

INNOVATION

Association 2.0



Stephen Abram, MLS
President-elect, SLA

ANTI-STRESS KIT

**BANG
HEAD
HERE**

**Stephen Abram:
Yes, but
Innovation
Culture
Tech Savvy
Learning
Oriented**

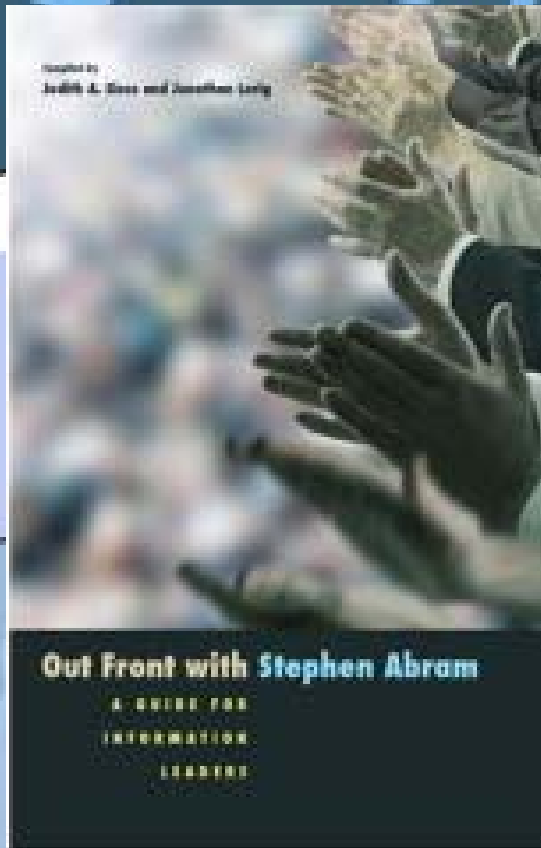
Inst

1. Place
2. Follow
provide
3. Repeat until you are
anti-stressed or become
unconscious.

**Ken Haycock:
Smart but
Risk aversion
And
Victim Culture**

Me

- CLA, OLA, SLA, ITAC
- Futurist
- U of Toronto, San Jose State, Clarion U
- Stephen's Lighthouse blog
- Conferences and writing
- SirsiDynix Innovation (global)
- SirsiDynix Institute



Stephen Abram

Associations

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

Challenges:

Diverse Members

Life Stages

Communication

Financial

Change Management

Diffusion



INNOVATION

Great Expectations

The future is already here, it's just not evenly distributed yet!

Expectations 1.0

- Yes the principles and foundations of associations have not changed. . . We *have* always done this.
- The tools we use are entering a new era. And where we get the tools, how we use them, and how flexible and timely we can be *is* changing.
- Will attitudes and aptitudes change if we don't re-frame the conversation? *Maybe*.

Web Expectations 1.0

- Educate (vs. Learn)
- Search
- Retrieve
- View
- Print
- Link
- Navigate
- Read
- . . .

Association Expectations 1.0

- Link me to others
- Educate me
- Give me a leg up
- Fix the government(s)
- Give me benefits
- I'll give you volunteer time
- I'll pay you on spec and for service
- Represent my interests

Association Expectations 2.0

- Understand “me”
- Be there.



facebook

LibraryThing BETA

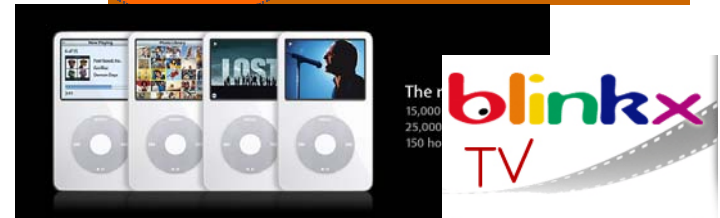
PubSub



Blogger™

flickr BETA™

amazon.com™



myspace®
a place for friends

Picasa™ Picture Simplicity



OVERDRIVE®

open source



Google talk BETA



Lime wire

AJAX

orkut beta

ELF - keeping tabs on your library material

Open Content Alliance


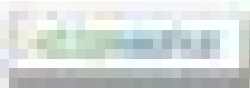




30 301 43 Things   

ajchat  Alexa    






 Wordcast  Backpack    

 Blogger  Bloglines  

   cafépress   





WEB 2.0

- RSS – really simple syndication
- Wikis
- New Programming Tools: AJAX, API
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open access, Open Source, Open Content
- Screencasting
- Commentary and comments
- Personalization and My Profiles
- Podcasting and MP3 files
- Streaming Media – audio and video
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking

Figure 2 The Many Forms Of Social Computing

Social technology	Examples	Current usage
Social networks Technology that allows users to leverage personal connections.		<ul style="list-style-type: none"> 6% of North American online consumers use social networking sites weekly, up from 4% in 2004.
RSS An XML standard that lets users collect and read content feeds.		<ul style="list-style-type: none"> 6% of North American online consumers use RSS weekly. 47% of marketers use or plan to use RSS feeds.
Open source software Publicly available software that can be copied or modified without payment.		<ul style="list-style-type: none"> 56% of US firms use open source software; 19% plan to use it. 39% of European firms use open source software; 29% plan to.
Blogs Online diaries of text, photos, or other media.		<ul style="list-style-type: none"> 10% of North American online consumers visit blogs weekly. 51% of marketers use or plan to use blogs in some way.
Search engines Services that find Web content based on user-specified criteria.		<ul style="list-style-type: none"> 79% of US online consumers use a search engine weekly. 79% of marketers use search engines for marketing.
User review portals Web portals that allow users to search for peer reviews on a product or service.		<ul style="list-style-type: none"> 12% of North American online consumers visit ratings sites.
P2P file sharing Sharing media files over a network powered by users who act as both client and server.		<ul style="list-style-type: none"> 6% of North American online consumers use P2P networks.
C2C eCommerce Buying and selling among consumers via the Net.		<ul style="list-style-type: none"> 27% of North American online consumers bid or sell in online auctions.
Comparison shopping sites Sites that allow consumers to compare products or services.		<ul style="list-style-type: none"> 24% of North American online consumers visit comparison shopping sites.
Podcasts Online audio or video that users can download to a device.		<ul style="list-style-type: none"> 1% of North American online consumers use podcasts today, but 10% are interested in it.
Wikis/Collaboration software Shared publishing software or site that allows users to edit content.		<ul style="list-style-type: none"> Wikipedia, a collaborative encyclopedia, has more than 3 million pages, in almost 200 languages.
Tagging Metadata assigned to items like photos or Web pages to facilitate searching and sharing.		<ul style="list-style-type: none"> According to the <i>Wall Street Journal</i>, tagging sites garner less than 1% of Google's traffic, but they are growing rapidly.

Hmmmm, The magic seems to be social!

Source: Forrester Research, Inc.

Association Expectations 2.0

- Connect me – to information, to other members, to influencers, to staff
- Deliver an ecology where I can learn
- Deliver an experience that engages
- Let my voice be heard
- Be there virtually and physically

Web 2.0

- The Web As Platform
- Harnessing Collective Intelligence
- Data As Valuable As Functionality
- Continuous Improvement Gradient
- Frictionless Programming & Data Models
- Software That Crosses Boundaries
- Immersive, Social, Rich User Experiences

peer
production

cost-effective
scalability

AJAX

unintended
uses

mash-ups

Software as
a Service

tagging

RSS

Identity
2.0

Library
2.0

Law 2.0

Media
2.0

Advertising
2.0

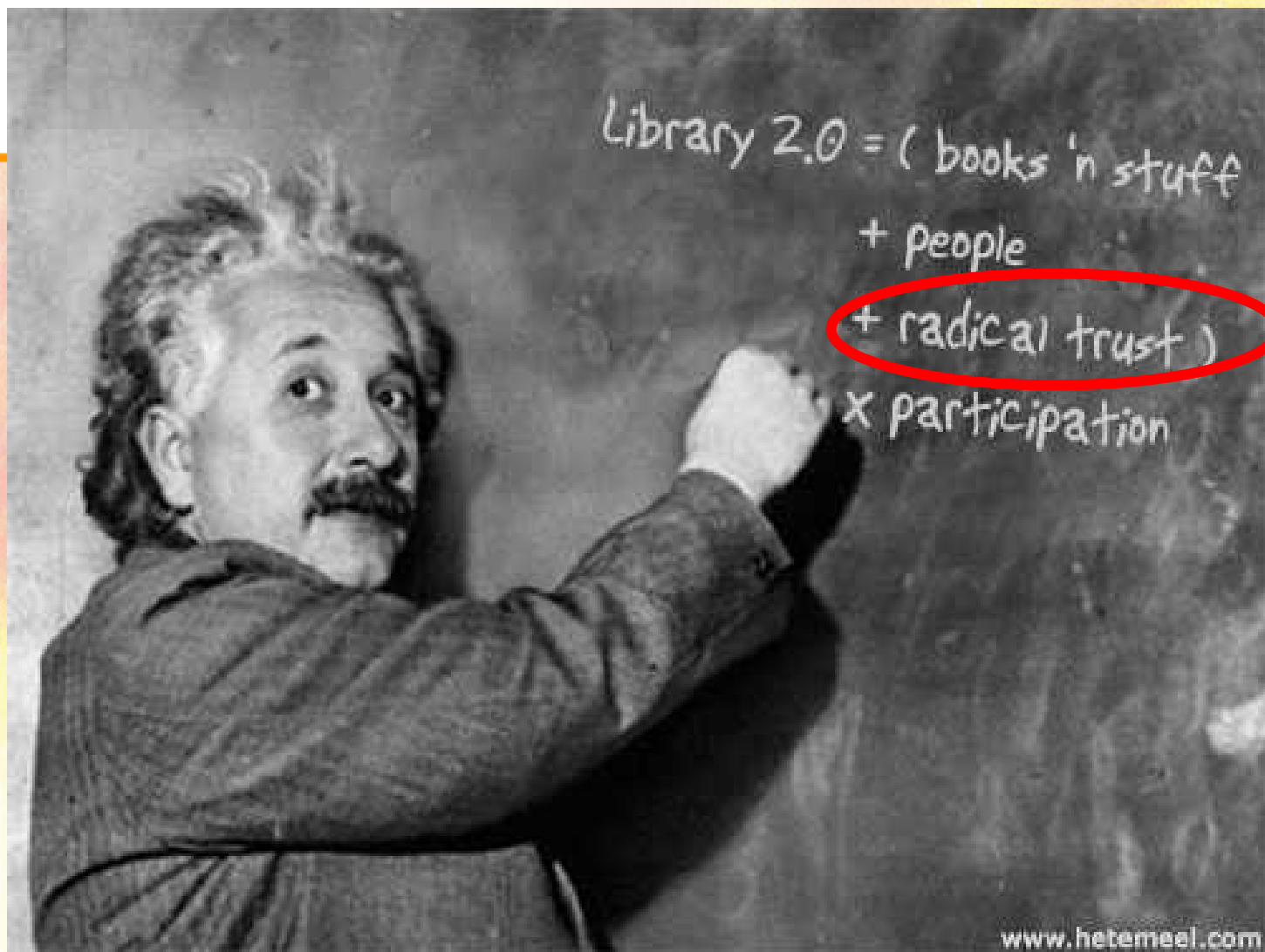
Association
2.0

Association 2.0 is an operating model that allows associations to respond rapidly to market and member needs. This does not mean that we abandon our current members or our mission. It is a philosophy of rapid change, flexible organization structures, new Web 2.0 tools, and member participation that will put our associations in a much stronger position, ready to efficiently and effectively meet the needs of a larger population.”

Adapted from Michael Casey, LibraryCrunch.com blog
Gwinnett County PL

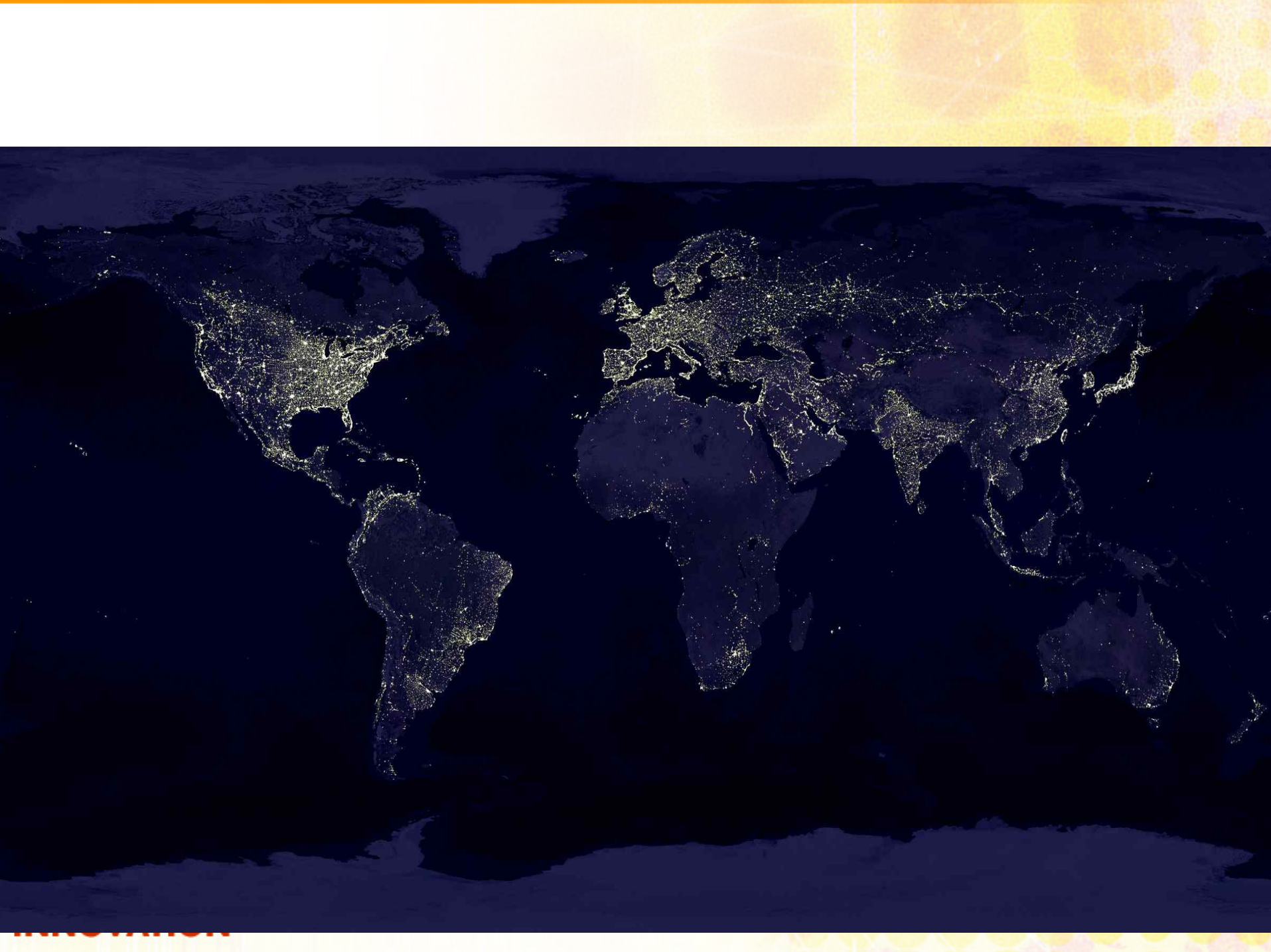
Association 2.0 is very much influenced by technology-driven, two-way, social interactions between staff and staff and staff and members and all and influencers. A2 has provided a framework within which we've been able to re-evaluate every aspect of classical association management with the end goal of usability, findability and the ultimate member experience in mind.

