

# Reality 2.0: Attracting, Retaining and Engaging the Association 2.0 Member

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Jan. 24, 2008

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President 2008, SLA

# Asking You To Lead,

SLA  
*Leadership Summit*  
2008



# SLA

Connecting People  
and Information

# Inviting You To Follow...



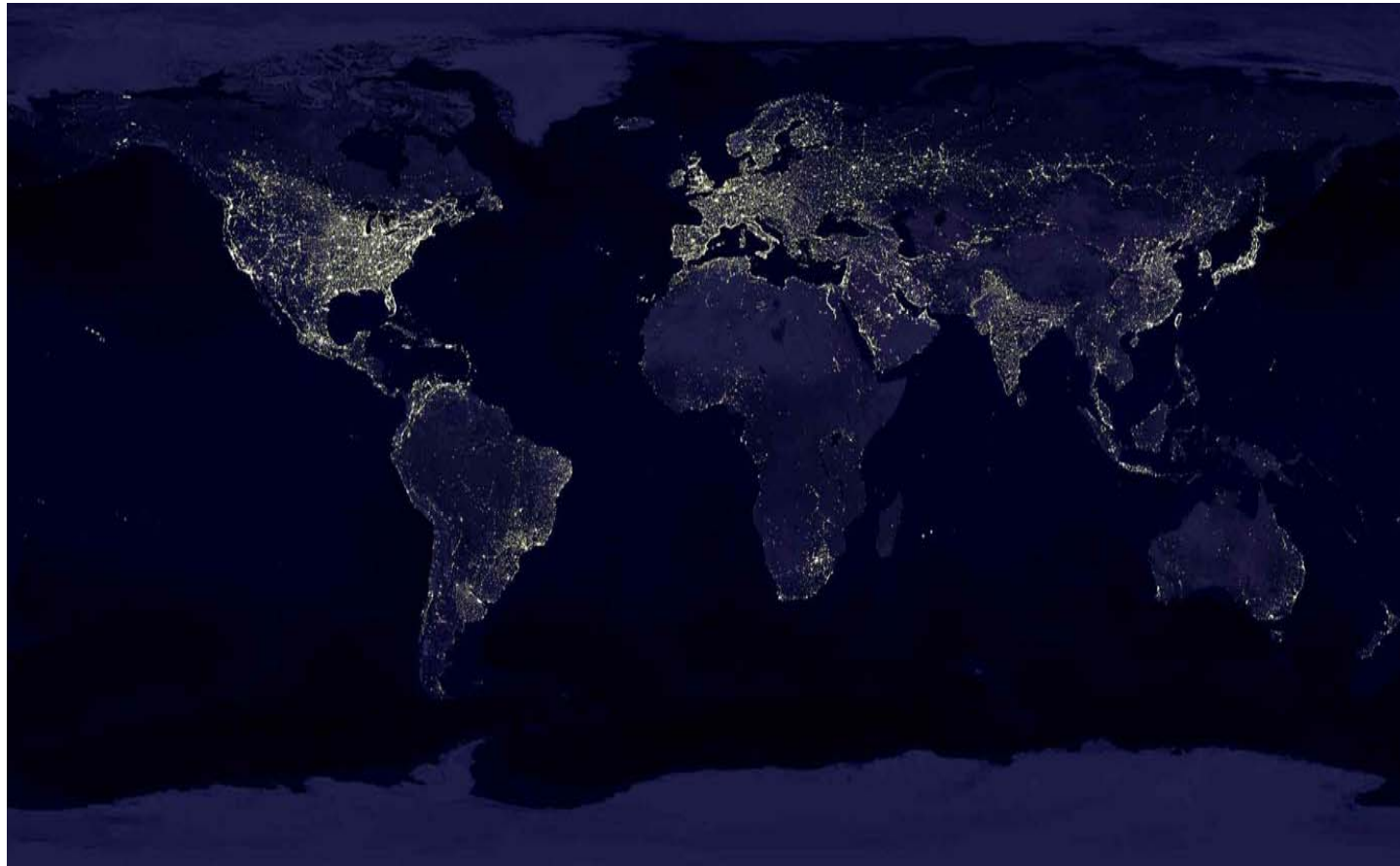
# Risk in 2008?

