

# 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**

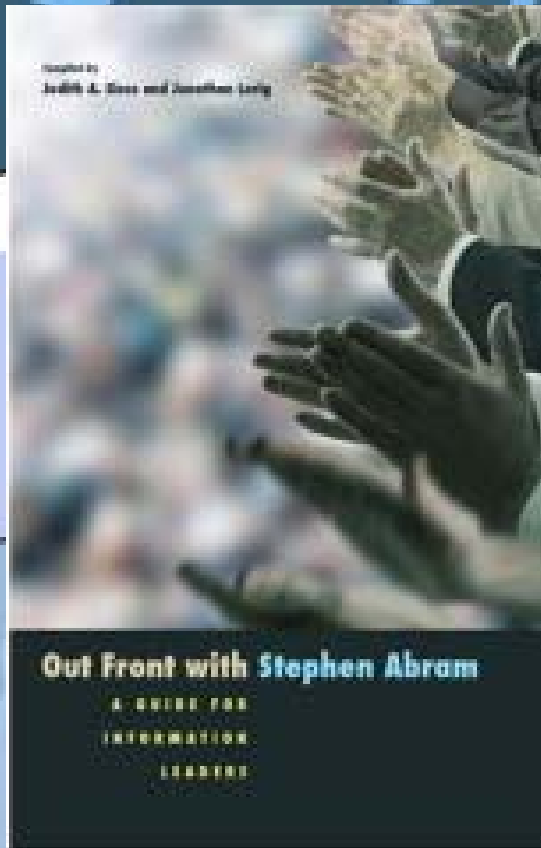
### Inst

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

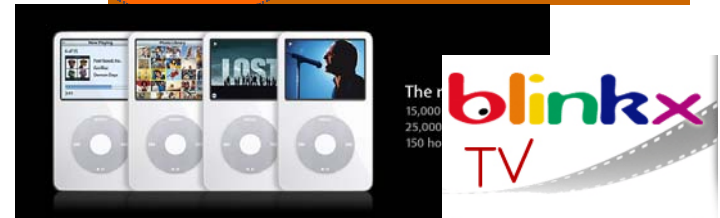
PubSub



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


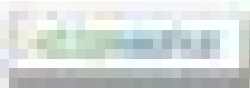




30 301 43 Things   

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

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

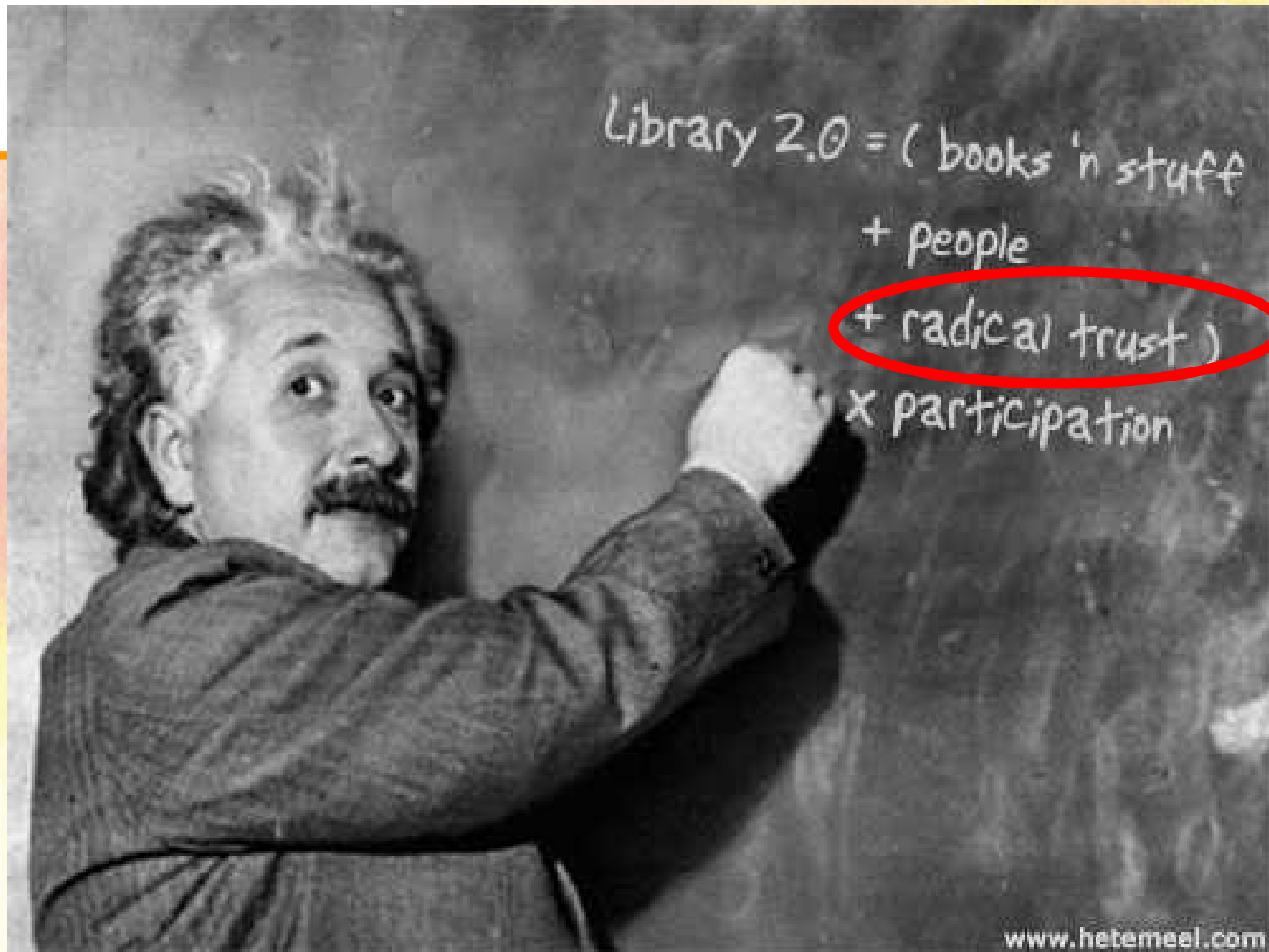
