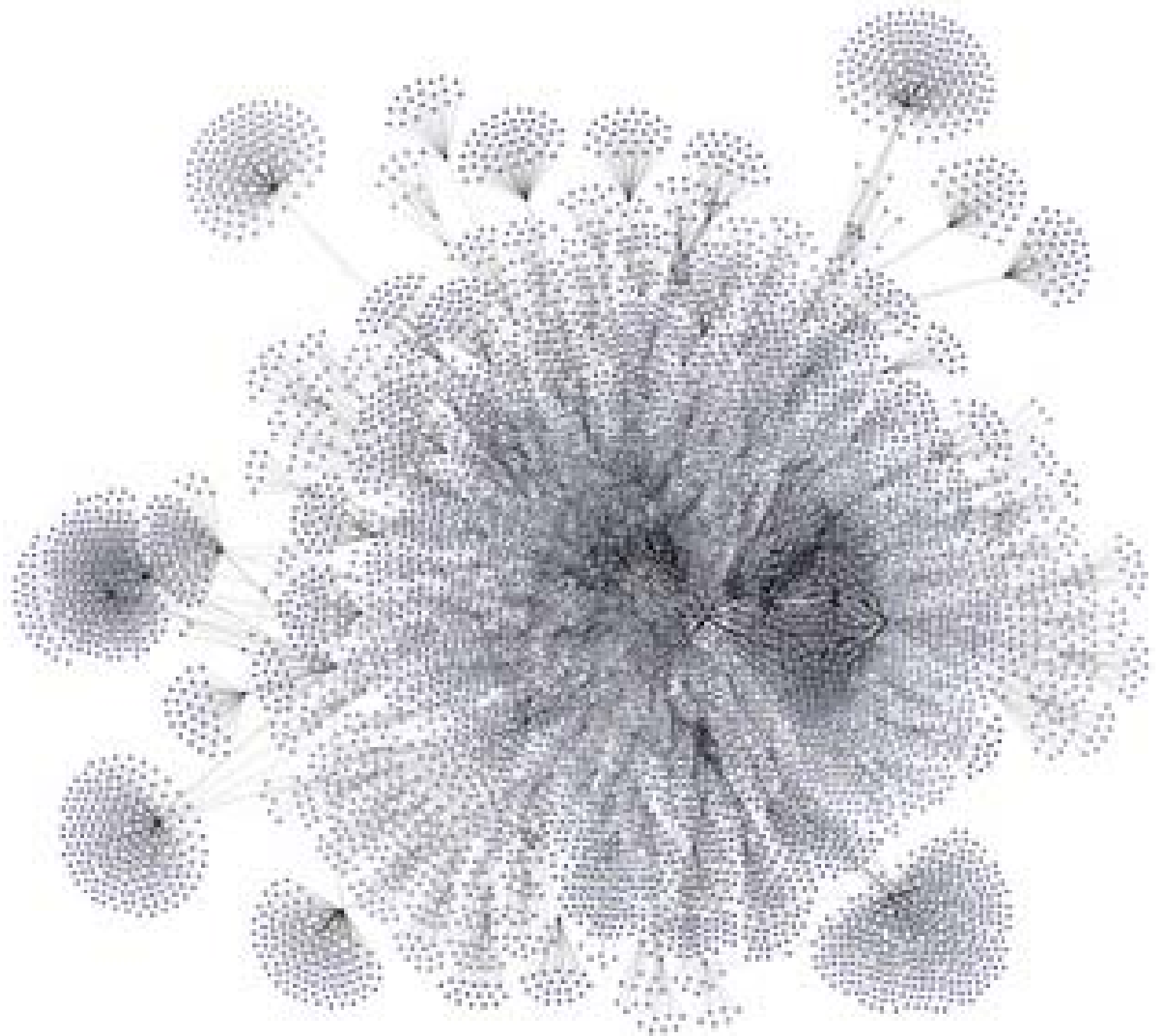
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# What is the Magic Sauce?

YouTube, Blogger, MySpace,  
Facebook, Bebo, Flickr,  
Wikipedia, etc.





We librarians must learn that when we study something to death, *Death was not our original goal.*



**Just do it**







## Two Selected Resources

- Selling for People Who Hate to Sell: Everyday Selling Skills for the Rest of Us (Ingrid McGrath Massie and John N Watters, Prima Publishing, 1996)
- The Complete Idiot's Guide to Dynamic Selling (Anthony Parinello, Alpha Books, 1998)