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- Recession and Debt
- Monetary Instability
- Oil Shocks
- Unstable Stock Markets
- War Financing
- Patents and Copyright
- Mergers and Acquisitions
- Technological Change

# Going Global

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*Leadership Summit*  
2008





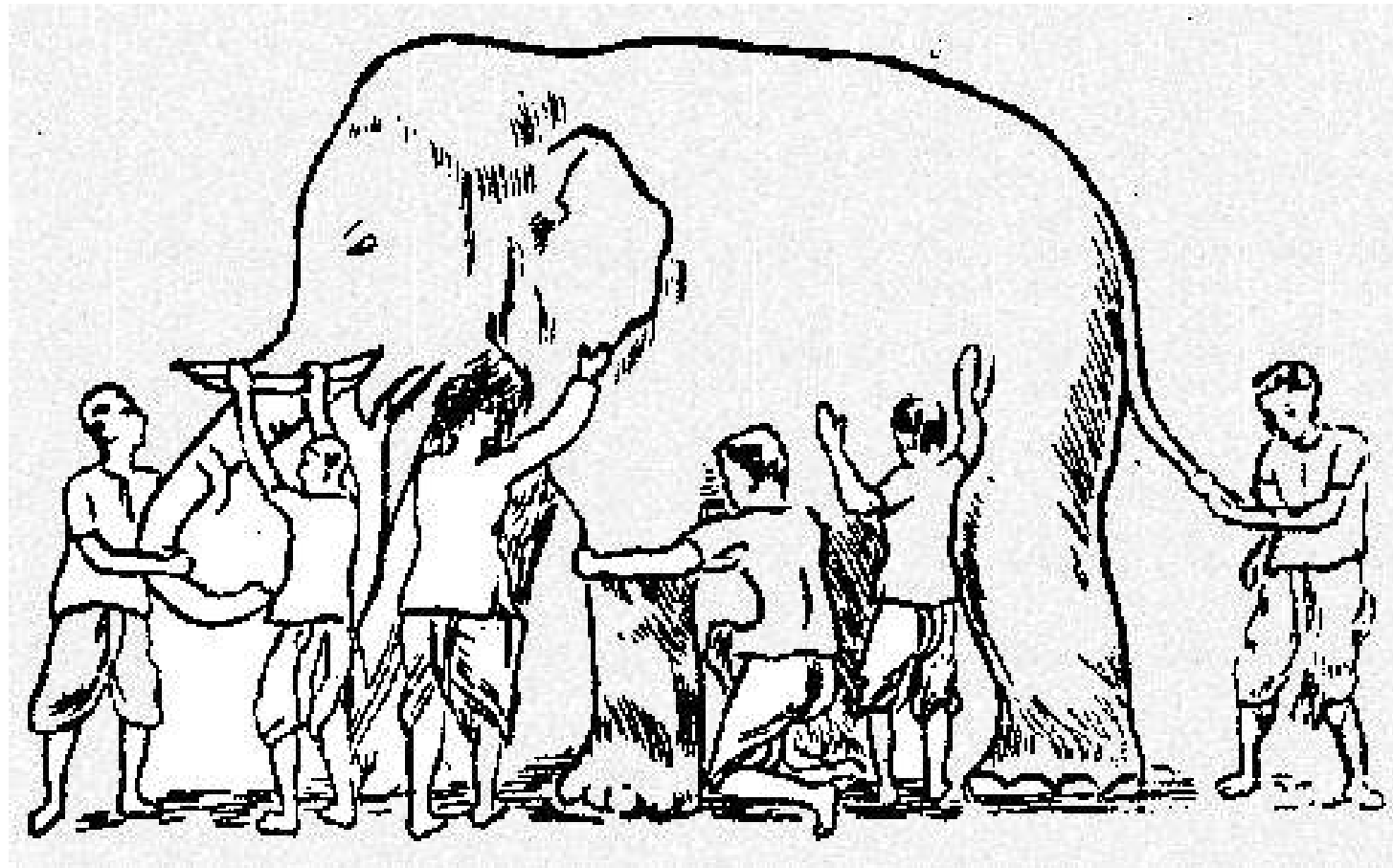
# Transformation

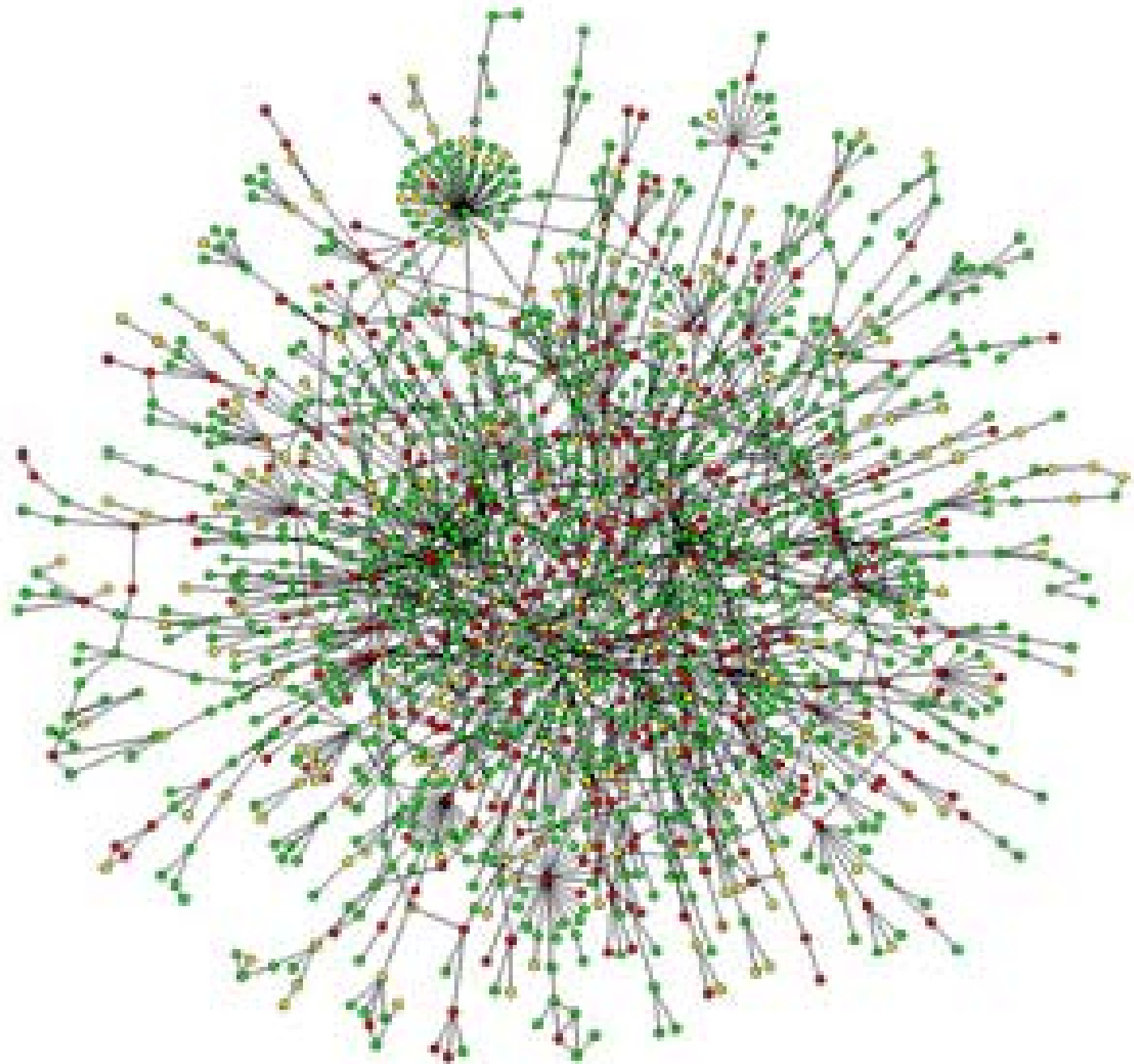
SLA  
*Leadership Summit*  
2008

- We are already seeing the biggest transformation of the electronic and social experience since people thought e-mail, search and content were kings.
- Are we prepared?
- Can we prepare our members?

# Understanding SLA

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*Leadership Summit*  
2008





# SLA's Value Proposition

SLA  
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2008

- Networking
- Learning / Professional Development
- Influence / Lobbying / Public Education
- Selling Stuff (You gotta survive!)

# Great Expectations

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2008

- The future is evenly distributed.
- Dressing up on the road.



re, it's just not

aking it on the

## 2.0 Influencers

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



# Supporting the Tradition

SLA  
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2008

- Membership Growth
- 2009 Centennial
- Strategic Alignment Research
- A New AMS. Yay!
- E-learning accreditation (IACET) and learning partnerships
- Special partnerships, e.g. SIIA, LIANZA

# Traditional Value

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- Units – chapter, divisions, caucuses
- Leadership opportunities
- Professional development
- Conferences
- Publications
- Listservs
- Influence, educating influencers
- And more

# Studying the Future

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- The Strategic Alignment Project
  - Study Influencers
  - Study Us
  - Confident Technology Forecast
- The Board Long Term Strategy Retreat

# Alignment Project

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This project will help librarians and info pros align their knowledge, experience and skills with the evolving expectations of the organizations of tomorrow while ensuring that SLA continues to provide the right tools and services to empower you for success.