Association  
2.0

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

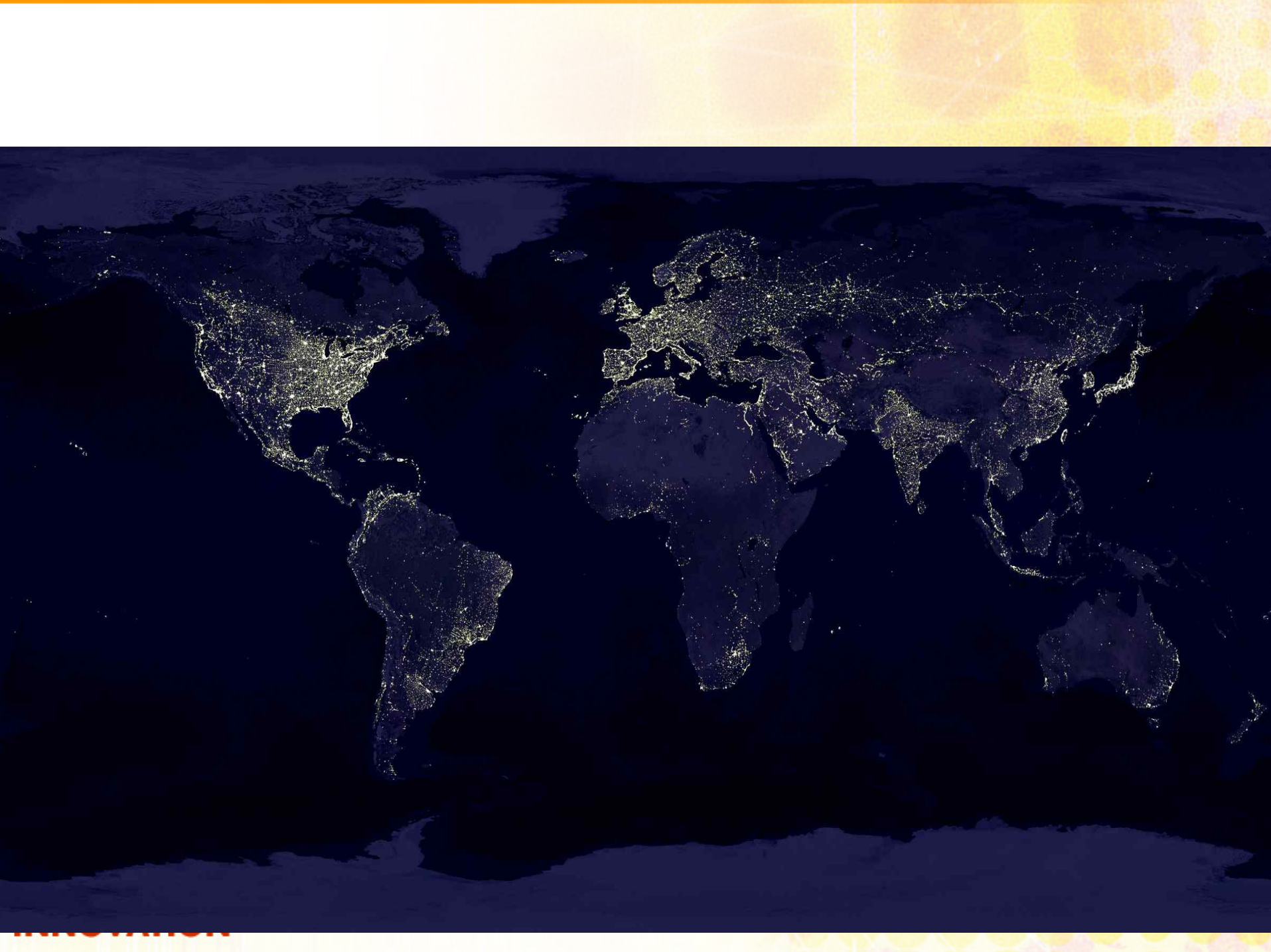
Association 2.0 is very much influenced by technology-driven, two-way, social interactions between staff and staff and staff and members and all and influencers. A2 has provided a framework within which we've been able to re-evaluate every aspect of classical association management with the end goal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