Adapted from John Blyberg, Blyberg.net





Darlene Fichter, 2006

INNOVATION

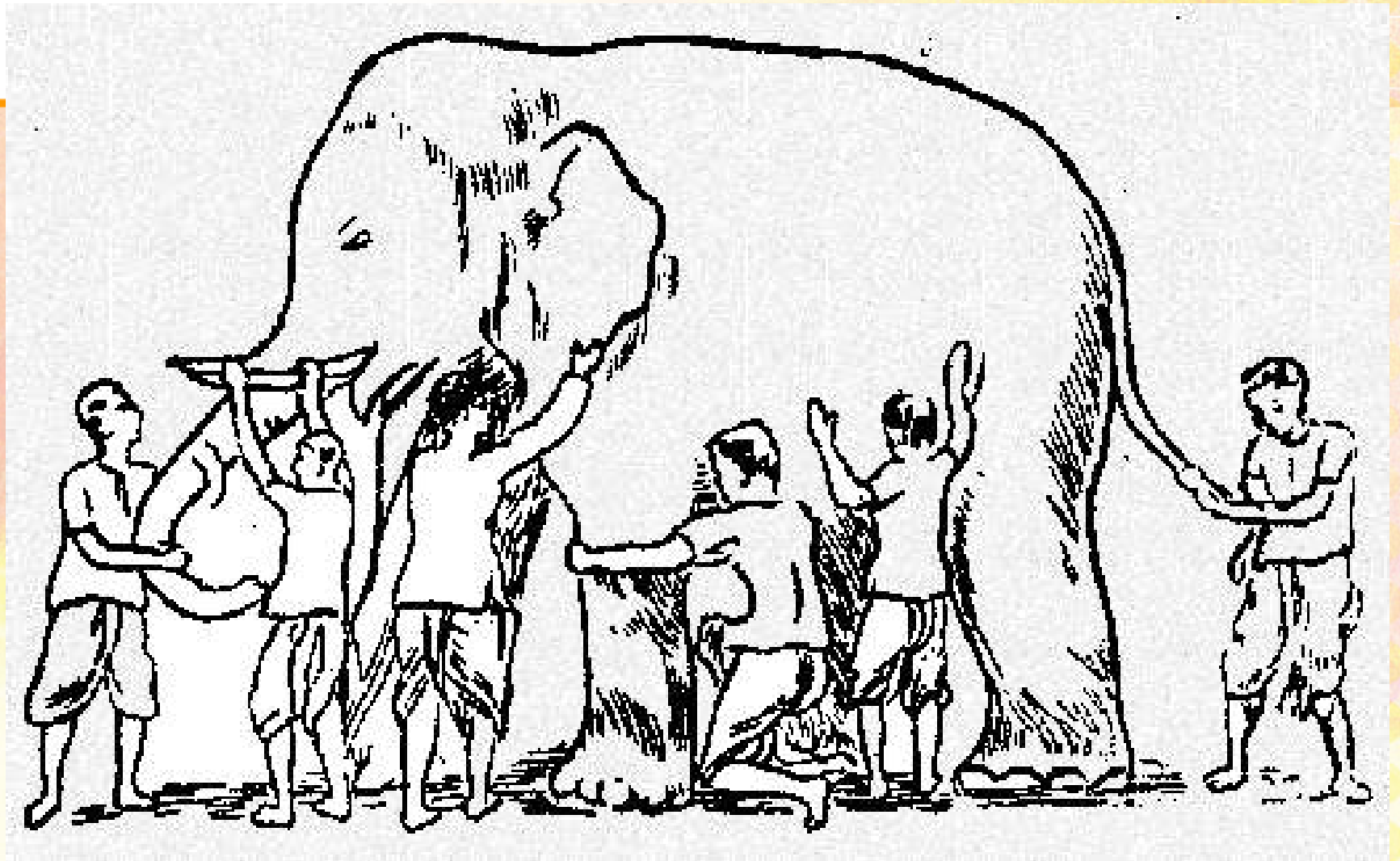




 **Found New World Order** 

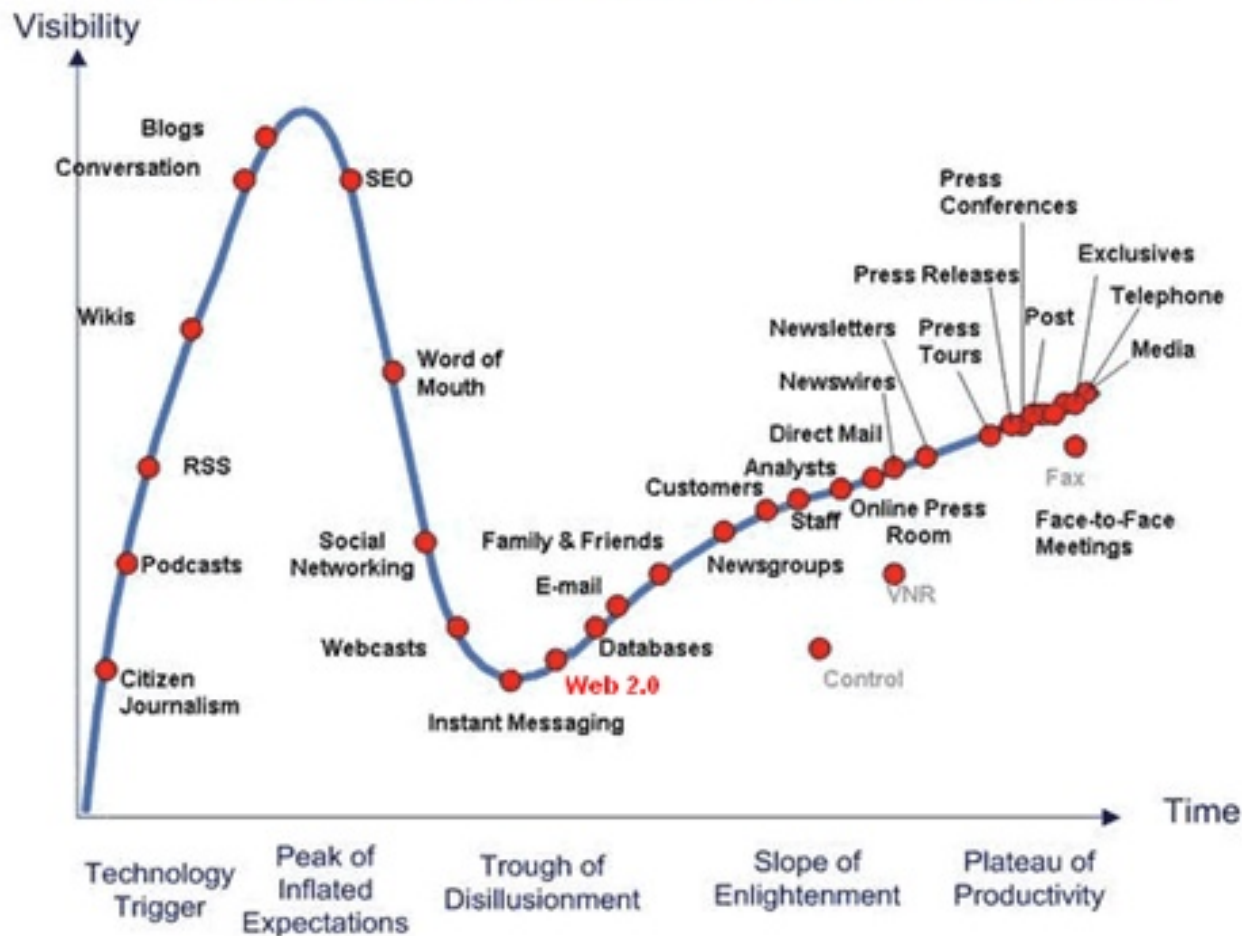
Your new world order is installed and ready to use.





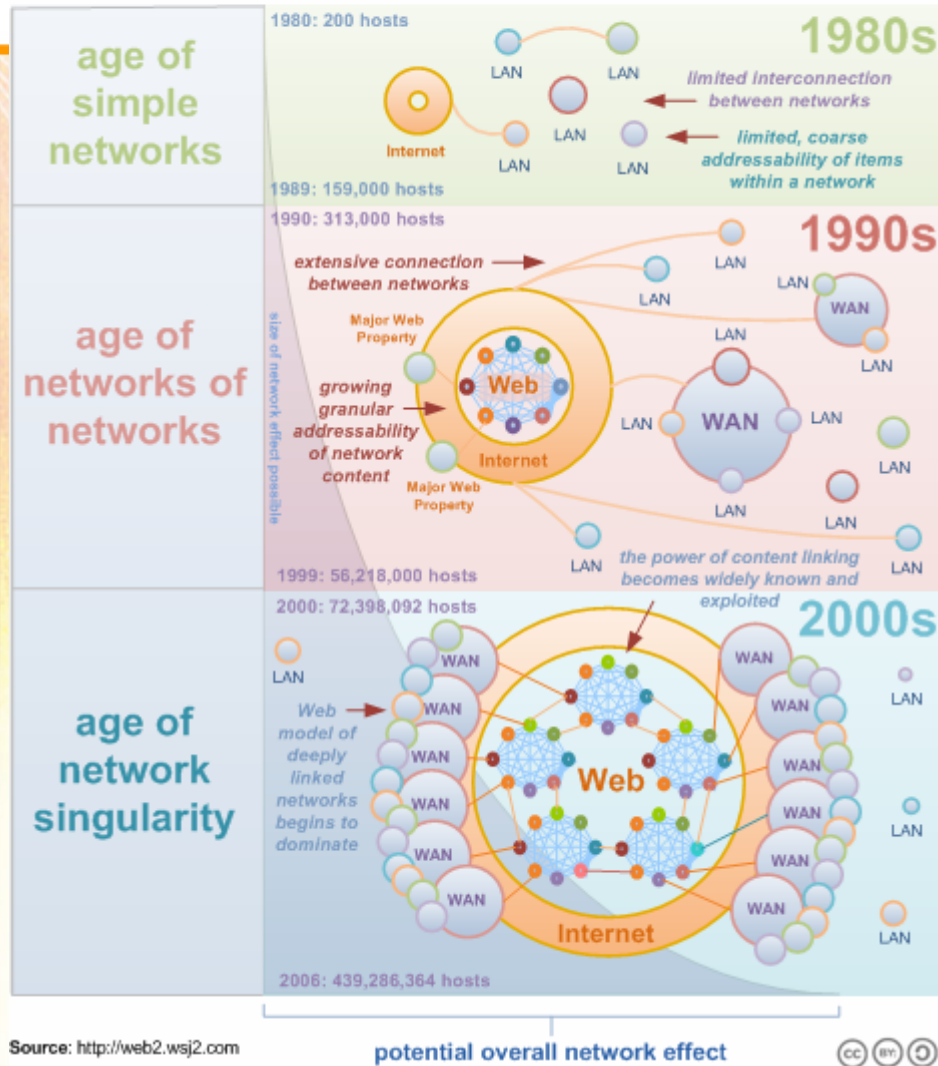
INNOVATION

Web 2.0: The Inevitable Trough of Disillusionment



The Web in 2006

As it reached 1 billion people this year, the Web became the *dominant platform, fusing and imposing structure* on the majority of other networks



RSS WIKI IM OH MY! 1.0 Edition

ASSOCIATION 2.0

FOR

DUMMIES

*STOP MAKING
THEM COME
TO YOU,
HECK, AT
LEAST MEET
THEM IN THE
MIDDLE.*

Can I blog my
opinion of our
board?



www.SignGenerator.org

**CHANGED
PRIORITIES
AHEAD**



RED ROUTE

**No stopping
at any time**

JAEGER

Optical Illusions



Optical Illusions



**Are You Ready?
To Change?**

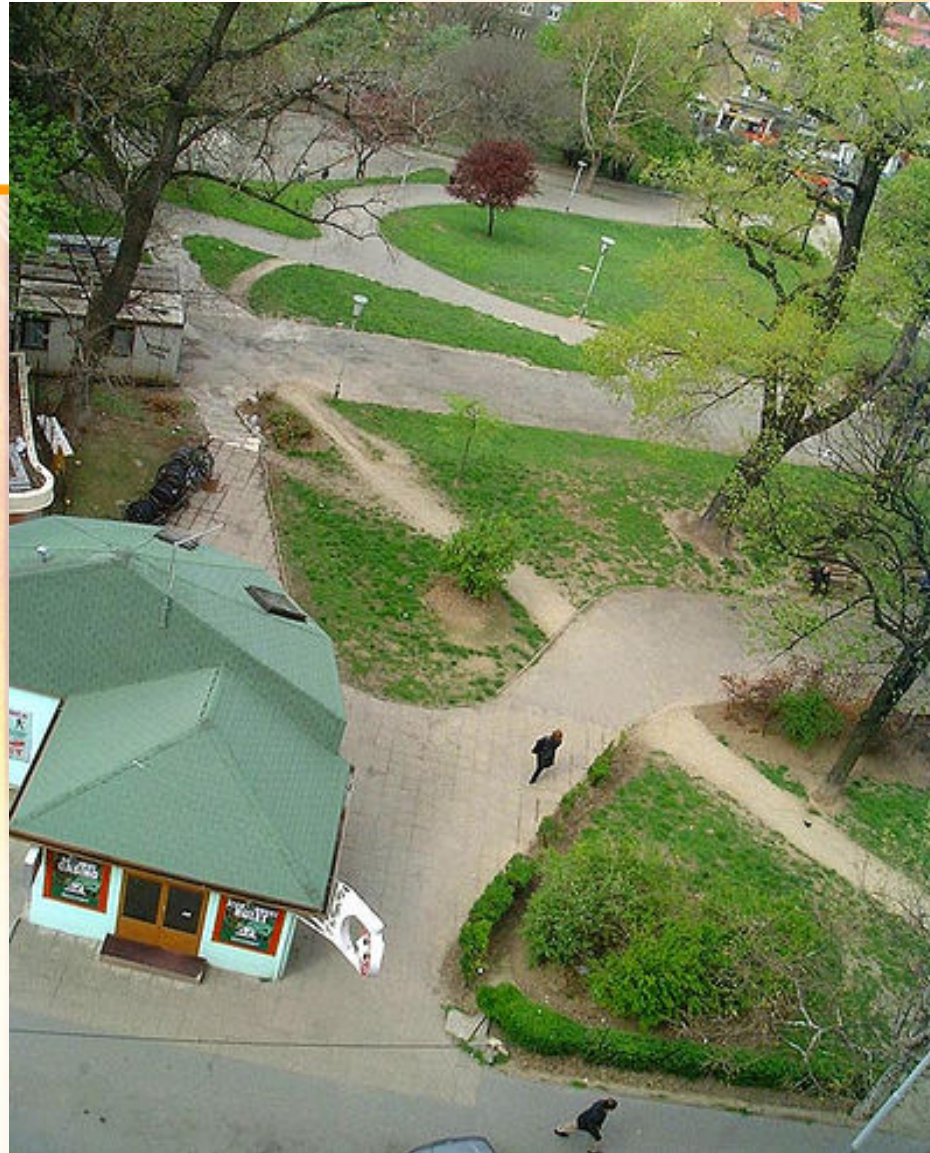
INNOVATION

How Future Member-
centric are you . . . ?