# Our Website

SLA  
Leadership Summit  
2008

The screenshot shows the SLA website homepage. At the top left is the SLA logo with the tagline "Connecting People and Information". To the right is an advertisement for Daniela Barbosa at Dow Jones Client Solutions. Below the logo is a search bar and a login section with fields for UserID and Password, and a "Remember" checkbox. A navigation menu includes links for "Inside SLA", "Membership", "Events & Conferences", "SLA Community", "Professional Development", "Resources", "Careers", and "Publications". The main content area features a "Welcome to SLA!" message, a "2008 SLA Leadership Summit" announcement with a "Read More" link, and three columns: "Upcoming Events" (listing nomination and calendar items), "Membership 101" (listing update and connect options), and "Useful Resources" (listing survey and directory links). A "SLA NEWS" section at the bottom left highlights a copyright certificate and survey results. A "Career Center" section in the middle bottom lists job seekers and latest opportunities. On the right, a "CLICK U Live!" event is advertised, featuring a "Researching Patent and Trademark Information: Part 2, Trademark Information" seminar on January 23, 2008, from 2:00 pm to 3:30 pm. The "CLICK UNIVERSITY" logo is also visible.

**SLA**  
Connecting People and Information

Advertisement  
Presenter: Daniela Barbosa, Dow Jones Client Solutions  
**DOW JONES**

Advanced Search Options Search UserID Password Login QuickLinks  
Not a member? Join SLA | Forgot Your Password?  Remember

Inside SLA | Membership | Events & Conferences | SLA Community | Professional Development | Resources | Careers | Publications

**Welcome to SLA!**  
Through innovative learning, successful networking, and effective advocacy, SLA is a connective force for our profession.  
[Click here to join now!](#)

**2008 SLA Leadership Summit**  
Join hundreds of leaders of SLA, its chapters, divisions, sections, caucuses and committees as they prepare for the year ahead and begin planning for the Centennial Year. **Register today.**  
[Read More](#)

**Upcoming Events**

- Nominate 2009 BOD
- 2008 Leadership Summit
- Events Calendar
- What's New at Click U
- Course of the Month
- 2007 Research Grant

**Membership 101**

- NEW - Update Your Information
- Connect with Units
- Change/Add a Unit
- Info Pro... What's that?

**Useful Resources**

- 2007 SLA Annual Salary Survey now available!
- 2008 Member Volunteer Opportunities
- SLA Feed Reader
- Membership Directory
- New SLA Wiki

**SLA NEWS**

- New Certificate in Copyright Management Offered by SLA's Click University®
- SLA Announces Survey Results Showing Salary Increases

**Career Center**

Job Seekers **BLOGS**  
Search Jobs **ADVOCACY**  
Post Resume  
Virtual Advisors

Latest Opportunities  
Architecture and Instruction

**CLICK U Live!**  
Web-based seminars for SLA members.  
**CLICK UNIVERSITY**

Researching Patent and Trademark Information: Part 2, Trademark Information  
January 23, 2008  
2:00 pm - 3:30pm

# CLICK U

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Try the Click U Course of the Month at NO CHARGE to Members!

CLICK UNIVERSITY Log In ▶



Home  
Contact Us  
FAQ  
Feedback

About Click

Learn at Click U

Student Center

Account

Click U Live

Self-Paced

University Partners

Certificate Programs

Search

GO

## New To Click U: 2008

### 2008 Click U Live! Event Calendar Now Available

Get a head start on planning your professional development and learning opportunities in 2008 by reviewing the Click U Live! 2008 event calendar. [learn more...](#)

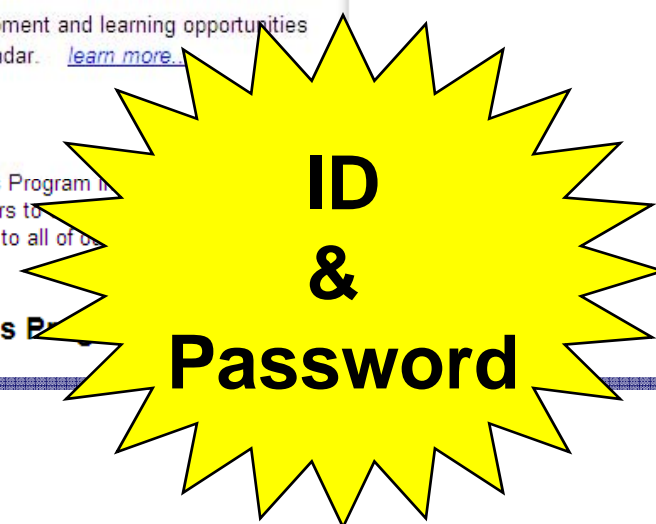
### CI Certificates Program Graduation

SLA hosted the final course of the 2007 CI Certificates Program in a graduation ceremony for the first class of SLA members to complete Competitive Intelligence from Click U. Congratulations to all of our graduates! [more...](#)

### Knowledge Management Certificates Program

CLICK U Live!