Adapted from John Blyberg, [Blyberg.net](http://Blyberg.net)



Darlene Fichter, 2006

**INNOVATION**

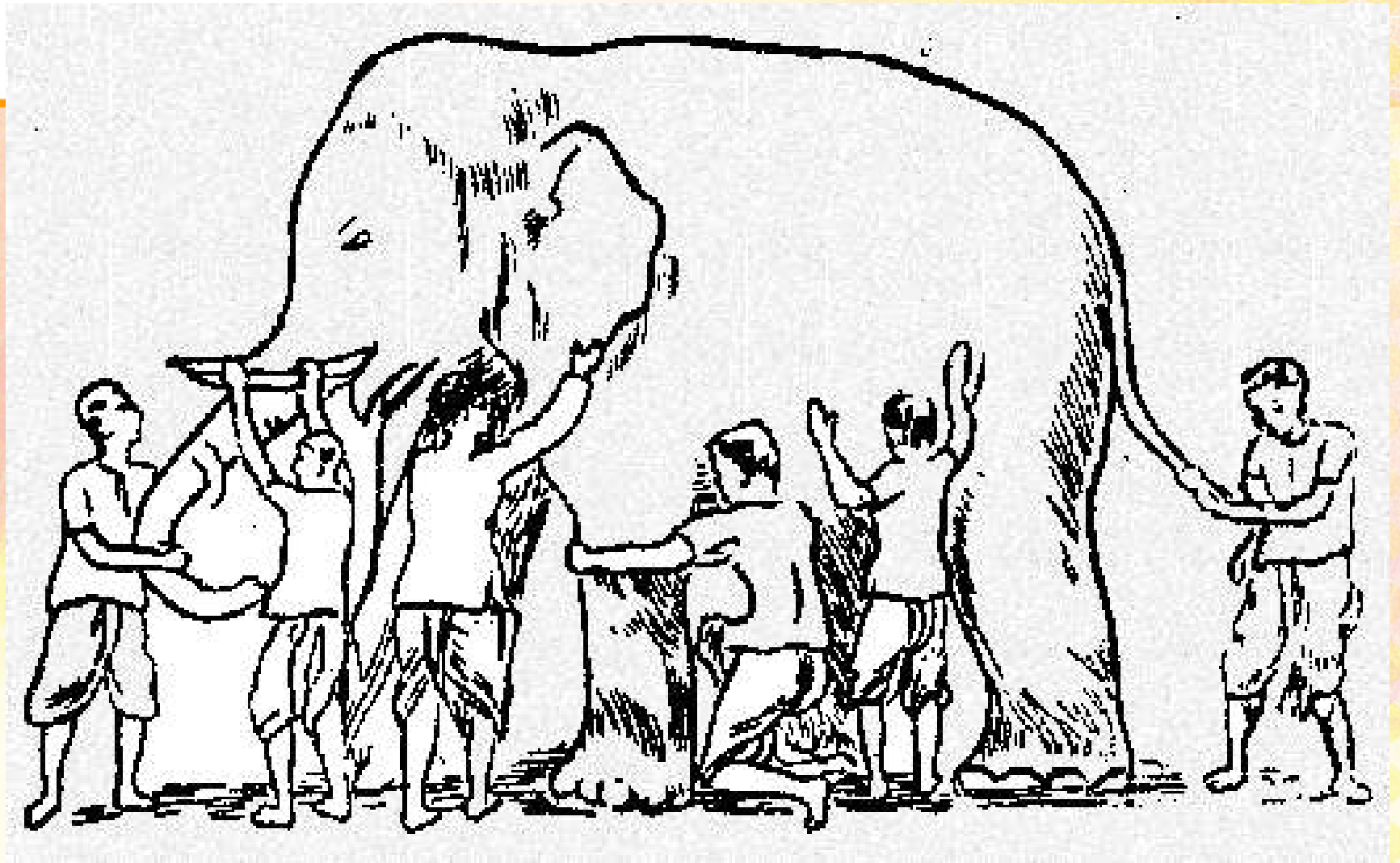