Really?

Intention Paths





INNOVATION

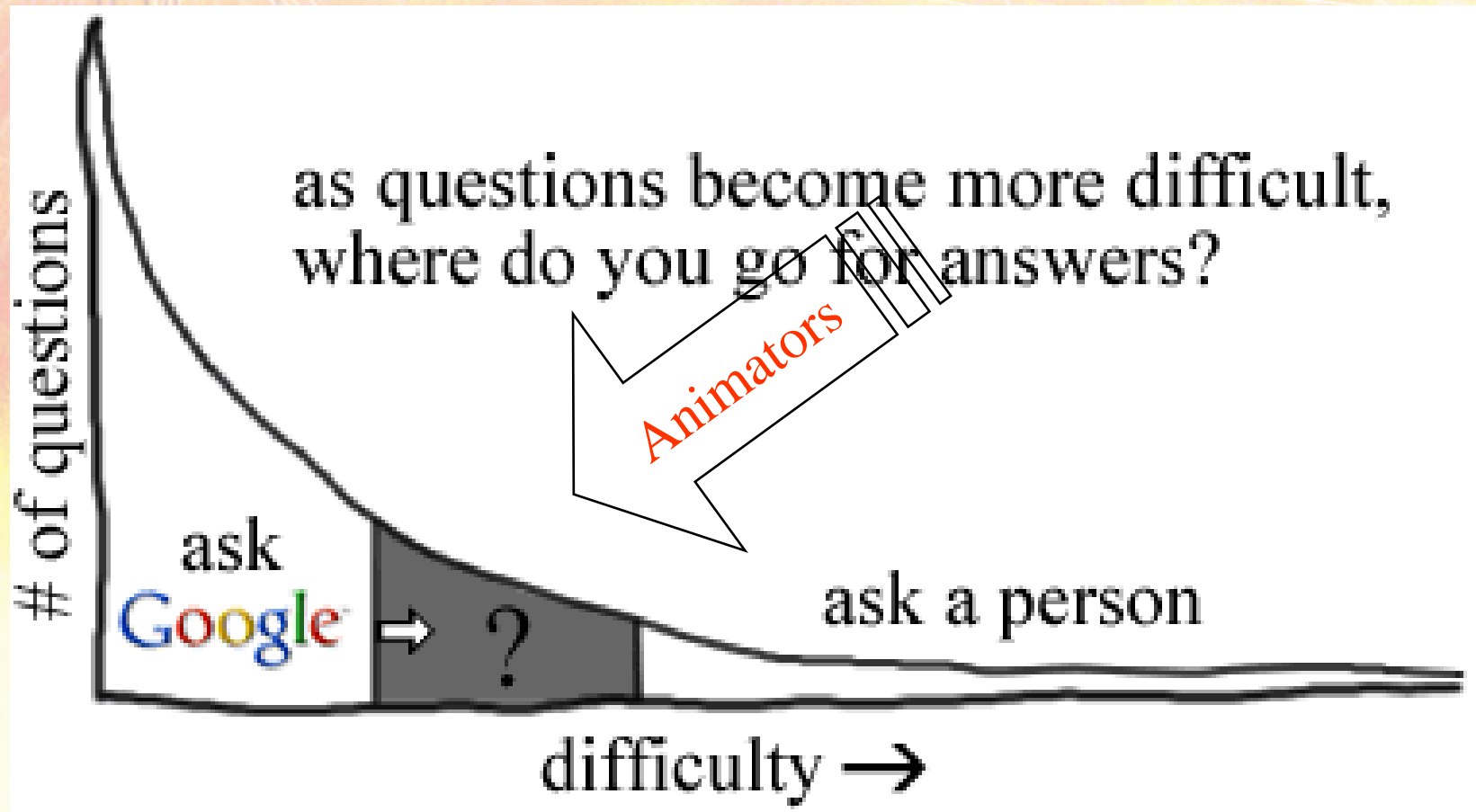
Too hard

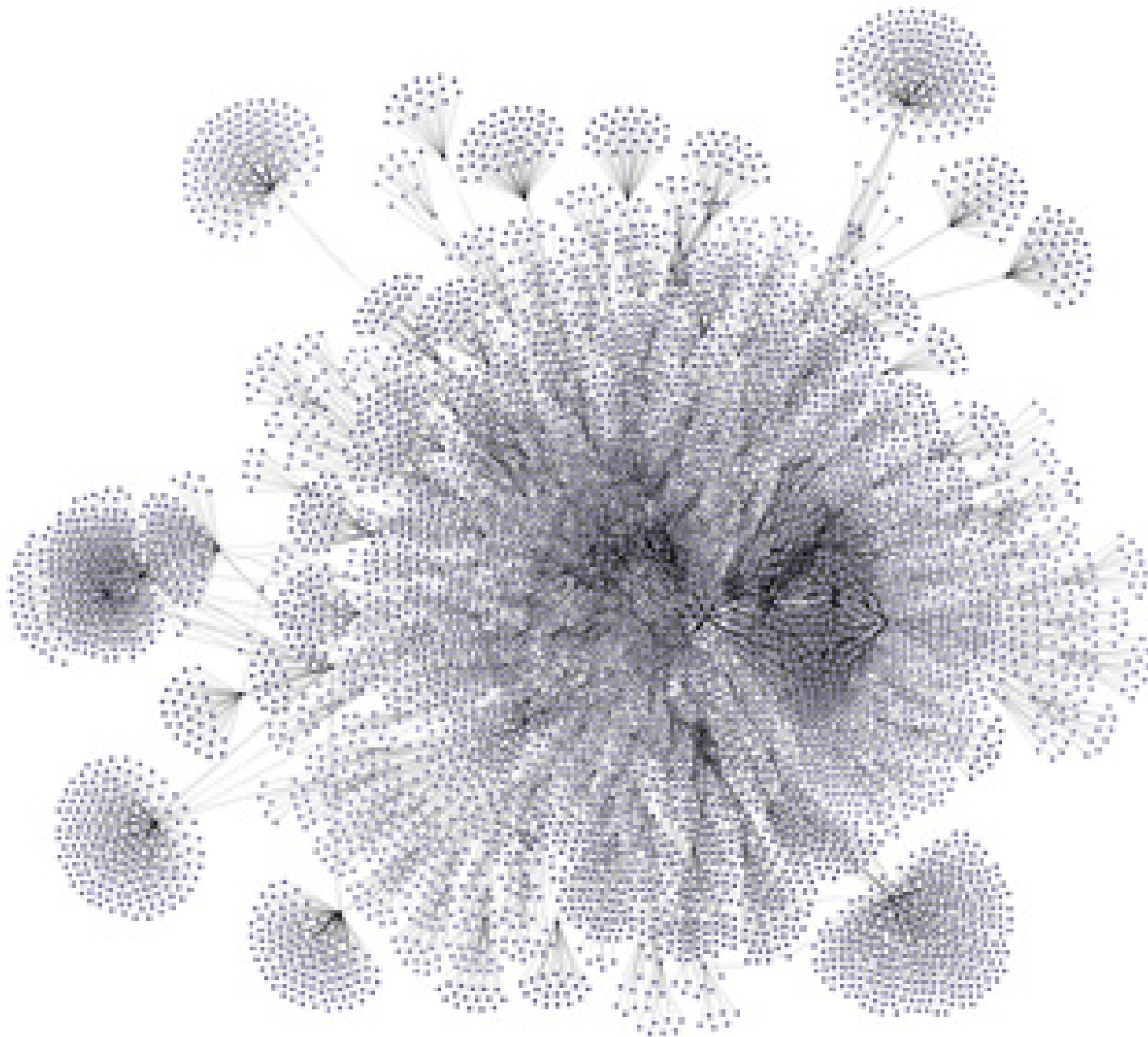


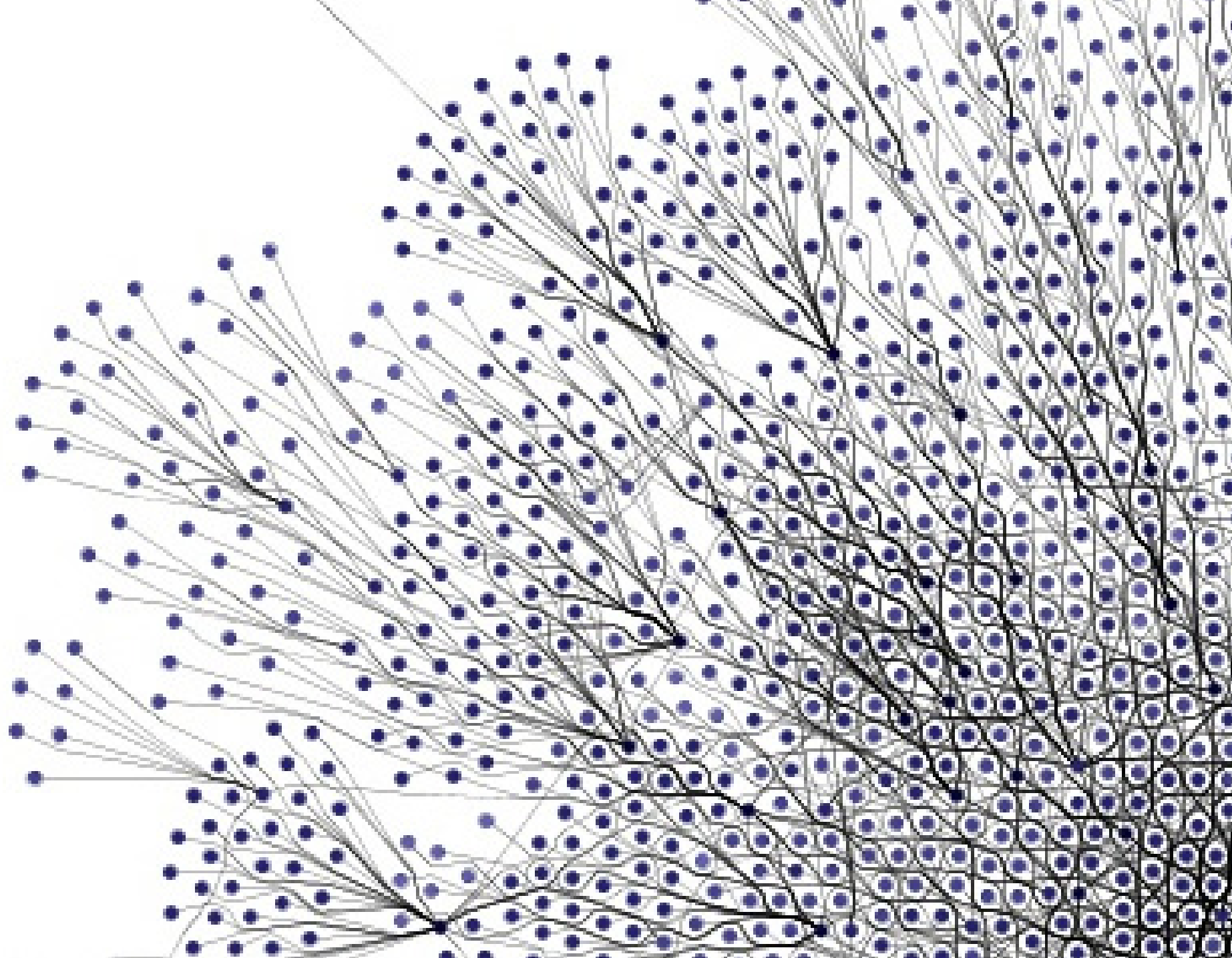
Too simple is not good

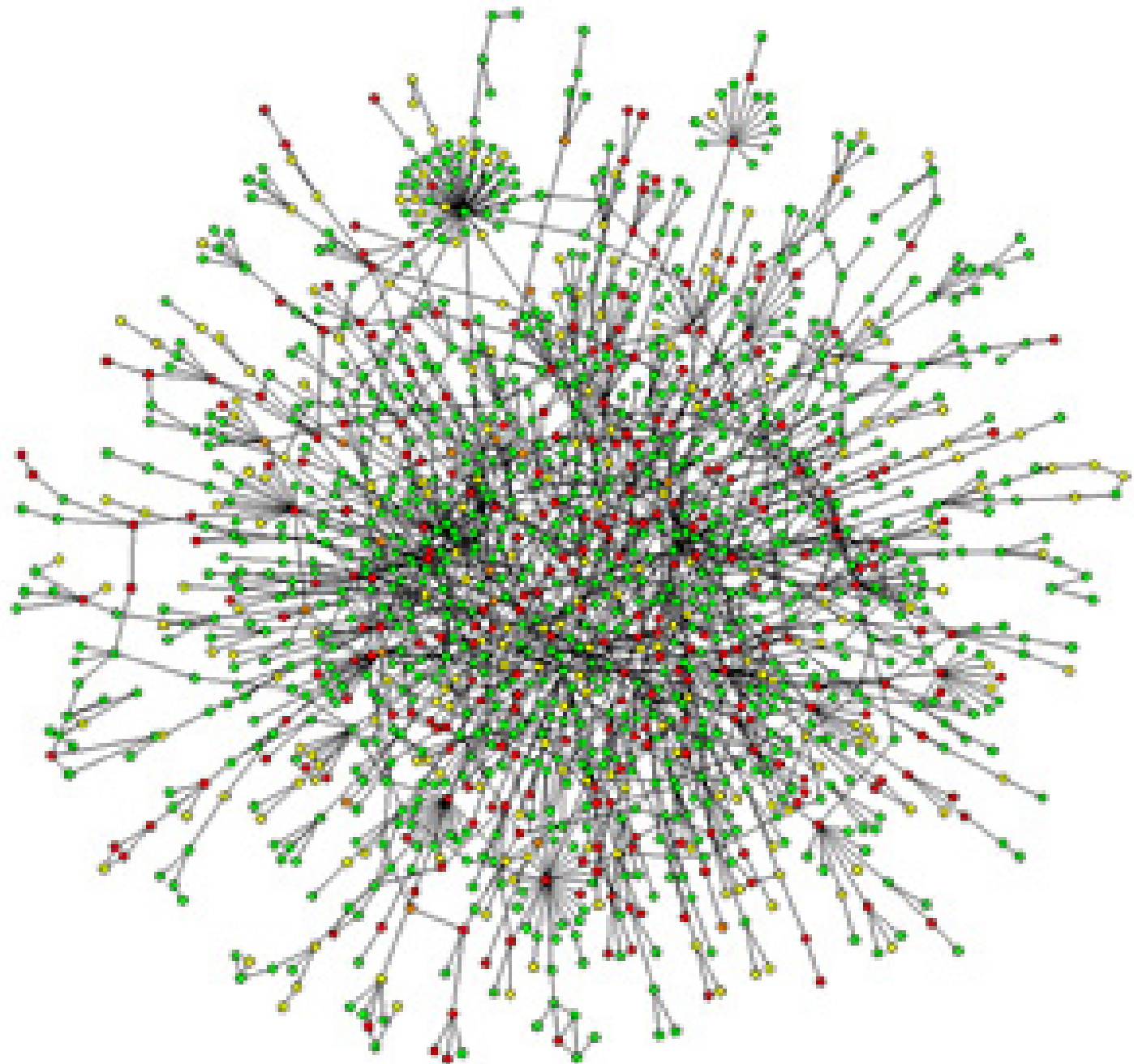


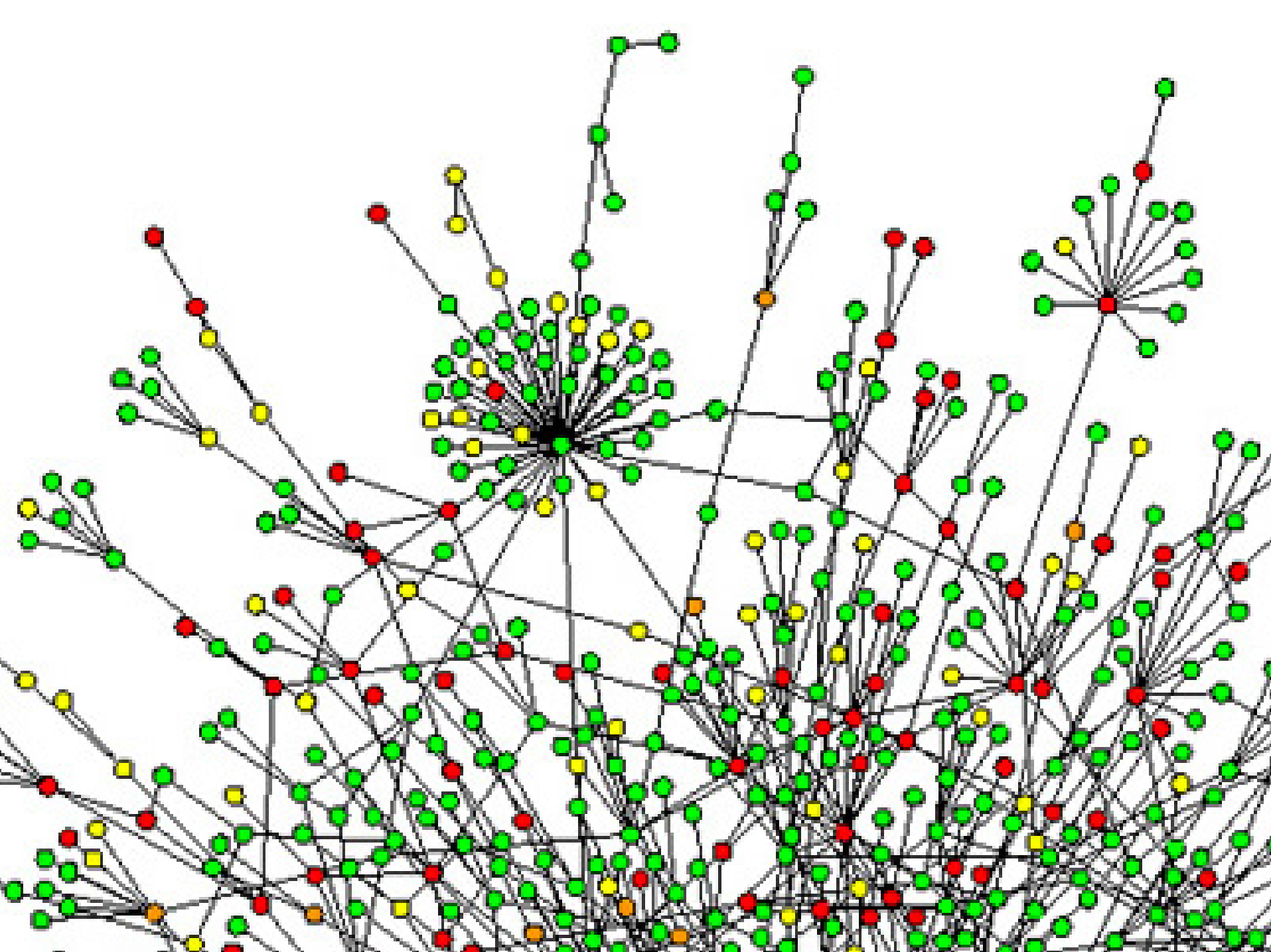
The Long Tail











myspace[®] a place for friends

VONAGE
vonage.ca

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.

▶ Save now

Home | Browse | Search | Invite | Rank | Mail | Blog | Favorites | Forum | Groups | Events | Games | Music | Classifieds

Cool New People

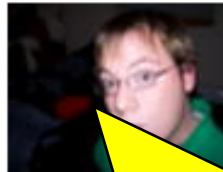
Virginia



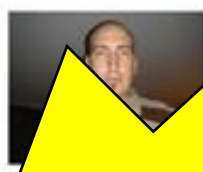
Katrina



Kendall



Gordon



Member Login

E-Mail:

Password:

Remember my E-mail

LOGIN

SIGN UP!

[Forgot your password?](#)

- Blogs
- Browse
- Chat Rooms
- Classifieds
- Filmmakers
- Forums
- Groups



How much more info do you need?

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](#)

▼ advertisement



Open an **ING DIRECT** Investment Savings Account.

START SAVING

MySpace Specials



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:

Password:

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

- Blogs
- Browse
- Chat Rooms

- Classifieds
- Filmmakers
- Forums

Groups

Reminder:
200,000-350,000
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

myspace[®] a place for friends

VONAGE
vonage.ca

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.

Save now

Cool New People

Virginia



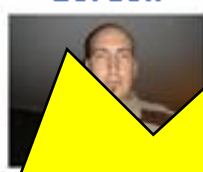
Katrina



Kendall



Gordon



Member Login

E-Mail:

Password:

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

- Blogs
- Browse
- Chat Rooms

- Classifieds
- Filmmakers
- Forums

Groups

Average age?
31

advertisement



Open an ING DIRECT Investment Savings Account.

START SAVING

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

MySpace Specials

myspace[®] a place for friends

VONAGE
vonage.ca

Premium Unlimited \$39

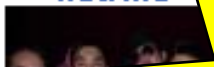
Unlimited local & long-distance throughout Canada & the U.S.
VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage.ca for details.

Save now

Cool New People

Virginia

Katrina



Member Login

Username:

Password:

Remember my E-mail

[Forgot your password?](#)

Blogs
Browse
Chat Rooms
Classifieds

**15 million daily users,
and 30 billion page
views a month
Avg: 20 minutes a day**

advertisement

ING DIRECT
save your money

MySpace Music



Two Gallants fuse a fusion of heavy-knuckled punk energy to storytelling epics that are in-your-beer, onky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.

» [Listen Now](#)

**Open an ING DIRECT
Investment Savings
Account.**

MySpace Specials

mate1 *It's Free!* INTIMATE DATING



I am a: Seeking a:

For: Age: to

Zip/Postal:

[Home](#) | [Browse](#) | [Search](#) | [Invite](#) | [Film](#) | [Mail](#) | [Blog](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Videos](#) | [Music](#) | [Comedy](#) | [Classifieds](#)

Hennepin County Library



Female
86 years old
HOPKINS, Minnesota
United States

Last Login: 7/18/2006

[View My: Pics | Videos](#)

Contacting Hennepin County Library

- [Send Message](#)
- [Forward to Friend](#)
- [Add to Friends](#)
- [Add to Favorites](#)
- [Instant Message](#)
- [Block User](#)
- [Add to Group](#)
- [Rank User](#)

MySpace URL:
<http://www.myspace.com/hennepincountylibrary>

Hennepin County Library is in your extended network

Hennepin County Library's Latest Blog Entry [\[Subscribe to this Blog\]](#)

Check out this event: DDR at the Library [\(view more\)](#)

Add the library catalog to your MySpace [\(view more\)](#)

What's Happening at the Library [\(view more\)](#)