[2008 Click U Live! Event Calendar Now Available](#)



# CLICK U Value

SLA  
*Leadership Summit*  
2008

- Thousands of Courses!!! Fee to free (What don't you know?)
- CI Certificate Program (What can you prove?)
- Knowledge Management Certificate Program
- Certificate in Copyright Management
- IACET Recognition (How to you communicate success?)
- Career Center
- Gary Price's Research Tool Box (Keeping up)
- SLA Conference Podcasts
- Course of the Month (Delivering value)
- **Free** Leadership & Management Library (Almost 1,000 books)
- 25% Student Member Discount to CLICK U
- University of Toronto: Professional Learning Centre (11% off for all)

# eBrary e-Books

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2008

The screenshot shows the eBrary website interface. At the top, there are logos for 'CLICK UNIVERSITY an SLA experience', 'Leadership and Management', and 'SLA Connecting People and Information'. The search bar contains the text 'information'. Below the search bar, there are buttons for 'Simple', 'Advanced', and 'Browse'. The search results section displays three results:

- Result 1:** Score: 39%. Title: [Power of Positive Criticism](#). Contributor: [Weisinger, Hendrie](#). Publisher: [AMACOM](#). Date: 2007. Dewey: 158.2. LC Call Number: BF637.C74.W45 2000eb. ISBN: 0-8144-0483-9. Subjects: [Criticism, Personal](#), [Psychology, Industrial](#).
- Result 2:** Score: 38%. Title: [How to Write a Business Plan \(8th Edition\)](#). Contributor: [McKeever, Mike](#). Publisher: [Nolo](#). Date: 2007. Dewey: 658.15/224. LC Call Number: HD30.28.M3839 2007eb. ISBN: 97-1-41330562-3. Subjects: [Business Planning](#), [Finance](#).
- Result 3:** Score: 39%. Title: [Annual Review of Development Effectiveness 2006 : Getting Results](#). Contributor: [World Bank](#). Publisher: [World Bank](#). Date: 2006. Dewey: 330.92. LC Call Number: HD30.92.W67 2006eb. ISBN: 978-0-8213-3300-0. Subjects: [Development](#), [Economic Development](#), [Finance](#).

A large yellow starburst graphic is overlaid on the right side of the screenshot, containing the text '990 Books'.

# SLA Innovation Lab

SLA  
Leadership Summit  
2008

The screenshot shows the SLA Innovation Lab website. At the top left is the SLA logo with the tagline "Connecting People and Information". To the right is an advertisement for the "2007 SLA Salary Survey & Workplace Study". Below the header is a search bar and a navigation menu with links for "Inside SLA", "Membership", "Events & Conferences", "SLA Community", "Professional Development", "Resources", "Careers", and "Publications". The main content area features a "Welcome to the Innovation Portal" message, a "Tech News Daily" section, "Members" and "Non-Members" service boxes, and "Info Videos" and "Web Design: Dreameaver" sections. A "Technology Showcase" is visible at the bottom. A large yellow starburst graphic is overlaid on the right side of the page.

**SLA**  
Connecting People and Information

Advertisement  
**Know How Much You're Worth.** The 2007 SLA Salary Survey & Workplace Study is now available.

Search Welcome back, Stephen. [Log Out](#) or [Account options](#) QuickLinks ▾

Advanced Search Options

[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

**Innovation Links**

- Wiki's
- Blog's
- Discussion Lists
- Social Networking
- Technology Links
- Web 2.0 Term List
- The Web 2.0 Directory

**Welcome to the Innovation Portal**

Membership in SLA means access to cutting-edge products, services, and programs designed specifically for you--the information professional. Information that adapts as fast as your environment, SLA sets the standard.