**i) Found New World Order** ✕

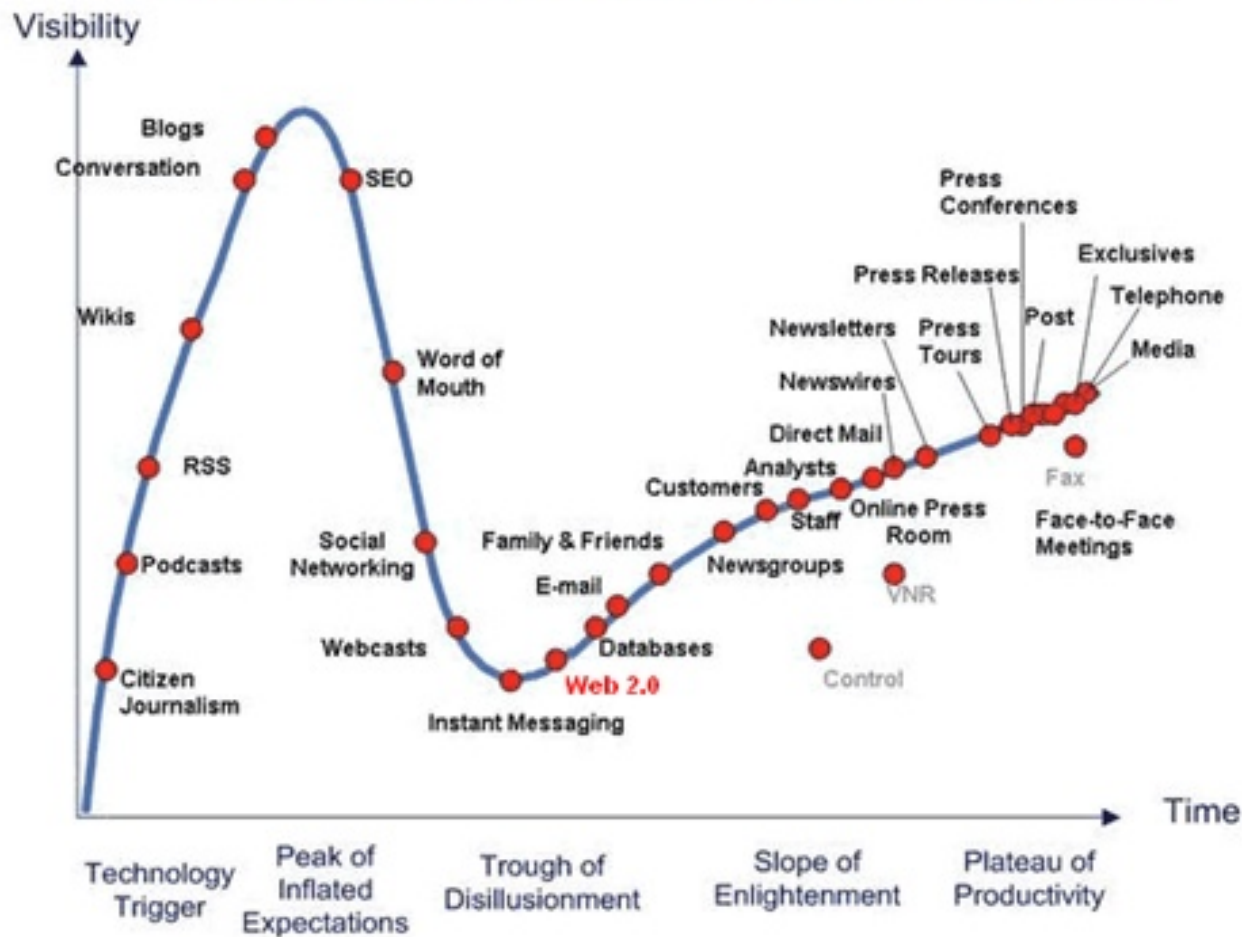
Your new world order is installed and ready to use.