Hennepin County Library does not in any way endorse the ads at the top of this page. [\(view more\)](#)

Summer Plans [\(view more\)](#)

[\[View All Blog Entries\]](#)

Hennepin County Library's Blurbs

About me:

[Library Search](#)

MySpace URL:
<http://www.myspace.com/hennepincountylibrary>

- Hennepin County Library's Interests**
- General** [library](#), [css](#), [rss feeds](#), [books](#)
 - Music** Check out the [new music CDs](#) on order or recently arrived at the library.
 - Movies** Want to reserve the [new dvds](#) at the library? How about [teen dvds](#)? We update them daily as we order them.
 - Books** We've got lots of [new teen fiction](#). Not sure what to read next? Take a look at our [book lists](#).
 - Groups:** [Teen Lit, YA/Teen Books Discussion Group](#)
[View All Hennepin County Library's Groups](#)

Hennepin County Library's Details

Status: Single

Zodiac Sign: [Capricorn](#)

Smoke / Drink: No / No

Hennepin County Library's Blurbs

About me:

Library Search

Find books & more **go**

[add Hennepin County Library Catalog search to your MySpace!](#)

[26 libraries](#) in suburbs of Hennepin County, MN.

Check out the [blog](#) on our [TeenLinks website](#).

[Need homework help?](#)

Love books? So do we! [Find the next good book you're going to read, share a book review & more.](#)

College? Dating? Health? [Get sound advice.](#)

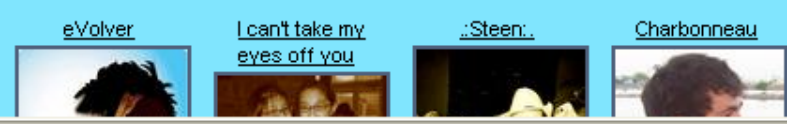
Question? [Ask us online 24/7.](#)
hennepin county library

Who I'd like to meet:

[Library Users](#), [Authors](#), [Volunteers](#), [Teens...](#)

Hennepin County Library's Friend Space

Hennepin County Library has 293 friends.





JUST ADDED: KILLSWITCH ENGAGE

**GNARLS BARKLEY - ICE CUBE - THE SOUNDS - THE KILLERS
JET - TENACIOUS D - YEAH YEAH YEAHS - SLAYER
AND MANY MANY MORE**

Web

Search

[Home](#) | [Browse](#) | [Search](#) | [Invite](#) | [Film](#) | [Mail](#) | [Blog](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Videos](#) | [Music](#) | [Comedy](#) | [Classifieds](#)

UIUC Undergraduate Library

"Everybody's favorite place to study and hang out."



Female
37 years old
URBANA, ILLINOIS
United States

Last Login:
11/29/2006

View My: [Pics](#) | [Videos](#)

Contacting UIUC Undergraduate Library

- | | |
|---------------------------------|-----------------------------------|
| Send Message | Forward to Friend |
| Add to Friends | Add to Favorites |
| Instant Message | Block User |
| Add to Group | Rank User |

MySpace URL:

UIUC Undergraduate Library is in your extended network

UIUC Undergraduate Library's Latest Blog Entry [[Subscribe to this Blog](#)]

Voting Day! ([view more](#))

Loanable Laptops are Here! ([view more](#))

Gaming Night on October 21st ([view more](#))

Back in the swing of things! ([view more](#))

The Integrated Services Desk ([view more](#))

[\[View All Blog Entries\]](#)

UIUC Undergraduate Library's Blurbs

About me:

1402 West Gregory Urbana, IL, 61801 (217) 333-3477 .. askundergrad I'm the University of Illinois Undergraduate Library, and I opened in 1969. I'm the friendliest little library in the whole world, so send me a message or ...

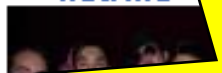


Home | Browse | Search | Invite | Rank | Mail | Blogs | Groups | Events | Games | Music | Classifieds

Cool New People

Virginia

Katrina



Member Login

email:

password:

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

Blogs
Browse
Chat Rooms
Classifieds

My Smarter Space

MySpace Music



Two Gallants... fusion of... knuckled punk energy to storytelling ep... in-your-beer, onky-tonk. They've crafted a surprisingly ori... und out of their timeworn influences.