**Tech News Daily**

Your daily dose of technology headlines, brought to you by SLA Partner, Nexerpt. Articles and Archive

**Members**

- Login
- My SLA
- Events
- Renew

**Non-Members**

- Join
- Benefits
- Request Information

**Info Videos**

- Blogging
- Podcasting
- Second Life
- Social Networking
- Wiki's
- Test Jump

**Web Design: Dreameaver**

- Getting Started
- Site Development
- Adding Images
- Links, Fonts and Color
- Creating Navigation Bars

**Technology Showcase**

**100's of Apps**

# Atomic Learning

SLA  
*Leadership Summit*  
2008

- Access to over 25,000 software training movies for a calendar year
- 500+ new tutorials are added every 45 days
- Just-in-time software training
- Valuable educational resources
- Online Newsletter and Tech Tips

**1000's  
Free  
Courses**

# SLA Innovation Lab

SLA  
Leadership Summit  
2008



Inside SLA | Membership | Events & Conferences | SLA Community | Professional Development | Resources | Careers | Publications

**Wikipedia** defines a **Blog** as -

A website where entries are written in chronological order and commonly displayed in reverse chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily textual, although some focus on art (artlog), photographs (photoblog), sketchblog, videos (vlog), music (MP3 blog), audio (podcasting) and are part of a wider network of social media. Micro-blogging is another type of blogging which consists of blogs with very short posts.

Below are YouTube videos of three popular Blogging sites:

**WordPress:**



**BlogRovR:**



**Type:**



**Free and Licensed**



# SLA Innovation Lab

SLA  
Leadership Summit  
2008

**SLA**  
Connecting People and Information

Advertisement: **Know How Much You're Worth.** The 2007 SLA Salary Survey & Workplace Study is now available.

Welcome back, Stephen. [Log Out](#) or [Account options](#)

Advanced Search Options   QuickLinks ▾

[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

Home > SLA Community > SLA Blogs

Unit Blog Guide

## SLA Blogs

SLA operates several Web logs, or blogs, where members can catch up on topical information and leave comments. A list of the open blogs is below:

SLA & SLA Unit Blogs
<a href="#">SLA Blog</a>
<a href="#">INFO X - The CEO's Blog</a>
<a href="#">Solos Helping Solos Blog</a>
<a href="#">Impact: Leadership &amp; Management Division Blog</a>
<a href="#">Information Technology Division</a>
<a href="#">IT Blogging Section</a>
<a href="#">Government Information Division</a>
<a href="#">Kentucky Chapter</a>
<a href="#">Bio Med Division/Systems Thinking Perspective</a>
<a href="#">Pharmaceutical &amp; Health Technology Division/Position Profiles</a>
<a href="#">IPANDA Net</a>
<a href="#">Chapter Modeling Task Force</a>
<a href="#">Remembering Frank Spaulding</a>
<a href="#">SLA 2006 Conference Blog</a>
<a href="#">SLA 2005 Conference Blog</a>

SLA invites units to create their own blogs on SLA's service...

Adjust Font Size: A A A A

**Advocacy**  
Action Alerts  
[Save the Date: Sunshine Week, 19 March 2008](#)  
[\\$1 Million Allocated to Restore EPA Libraries](#)  
[Save the Date: National Library Legislative Day, 12](#)  
[Recent SLA Initiatives](#)

CAREERS  
BLOGS

**Sample Practices**

# SLA NewsGator Alliance

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2008

The screenshot shows the SLA NewsGator Alliance website. At the top left is the SLA logo with the tagline "Connecting People and Information". To the right is an advertisement for the "2007 SLA Salary Survey & Workplace Study" with the headline "Know How Much You're Worth." Below the logo is a search bar and a login section with fields for "UserID" and "Password", and a "Remember" checkbox. A navigation menu includes links for "Inside SLA", "Membership", "Events & Conferences", "SLA Community", "Professional Development", "Resources", "Careers", and "Publications". The main content area is titled "News Connections" and includes a welcome message, a "SLA Feed Reader" section, and several links for reading news connections. A sidebar on the right features "Advocacy Action Alerts" with links to "Save the Date: Sunshine Week, 19 March 2008" and "Save the Date: National Library Legislative Day, 12...". A yellow starburst graphic is overlaid on the bottom right of the page.

**SLA**  
Connecting People  
and Information

Advertisement  
**Know How Much You're Worth.**  
The 2007 SLA Salary Survey & Workplace Study is now available.

Search  
Advanced Search Options  
UserID  Password  Login  
Not a member? Join SLA | Forgot Your Password?  Remember  
QuickLinks ▾

Inside SLA | Membership | Events & Conferences | SLA Community | Professional Development | Resources | Careers | Publications

Home > Resources > News Connections

Adjust Font Size:  
A A A A

## News Connections

Welcome to **News Connections**, the latest of the SLA Connections series of resources published to keep SLA members abreast of the latest industry and association news.

**SLA Feed Reader**

SLA News Connections now includes access to open Web content driven by **NewsGator's** reader, delivering RSS feeds to the desktops of SLA members.

\*\* Find out more about how RSS can improve the way information is disseminated in your organization\*\* Attend a free educational Webinar from **NewsGator Technologies**

Read the latest **Factiva News Connections**.