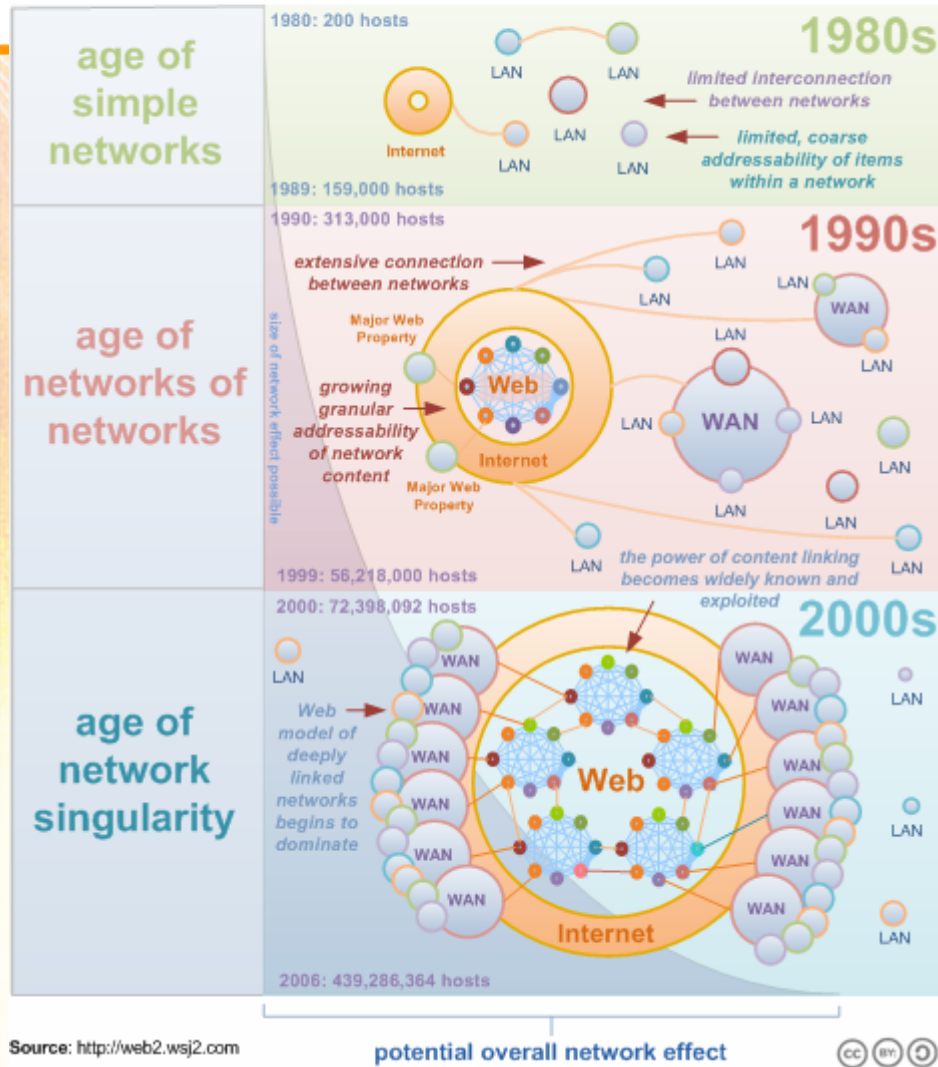
**INNOVATION**

# 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](http://www.SignGenerator.org)

**CHANGED  
PRIORITIES  
AHEAD**



**RED ROUTE**

**No stopping  
at any time**