» Listen Now

advertisement



Open an ING DIRECT Investment Savings Account.

START SAVING

MySpace Specials



A sustainable social network for life.

95% of students in clients like U of Toronto, NCSU, Stanford, etc.

80% of all college and University students in North America.

My Privacy



University of Phoenix



Study where you want.

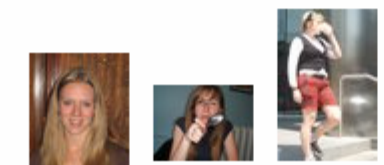
View More Photos of
View All Zachary's Friends
Send Zachary a Message
Poke Him!

Friend Details edit

You are friends with Zachary.

Mutual Friends

21 friends in common. See All



Personal Info

Political Views:
Activities:

Interests:

Liberal
Assistant Op
Cinemas (I get
Coordinator for
Hockey Club est. 20
the model United Nation
I have two hobbies that I
collect rare photographs... I have
Houdini locking his keys in his car... the
rare picture of Norman Rockwell beating up a child.
Also, I have a vast seashell collection that I keep

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


File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop

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

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

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/engineering/compendex_narrated/compendex_narrated.html

Non-narrated: http://www.library.ualberta.ca/screencast/engineering/compendex_nonnarrated/compendex_nonnarrated.html



UNIVERSITY OF ALBERTA LIBRARIES

[View Discussion Board](#)

[Report Group](#)

[Share](#) +

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
Student Groups - Academic Groups
- U of A Comprehensive
Student Groups - General
- U of A MatE's
Student Groups - Classes & Departments
- The legendary UofA Facebook
Kegger Xperiment (FKX)
Student Groups - Social Groups

Internet

7:23 PM

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

File Edit View Favorites Tools Help


Back Forward Stop Home Search Favorites Refresh Print Mail Stop

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

Internet

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

INNOVATION

Library 2.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail New Tab


Address http://library20.ning.com/ Go Links

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

Search web... Favorites PC Health Form Fill Spaces

Library 2.0

Ning sabram Create Your Own Social Network Search Sign Out



Library 2.0

This network is for Library 2.0 Stuff

Main My Page Members Videos Photos Forum Invite

This network is for librarians and others interested in Library 2.0.

LibWorm Search

Submit

L2 Feeds via SuprGlu

[More on ning and the library 2.0 network](#)

[Bibliotek 2.0, in stockholm](#)

Welcome:

Welcome to Library 2.0. Once you join, please introduce yourself by going to the [Introductions Topic](#) in the forum or clicking on the link.

[Pop-Up for Library 2.0 Chat](#)

Library 2.0

Welcome to this chat. Please enter your **nickname** to continue.

[Administrator login](#)

Go

Get your own chat at [Chatcreator.com](#)

Hello, [Stephen K Abram \(sign out\)](#)

- [My Friends \(Invite More\)](#)
- [Edit My Profile](#)
- [Change My Profile Photo](#)
- [Email & Privacy Settings](#)

Ads by Goooooogle

Future of Libraries
Visionary Futurist - Thomas Frey Keynote
Speaker - Library Trends
www.davinciinstitute.com

Microsatellite Libraries
Enrichment for four motifs include 100 sequences and primer design

Done Internet

start iTunes Library 2.0 - Microsof... Microsoft PowerPoint ... Search with Google 7:27 PM

Your photos 12 photos / 0 views View as slideshow (New window)
Sets Tags Archives Favorites Popular Profile

PLEASE READ THIS IMPORTANT SECURITY NOTICE. [DISMISS X]

Stephen-stripped



click here to add a description
© This photo is public. Change?
Uploaded on Mar 10, 2007 | Delete
0 comments

StephenFull-HiRes



click here to add a description
© This photo is public. Change?
Uploaded on Mar 10, 2007 | Delete
0 comments

StephenFull-bw



click here to add a description
© This photo is public. Change?
Uploaded on Mar 10, 2007 | Delete
0 comments



TURN_AROUND WAVE JUMP SPIN JOY1 YES BLOW_KISS EGYPTIAN MACARENA KARATE KICK

URL: http://www.eastern.edu



VBI Reference Central

EASTERN UNIVERSITY

ABOUT | ACADEMICS | ADM

Library :

- > [Library Catalogs](#)
- > [Books](#)
- > [Databases](#)
- > [Journals](#)
- > [Subject Guides](#)
- > [Interlibrary Loan](#)
- > [Services](#)
- > [Faculty Resources](#)
- > [Web Index](#)

> Eastern University Home Page

Tab Controls

Teleports VoiceChat Help

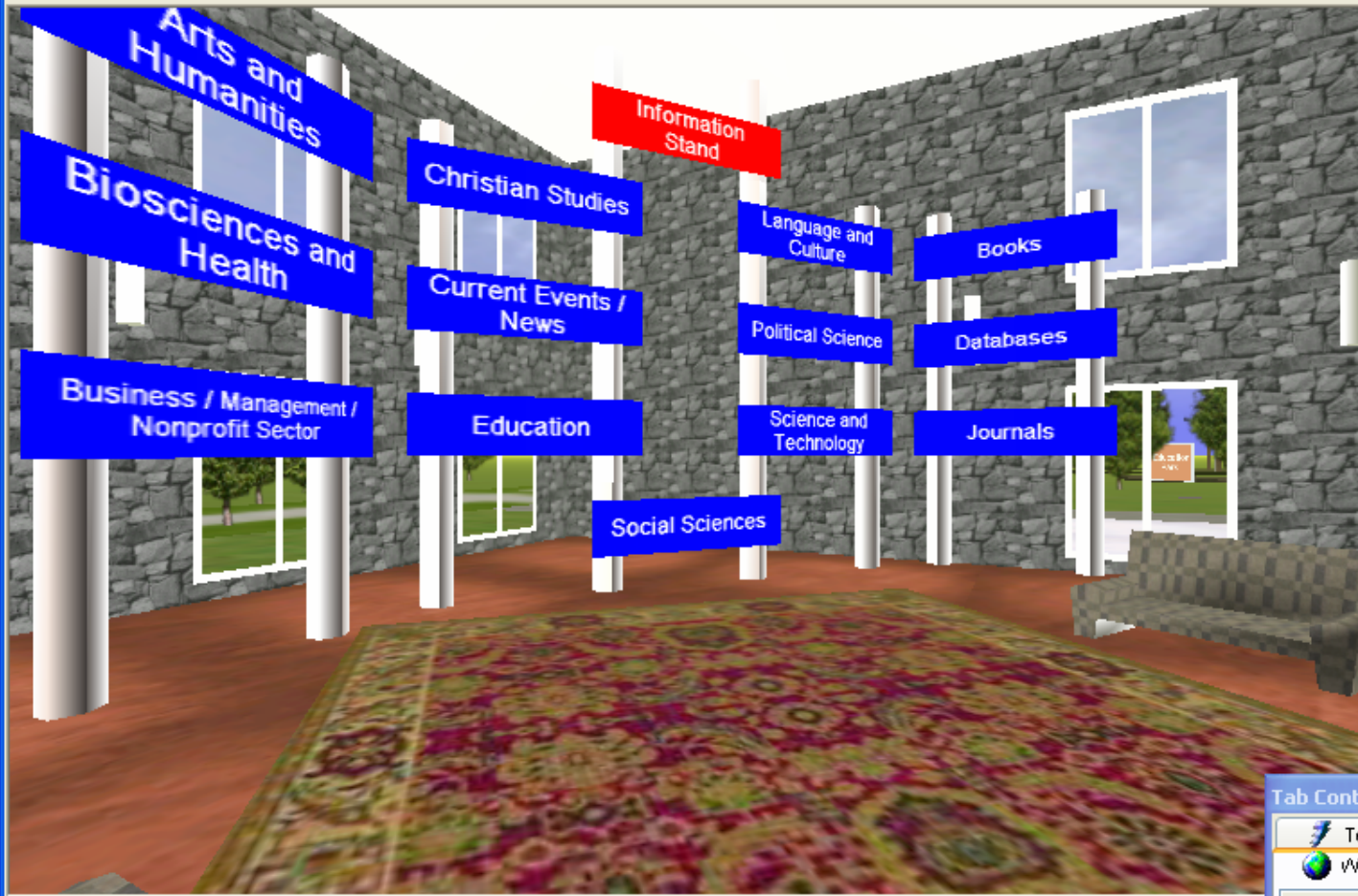
Worlds Contacts Telegrams

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

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

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!



EASTERN UNIVERSITY

ABOUT | ACADEMICS | ADM

Library :

- > [Library Catalogs](#)
- > [Books](#)
- > [Databases](#)
- > [Journals](#)
- > [Subject Guides](#)
- > [Interlibrary Loan](#)
- > [Services](#)
- > [Faculty Resources](#)
- > [Web Index](#)

> Eastern University Home Page

Tab Controls

Teleports | VoiceChat | Help

Worlds | Contacts | Telegrams

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

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

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!



Resident Login | Join

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

- Resident Links -

FREE MEMBERSHIP JOIN NOW!

MEMBERSHIPS, LAND, & PRICING

BUY AND SELL WITH LS

REFER-A-FRIEND



Residents: 157,518
Online Now: 5,402
US\$ Spent Today: 187,907.00



Event Postcard Land For Sale view larger map

Headlines read more news...
Wired.com Making a Living in Secon...
The Escapist





Your World. Your Imagination.

Resident Login | Join

WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY SUPPORT

Resident Links

FREE MEMBERSHIP JOIN NOW!

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



Try clicking this postcard!

... Second Life. You can click on markers and zoom & pan the map. Try it!

You can turn off this help in the future by clicking [here](#)

view larger map

Alliance,
Charlotte,
San Jose SU
ALA

Residents: 157,5
Online Now: 5,402
US\$ Spent Today: 187,907.00

Headlines read more news...
Wired.com Making a Living in Secon...
The Escapist





WHAT IS IT? PRICING FEATURES VIRTUAL LAND FOR PARENTS COMMUNITY



ASHLEY DASSIN
JEWELRY/ACCESSORY DESIGNER



A VIRTUAL WORLD FOR TEENS

Join Teens from all over the globe in Teen Second Life - a 3D virtual world created by you and for you. Create, learn new skills, start a business, meet new people -- it's your world, your imagination.



Hang out with your friends at the Coffee Spot in Teen Second Life!

FREE BASIC ACCOUNT
Click here for a FREE lifetime Basic account >>

TELL A FRIEND

Isn't it more fun to share a good thing with your friends?

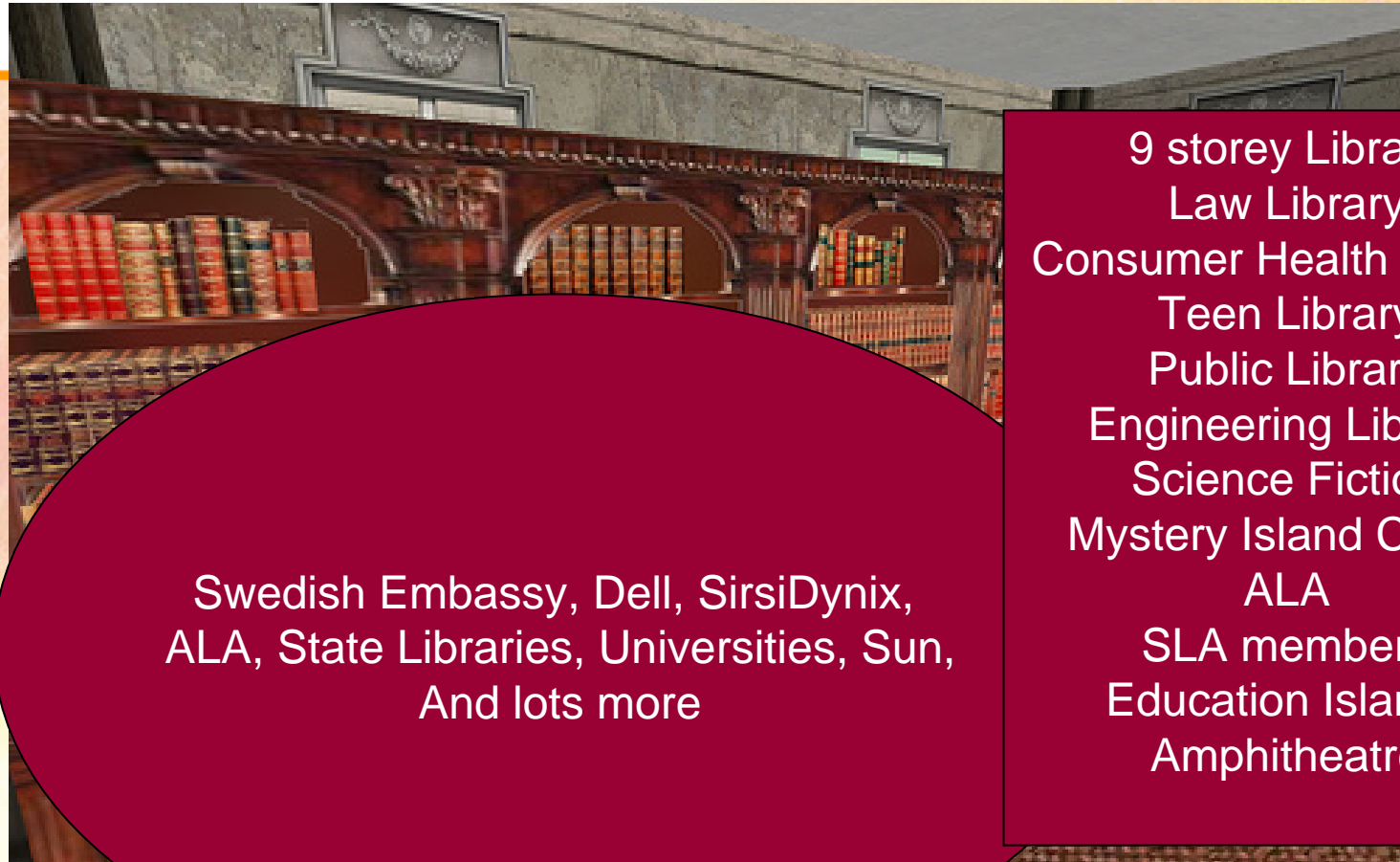
Try the Teen Second Life Refer-A-Friend Program and you could get all kinds of good stuff. [More](#)



Second L!fe
www.infoisland.org
L!brary
Another innovation from the Alliance Library System

INNOVATION

Second Life Library eBooks



Swedish Embassy, Dell, SirsiDynix,
ALA, State Libraries, Universities, Sun,
And lots more

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



ME!