These articles are summarized by topic, of which there are currently eight, using Factiva Track Modules.

Read the latest **Nexcerpt News Connections**.

Connect to web sites for news and other items of interest.

\*\*Create and publish your own Nexcerpt issues!\*\*  
[SLA members receive a 10% discount on Nexcerpt's services.](#)

If you have ideas for additional topics, please let us know at [resources@sla.org](mailto:resources@sla.org).

**Advocacy**  
**Action Alerts**  
[\\$1 Million Allocated to Restore EPA Libraries](#) CAREERS  
[Save the Date: Sunshine Week, 19 March 2008](#) BLOGS  
[Save the Date: National Library Legislative Day, 12...](#)  
[Recent SLA Initiatives](#)

**News You Use**

# SLA NewsGator and IRC



Inside SLA | Membership | Events & Conferences | SLA Community | Professional Development | Resources | Careers | Publications

Read | Manage

Page 1 of 2

My Clippings (0)  
**My Feeds (15)**  
Stephen's Lighthouse (15)

- \* Organize the list by dragging and dropping.
- \* Rename or delete items by right-clicking.
- \* Advanced feed and folder tools.

**Add Content**

Categories

- SLA
- LIS
- Copyright
- Careers
- Headlines
- Technology
- Advertising & Marketing
- Biomedical & Life Sciences
- Business & Finance
- Chemistry
- Competitive Intelligence
- Education
- Engineering
- Environment & Resource Management
- Food, Agriculture & Nutrition
- Government Information
- Information Technology
- Insurance & Employee Benefits

## It's Not Very Old

1/16/2008 9:23:39 PM

All these things we depend on are truly quite young.

This month marks the 25th anniversary of TCP/IP. It was co-invented by our SLA Seattle Conference keynote Vinton "Vin" Cerf.

So TCP/IP is about as old as a university grad just starting out today.

I put up my first website at the end of 1994 based on 1992 CERN stuff. It was awful. The Canadian government went on the web in 1995 about the same time as America Online started offering internet access.

So websites are about 14. Wow - all set for an exciting high school career.

It is joined by browsers that started out in about 1993.

Just getting to sophomore year.

Just recently we noticed that Google's domain name was 10 years old but the search service is only about nine.

So Google style searching is only in about grade five.

Last week, Wikipedia turned 7 or 8. So it is in 7th grade.

Blogs started in about 1998 but really blew up in 2002.

So they're ten too and join Wikis in grade 10.

MySpace is from 1999.

A sturdy 8 year old. Grade 2 is fun.

Delicious tagging started in 2003.

So it's four and entering junior kindergarten.



# SLA FACTIVA Alerts

A screenshot of the Factiva Alerts web interface. The interface has a green header bar with "Factiva Alerts" and a "Help" link. Below the header, there are navigation tabs for "Publications" and "Web News". The main content area is divided into several sections, each with a category icon and a "View All" link. The sections include:

- Compet. and Bus. Intell.**: 1. [In November last year, business publisher and advisory service Wolters Kluwer...](#) Computer Weekly, 8 January 2008, 812 words, English
- Copyright**: 1. [Third-year law students take on recording industry \[Corrected 01/08/ 08\] ; Working in the legal aid clinic, the two challenge file-sharing ...](#) Portland Press Herald, 7 January 2008, 998 words, English; 2. [SONY CHANGES ITS TUNE](#) The Independent, 9 January 2008, 1187 words, English; 3. [Pause that vcr! you're likely breaking the law; Canada's proposed copyright revamp stumbles over practical consumer issues](#) Calgary Herald, 7 January 2008, 1005 words, English
- KM, CM, RM, Info. Mgt.**: 1. [Catch-all solution: Used to its full potential, a school's management information system can show where resources are best used and drive improvement](#) The Guardian, 8 January 2008, 1186 words, English; 2. [Microsoft goes for Google jugular with search buy](#) Datamonitor News and Comment, 09:54 GMT, 9 January 2008, 963 words, English; 3. [Technology Guide: Knowledge sharing - Keep everyone in the know](#) Human Resources, 4 January 2008, 1508 words, English
- Search Tools**: 1. [Yahoo Focuses on Personalized Web, Debuts Updated Mobile Platform](#) Warren's Washington Internet Daily, 8 January 2008, 1145 words, English; 2. [ChaCha fast-steppin' into mobile searches](#) Indianapolis Star, 3 January 2008, 1014 words, English; 3. [Are Browsers Dead? Mobile phone users historically haven't used the browsers on their handsets. Does th...](#) Wireless Week, 1 January 2008, 1273 words, English
- Security and Information**: 1. [Court battle looms over drug act on data mining](#) The Washington Times, 7 January 2008, 1048 words, English; 2. [Sears, Where America Sues; A slew of privacy incidents proceed a slew of corresponding law...](#); 3. [U.S. Companies With Operations In Europe Must Comply With Data Protection Laws](#) Mondaq Business
- The Web and Technology**: 1. [How to Avoid the 10 Worst Internet Scams in 2008: Most experts agree that 2007 was a recor...](#) eWEEK, 8 January 2008.