**JAEGER**

# Optical Illusions



# Optical Illusions



**Are You Ready?  
To Change?**

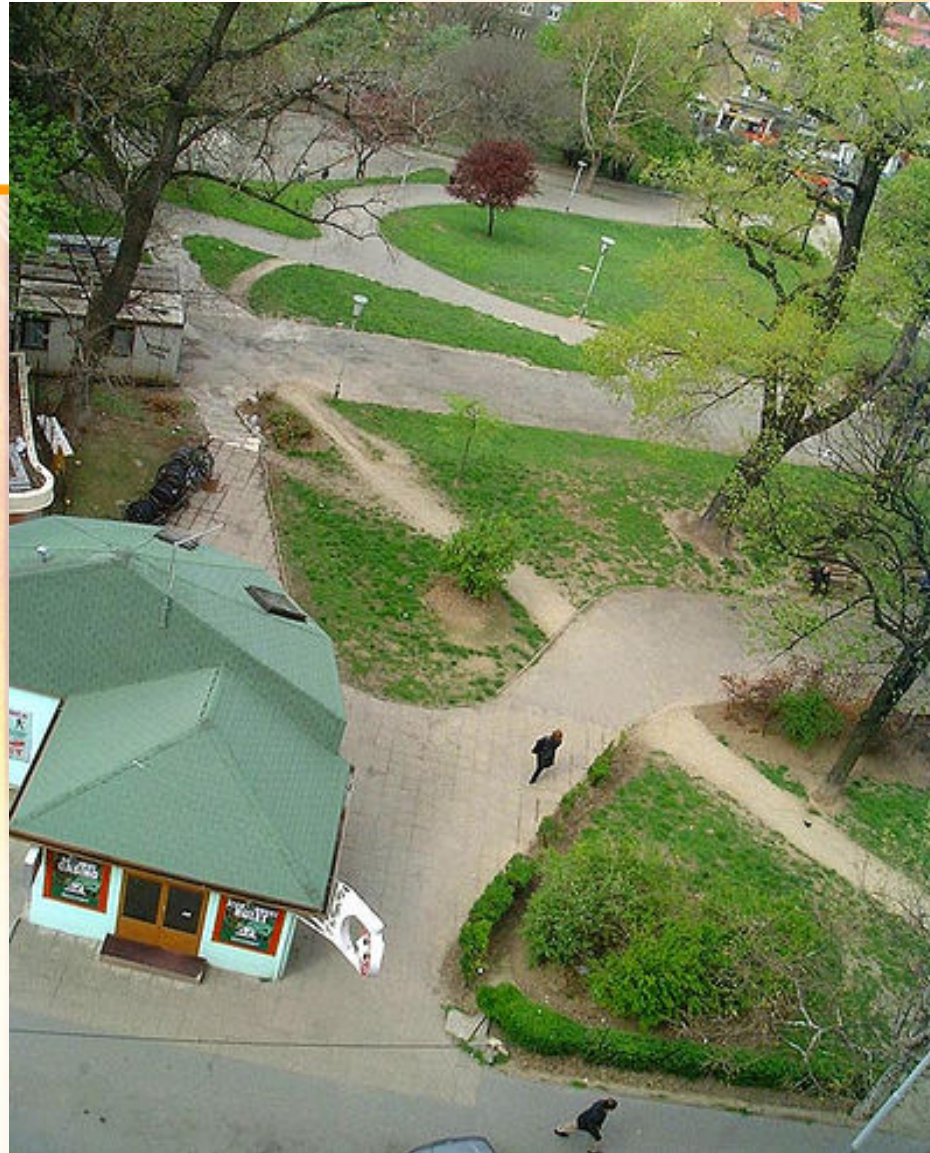
# INNOVATION

How Future Member-  
centric are you . . . ?