Inside



Sim of the Week - Page 9

FYI

Linden Lab is temporarily postponing the release of 1.9.1. They will continue to release updated versions of 1.9.1 on the preview grid for testing. They will still be bringing the grid down for some hardware and server side code upgrades. These changes will occur between tomorrow from 6am to noon SLT.

Index

Perspectives	Page 4
The Line	Page 5
Comics	Page 7
Entertainment	Page 7
Photo Contest	Page 8
Fashion	Pages 11-12
Art	Page 15
Sports	Page 16

Web Poll

Go to our website at www.metaversemessenger.com to participate in our online poll. This week's question: "Should Linden Lab sell Linden dollars?" Look for the results from last week's poll on Page 4.

About Us

Volume 1,
No.39
Second Life
*The Metaverse
Messenger*
Sido (169, 195)



happy mother's day The Metaverse Messenger

A REAL NEWSPAPER FOR A VIRTUAL WORLD

Tuesday, May 9, 2006

A Second Life Publication

Free



Reading is virtually fundamental in SL

services to 286 libraries and fully funded by the state of

added that ALS is one of the innovative organizations, technically speaking, and their philosophy is to mine new technologies as the gospel of library usage. Innovation equals risk, innovation equals growth," she stated.

Bell, the ALS's director of operations, read about SL in the blog of a librarian who was already a regular. She created an account, logged in with her avatar, Lorelei Junot, and discovered a population of almost 200,000. She found that SL had a few libraries, such as Wandering Yaffle's library, but thought that virtual library services could be expanded.

"Since there is web programming through OPAL, why not offer that in 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

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

and Educators."

ALS, which is based in East Peoria, Ill., will team up with Online 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

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.