# Ideas to Energize *Innovation*

- Volunteer Project for Participation – sla.org
- The SLA Innovation Laboratory
- Student Initiative / First Five Years
- Learning 2.0 – 23 Things in 15 Minutes a Day
- Seattle Conference Twitter
- Social Networking Pilots (Find me on Facebook, LinkedIn and Ning)
- YouTube Videos
- The Faces of SLA Project
- Second Life for SLA



**Individual  
Engagement**

# 2.0 is about *play*

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# Learning 2.0 / 23 Things

SLA  
*Leadership Summit*  
2008



Expanding Minds, Empowering Individuals, Enriching the Community

# Learning 2.0

**Let's  
Prepare  
Every  
Member**

# Learning 2.0 / 23 Things

SLA  
*Leadership Summit*  
2008

- *Week 1: Introduction*
- *Week 2: Blogging*
- *Week 3: Photos & Images*
- *Week 4: RSS & Newsreaders*
- *Week 5: Play Week*
- *Week 6: Tagging, Folksonomies & Technorati*
- *Week 7: Wikis*
- *Week 8: Online Applications & Tools*
- *Week 9: Podcasts, Video & Audio*



**Plan**

Plan for Summer 2008

# Collegiality

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2008



**It can't work without you**

Your Ideas?

# Innovate in 2008



# SLA Seattle 2008

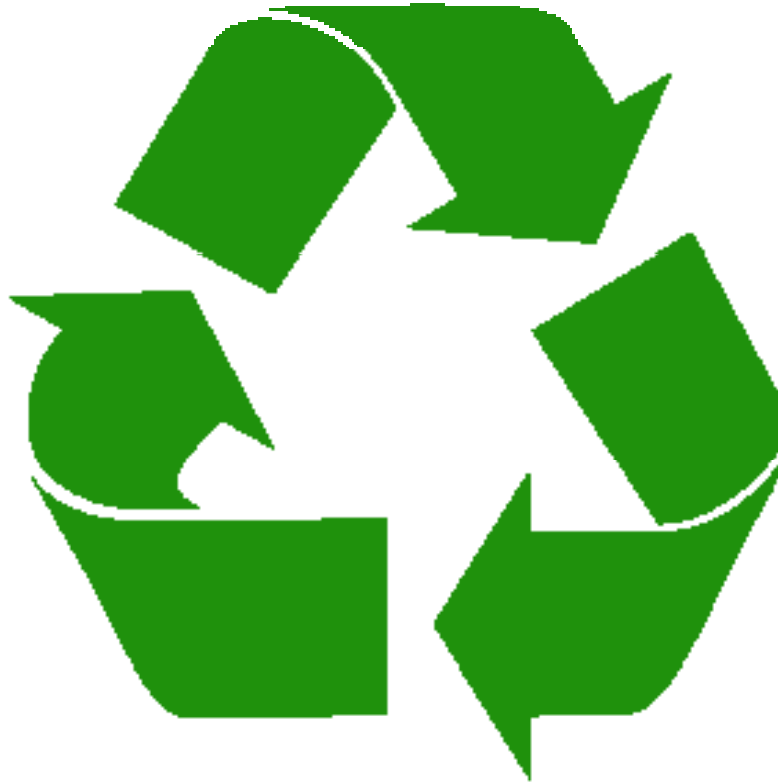
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2008



Breaking Rules,  
Building Bridges

# SLA Seattle 2008

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2008



SLA  
*Leadership Summit*  
2008





**LEAD**

SLA  
*Leadership Summit*  
2008





“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



# Remember:

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**SLA is Your Partner.**

**Communicate the Value**

**Look Beyond the Homepage**

**At Every Unit Event**

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SLA  
*Leadership Summit*  
2008



Stephen Abram, MLS, FSLA  
President 2008, SLA  
VP Innovation, SirsiDynix  
Chief Strategist, SirsiDynix Institute  
Cel: 416-669-4855  
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Stephen's Lighthouse Blog  
<http://stephenslighthouse.sirsidynix.com>



# Slides

SLA  
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2008

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

<http://stephenslighthouse.sirsidynix.com>