- When something needs change...
- Do it.
- Take responsibility

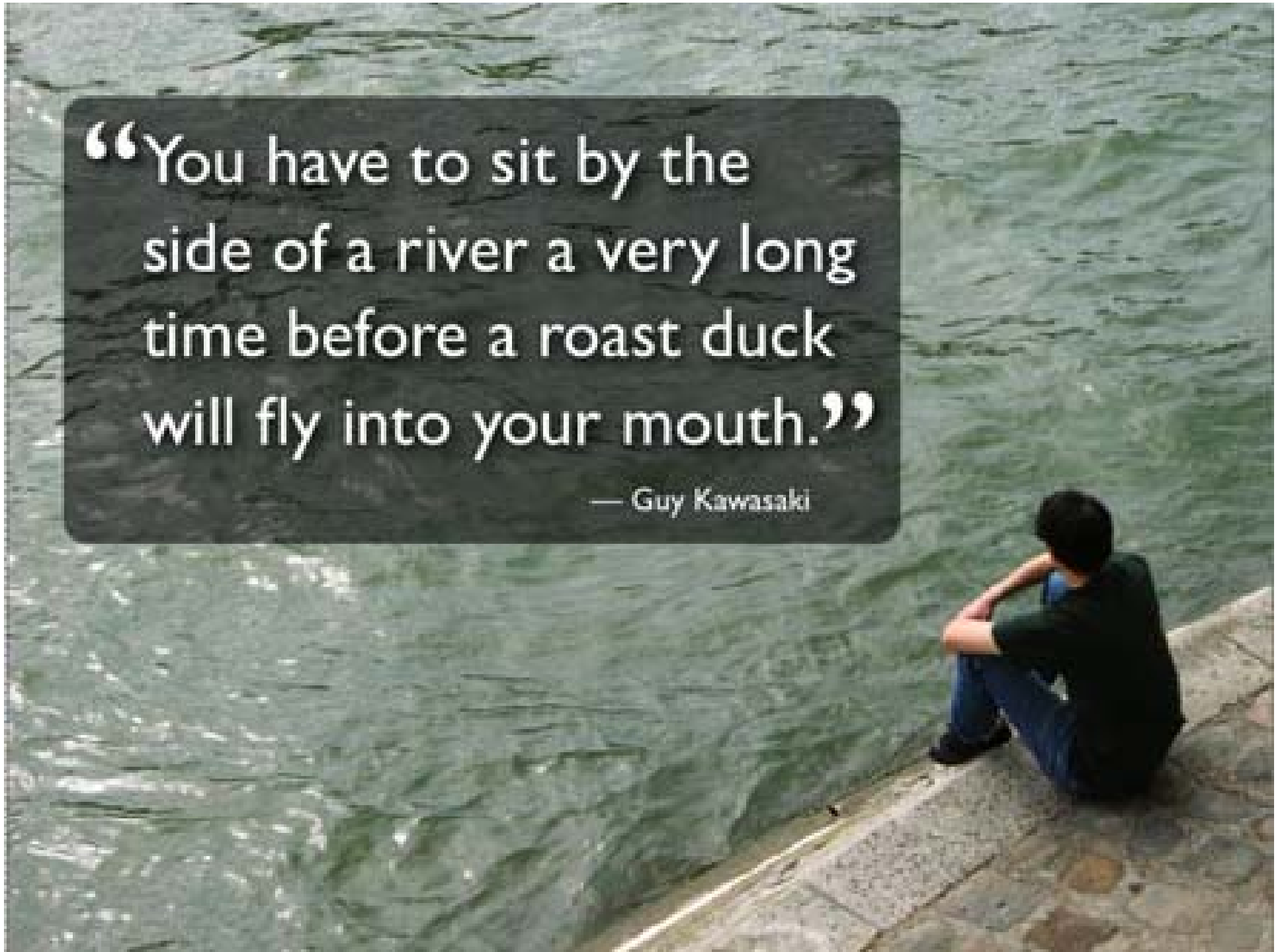


The image features a solid, warm-toned background. In the center, the word "Choose" is written in a black, serif font. To the left of the text is a lit matchstick, its flame glowing yellow and orange. To the right of the text is another lit matchstick, also with a bright yellow and orange flame. The matchsticks are positioned vertically, with the flames pointing upwards. The overall composition is simple and symbolic, suggesting a choice between two paths or outcomes.

Choose

“You have to sit by the side of a river a very long time before a roast duck will fly into your mouth.”

— Guy Kawasaki

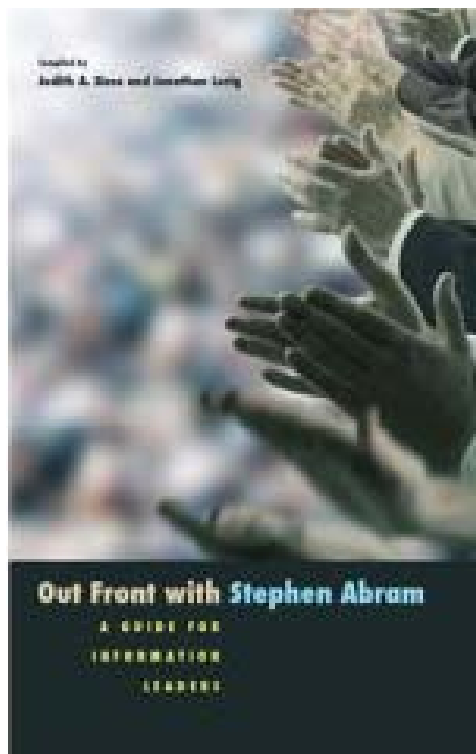


# Slides

- These PPT slides will be at my blog 'Stephen's Lighthouse'

<http://stephenslighthouse.sirsidynix.com>





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