Pages Attachments Comments

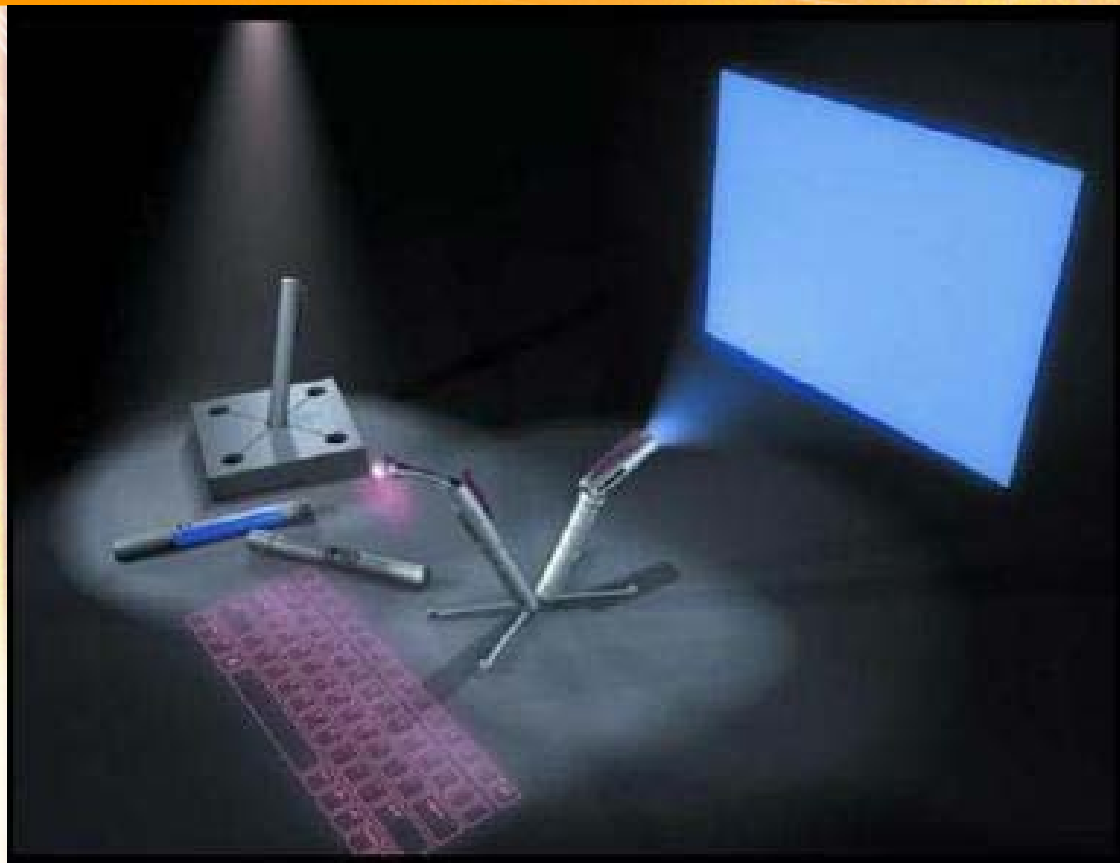


INNOVATION



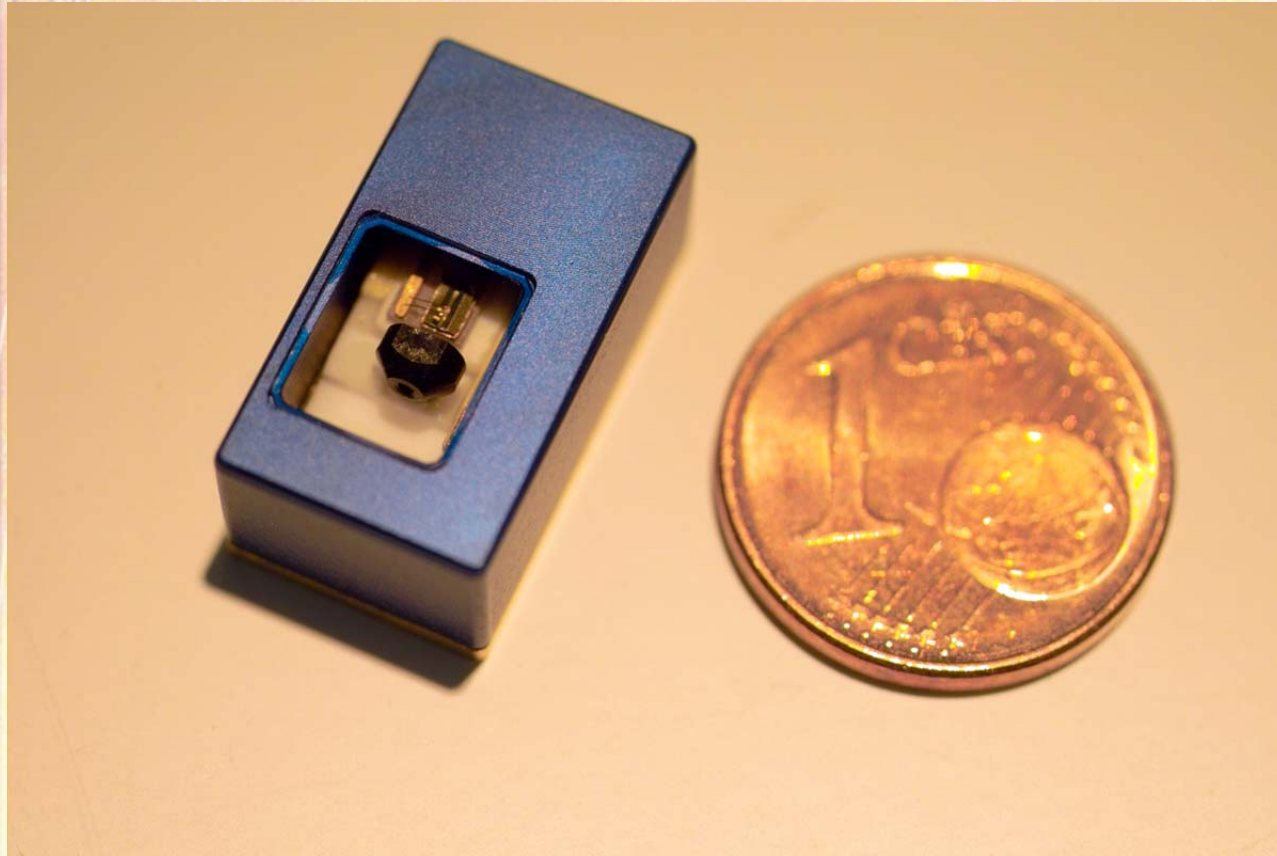


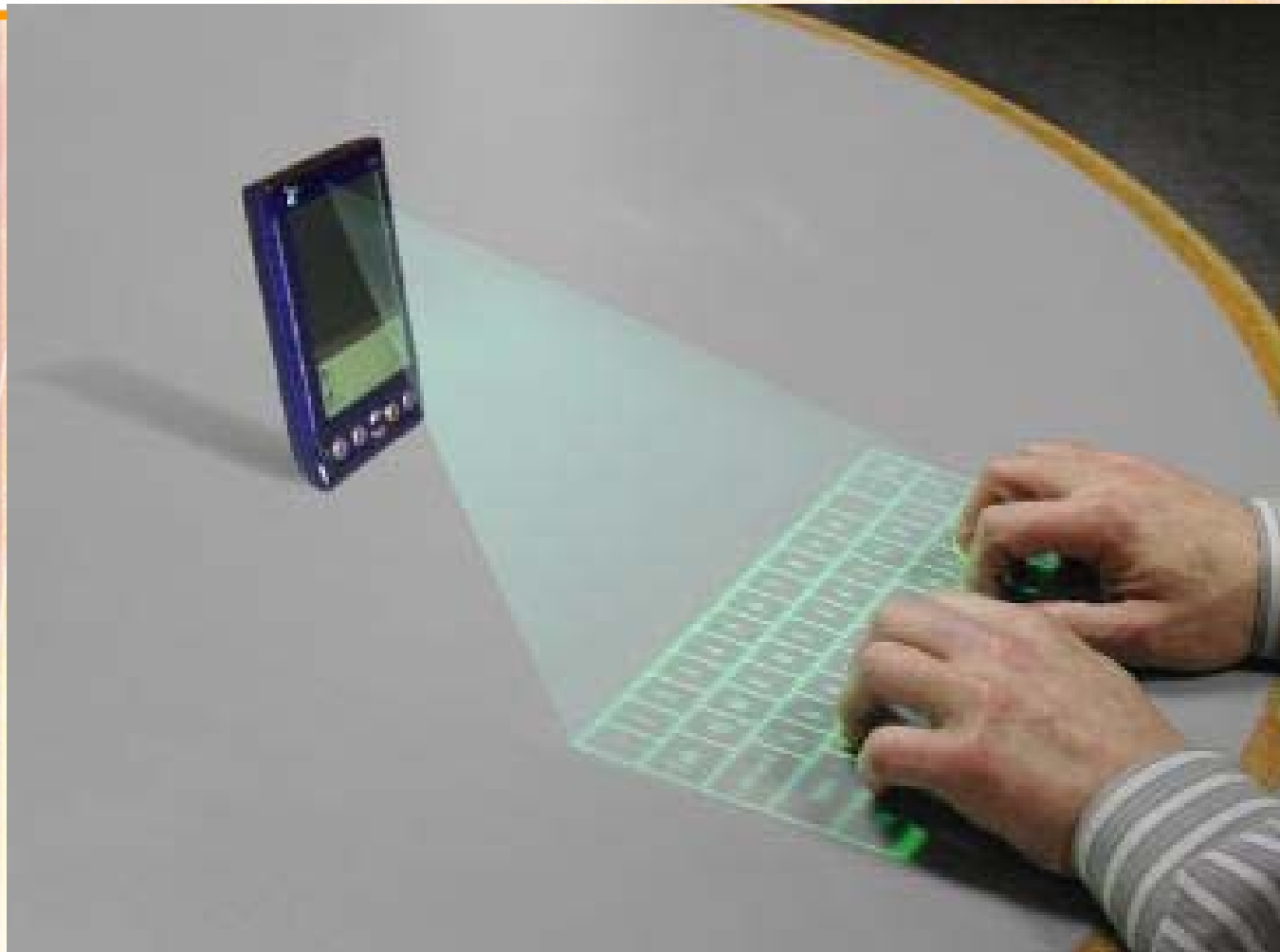
INNOVATION



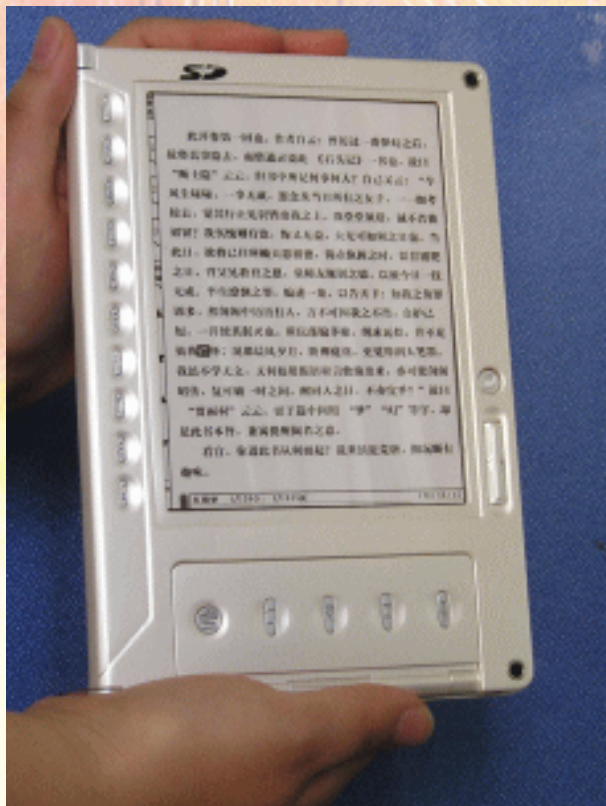
INNOVATION

A projector the size of a sugar cube





INNOVATION



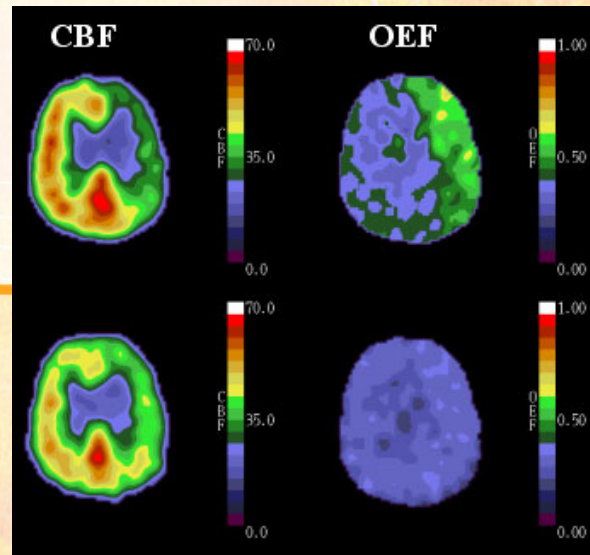
INNOVATION



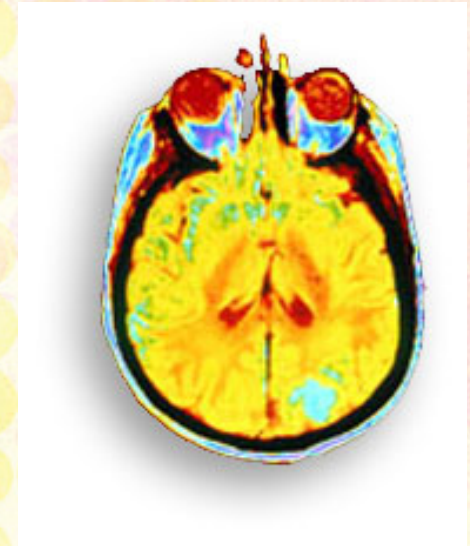
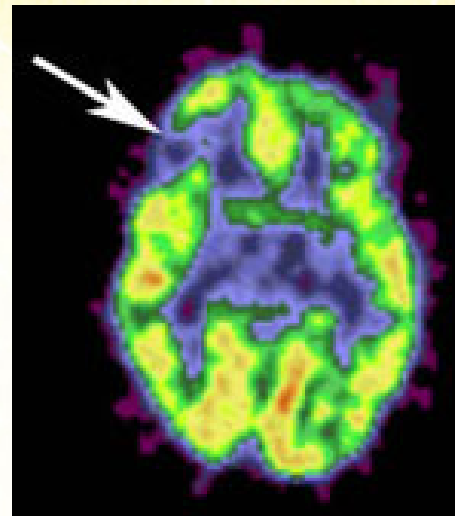
INNOVATION

Everything's getting smaller





The Scary re-wiring of the Millennials and post-Millennials

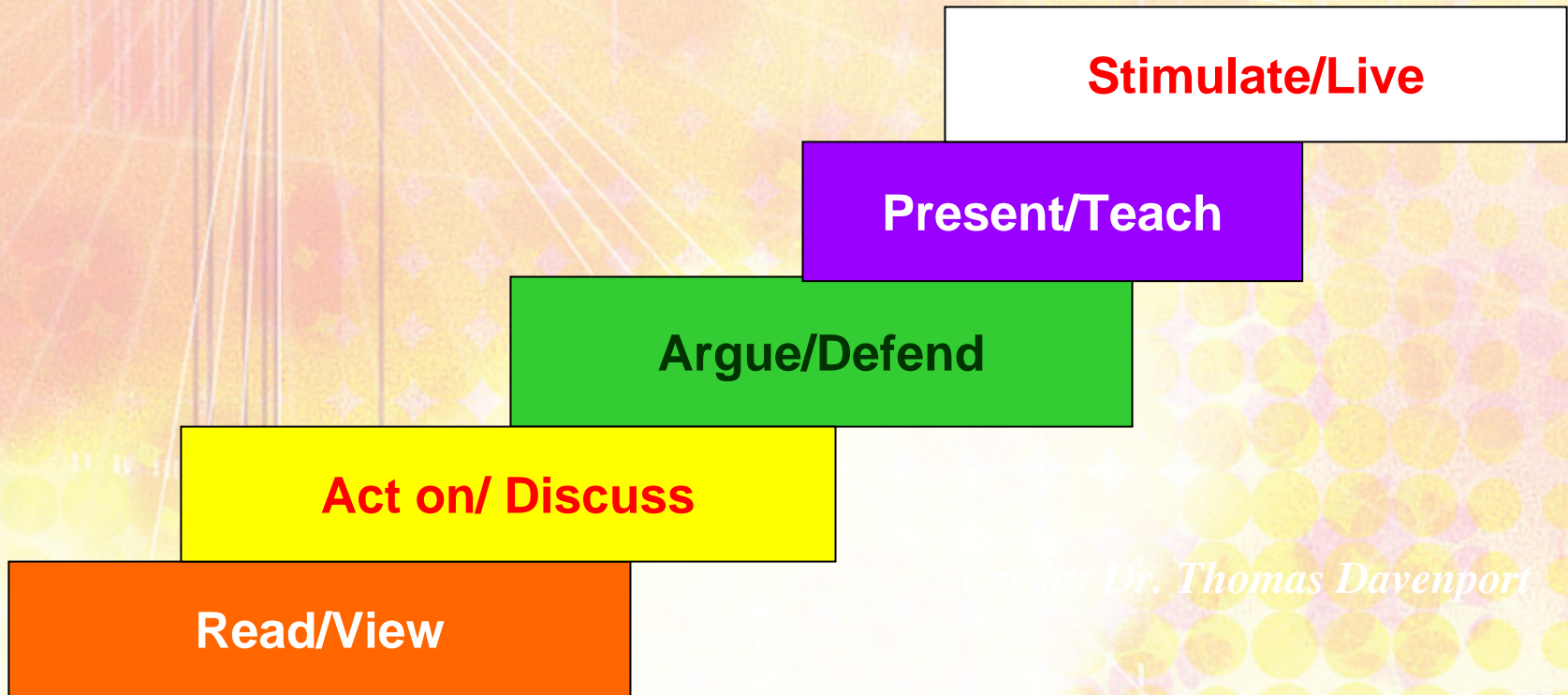


Millennial Characteristics

Principled / Values	More Friends	More Diverse	Respect Intelligence
Optimistic / Positive	Internet Natives	More Choices	Format Agnostic
Balanced Lives	Adaptive / Flexible	Civic Minded	High Expectations
Collaborative	Nomadic	Gamers	Experiential
Independent	Confident	Direct	More Liberal and more conservative
Multi-taskers	Inclusive	Patriotic	Entrepreneurial
Healthy Lifestyle	Family Oriented	Graphical	Achievement Oriented

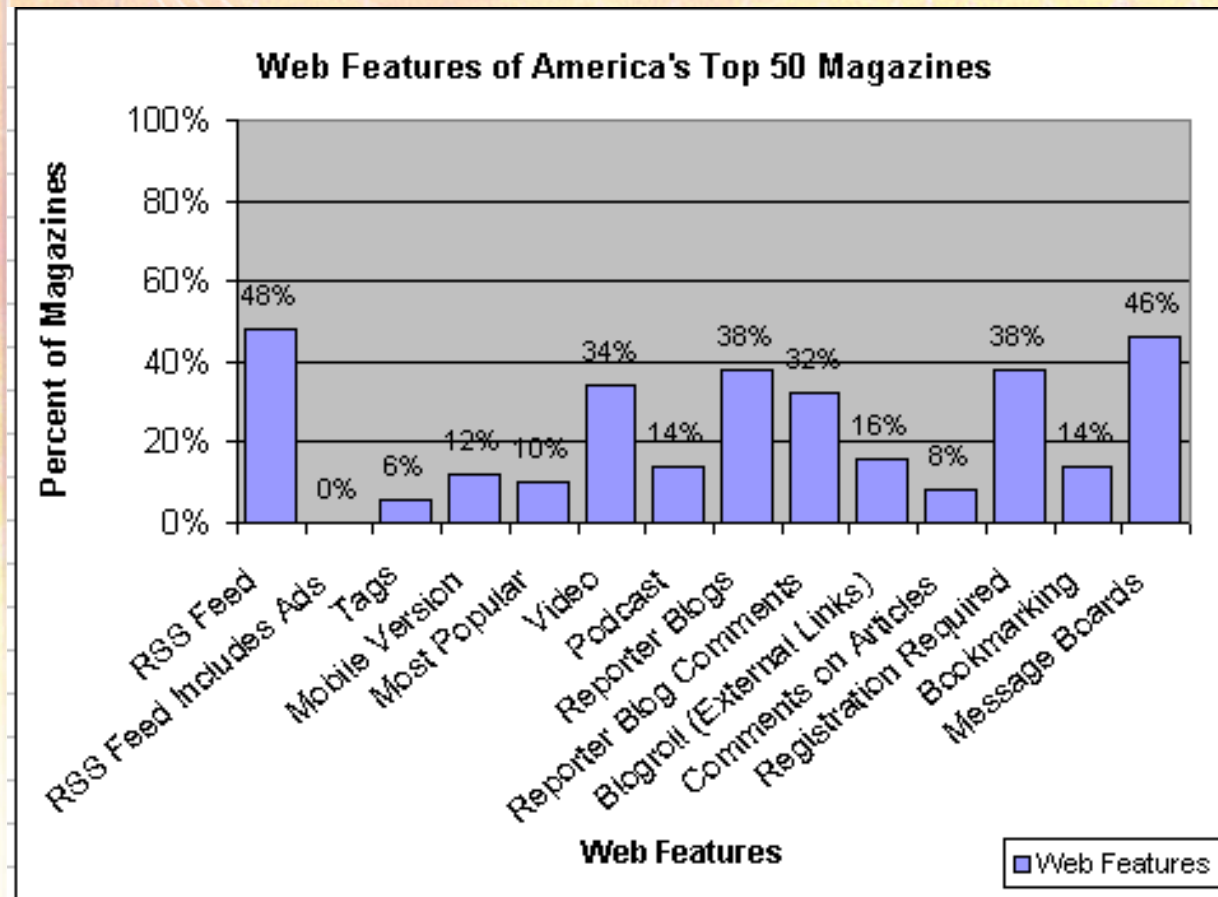
Credit: Richard Sweeney, NJIT

The Engagement Ladder

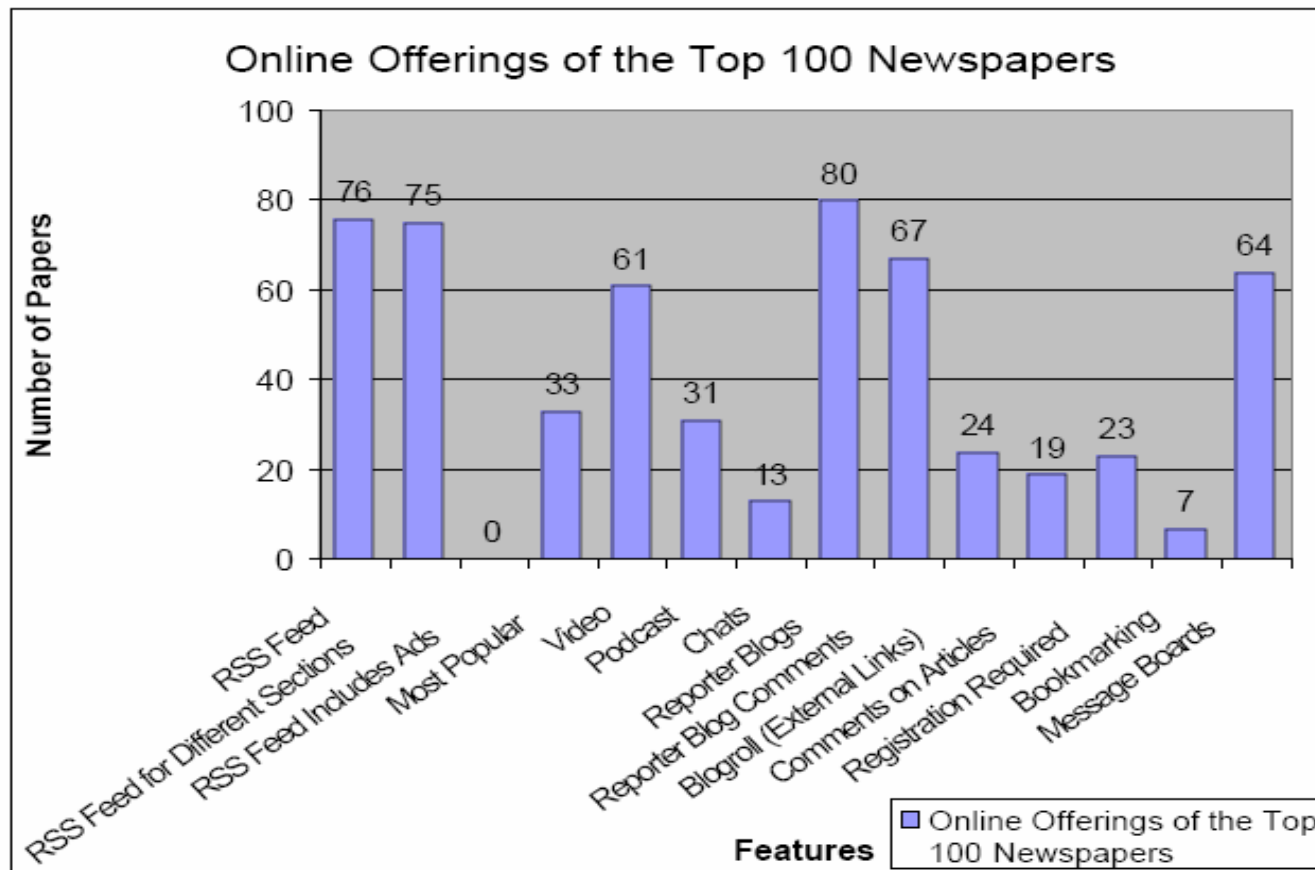


Credit: Dr. Thomas Davenport

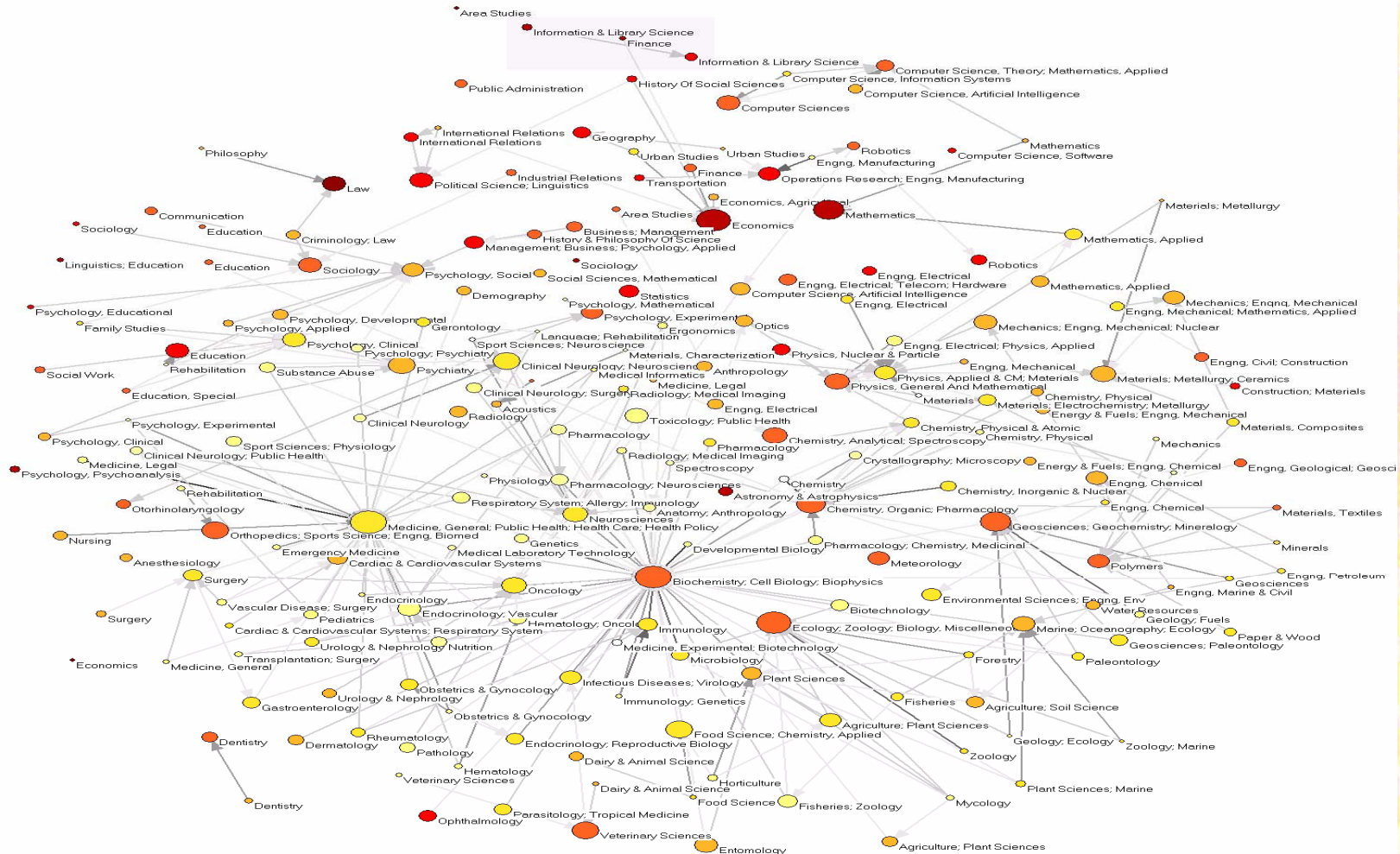
Is Magazine Content Social?



Is News Content Social?



Are Scholars' Citations Social?



INNOVATION

Libraries are Social Institutions

**We have a clear and valid interest in
applications and environment that
drive social experiences.**

INNOVATION

Personas

Supporting the Tradition

- Membership Growth
- 2009 Centennial
- Strategic Alignment Research
- A new AMS! Yay.
- E-learning accreditation and learning partnerships
- Special partnerships, eg. SIIA

Ideas to Energize *Innovation*

- Transparency Project for Participation
- Podcasts on Pay and Performance
- Wikis, Flickr, Blogs Sandbox
- CLICK U
- Learning 2.0 – 15 Minutes a Day
- Conference Twitter
- Social Networking Pilots (Find me on Facebook and Ning)
- YouTube Videos
- The Testimony Project
- Second Life for SLA Orientation

Twitter / sabram - Microsoft Internet Explorer

File Edit View Favorites Tools Help


Back Forward Stop Refresh Home Search Favorites Home Search Favorites

Address <http://twitter.com/sabram> Go Links

Google G Go Bookmarks 65 blocked Check AutoLink AutoFill Send to Settings

Search web... Favorites PC Health Form Fill Spaces

Twitter / sabram



The image shows a screenshot of a Microsoft Internet Explorer browser window displaying a Twitter profile page for a user named 'sabram'. The browser's address bar shows the URL 'http://twitter.com/sabram'. The page features the Twitter logo at the top left, followed by the user's profile picture and name 'sabram'. A tweet is visible with the text 'Heading to Denmark' and a timestamp of 'about 3 hours ago from web'. Below the tweet, there is a copyright notice: '© 2007 Obvious | About Us | Contact | Blog | API | Help | Terms of Service'. On the right side of the profile, there is a section titled 'About sabram' which includes the user's name, bio, location, and website. The bio states: 'Name: Stephen Bio: I'm VP innovation for SirsiDynix and SLA president-elect Location: Toronto, ON Web: http://stephensliqth...'. Below this, it shows '0 Favorites', '0 Friends', '0 Followers', and '1 Update'. At the bottom of the profile section, there is a call to action: 'Want an account? Join for Free! Have an account? Sign in!'. The browser's taskbar at the bottom shows the Start button, several open applications including iTunes, Microsoft PowerPoint, and the current browser window, along with system icons and the time '7:20 PM'.

twitter

sabram

Heading to Denmark

[about 3 hours ago](#) from web

© 2007 Obvious | [About Us](#) | [Contact](#) | [Blog](#) | [API](#) | [Help](#) | [Terms of Service](#)

About
sabram

Name: Stephen
Bio: I'm VP innovation for SirsiDynix and SLA president-elect
Location: Toronto, ON
Web: <http://stephensliqth...>

[0 Favorites](#)
0 Friends
0 Followers
1 Update

Want an account?
Join for Free!
Have an account? [Sign in!](#)

start iTunes Twitter / sabram - Mic... Microsoft PowerPoint ... Search with Google 7:20 PM



INNOVATION

Your Ideas?

INNOVATION

Association 2.0

**Builds Opportunities for Networking,
Learning, Community, Content Sharing
and Creation, Influence, and Identity**

INNOVATION

Association 2.0

**Connects people and
technology and information in
context**

INNOVATION

Association 2.0

Doesn't shy away from the non-traditional

INNOVATION

Association 2.0

Embraces non-textual information and the power of pictures, moving images, sight and sound

INNOVATION

Association 2.0

**Understands the 'long tail'
and leverages the power
of old and new content**



INNOVATION

Association 2.0

Sees the potential in e-learning

INNOVATION

Association 2.0

Builds and connects members to expert discussions, conversations and communities of practice

INNOVATION

Association 2.0

Uses and develops advanced social networks to enterprise and membership advantage

INNOVATION

Association 2.0

Connects with everyone using their communication mode of choice – telephone, mail, print, Skype, IM, SMS, e-mail, virtual interactivity, etc.

INNOVATION

Association 2.0

Understand the wisdom of crowds and the real impacts of the blogosphere, syndicasphere and wikisphere

INNOVATION

Association 2.0

**Understands their members
at a deep level – not just as
pointers and clickers**

INNOVATION

Association 2.0

Understands members deeply in terms of their goals and aspirations, workflows, and social and content needs, at their life stage.

INNOVATION

Association 2.0

Association 2.0 is where their members are, when the member is here.

INNOVATION

Association 2.0

Association 2.0 strives to spend more time on direct member impact than association management.

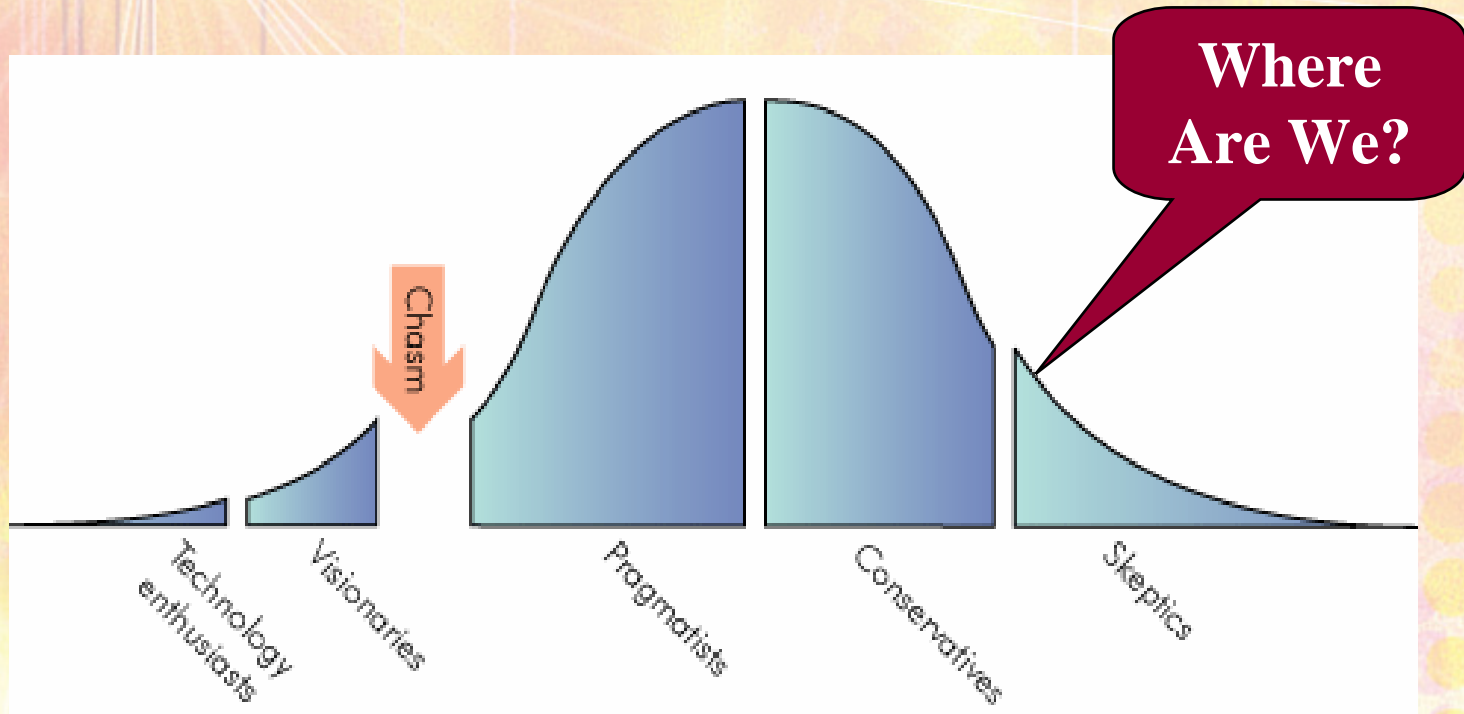
Association 2.0 Influences

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?**

Classic Change Adoption



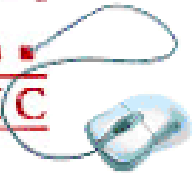
Source: Geoffrey Moore. Crossing the Chasm, 1991.

A Key Interventions



Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC



Learning 2.0



23 Learning 2.0 Things

- *Week 1: Introduction (official start of week August 7th)*
- *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 & Downloadable audio*

Collegiality



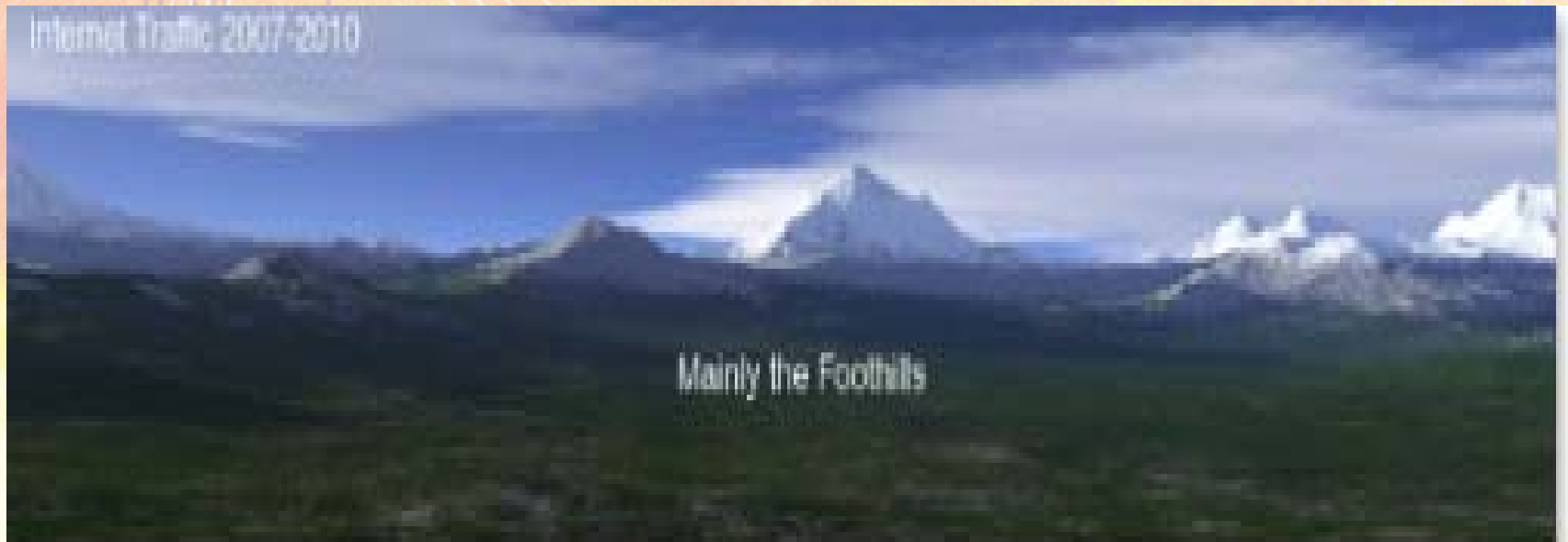
Looking too close



The Landscape Today



The Emerging Landscape



INNOVATION

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

RISK



INNOVATION

Thanks

Stephen Abram, MLS

President-elect, SLA

VP Innovation, SirsiDynix

Cel: 416-669-4855

stephen.abram@sirsidynix.com

<http://www.sirsidynix.com>

Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>