Really?

# Intention Paths





**INNOVATION**

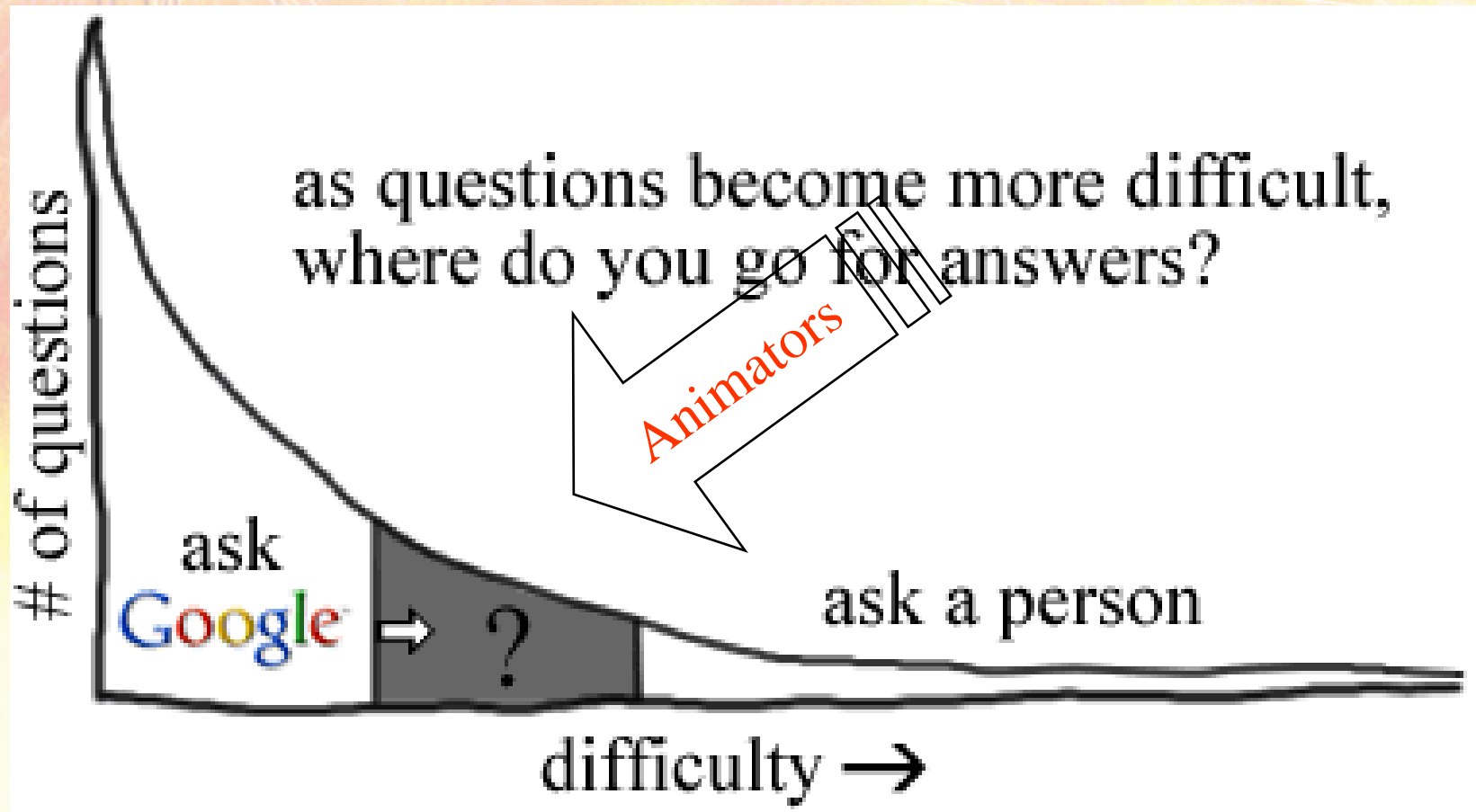
# Too hard

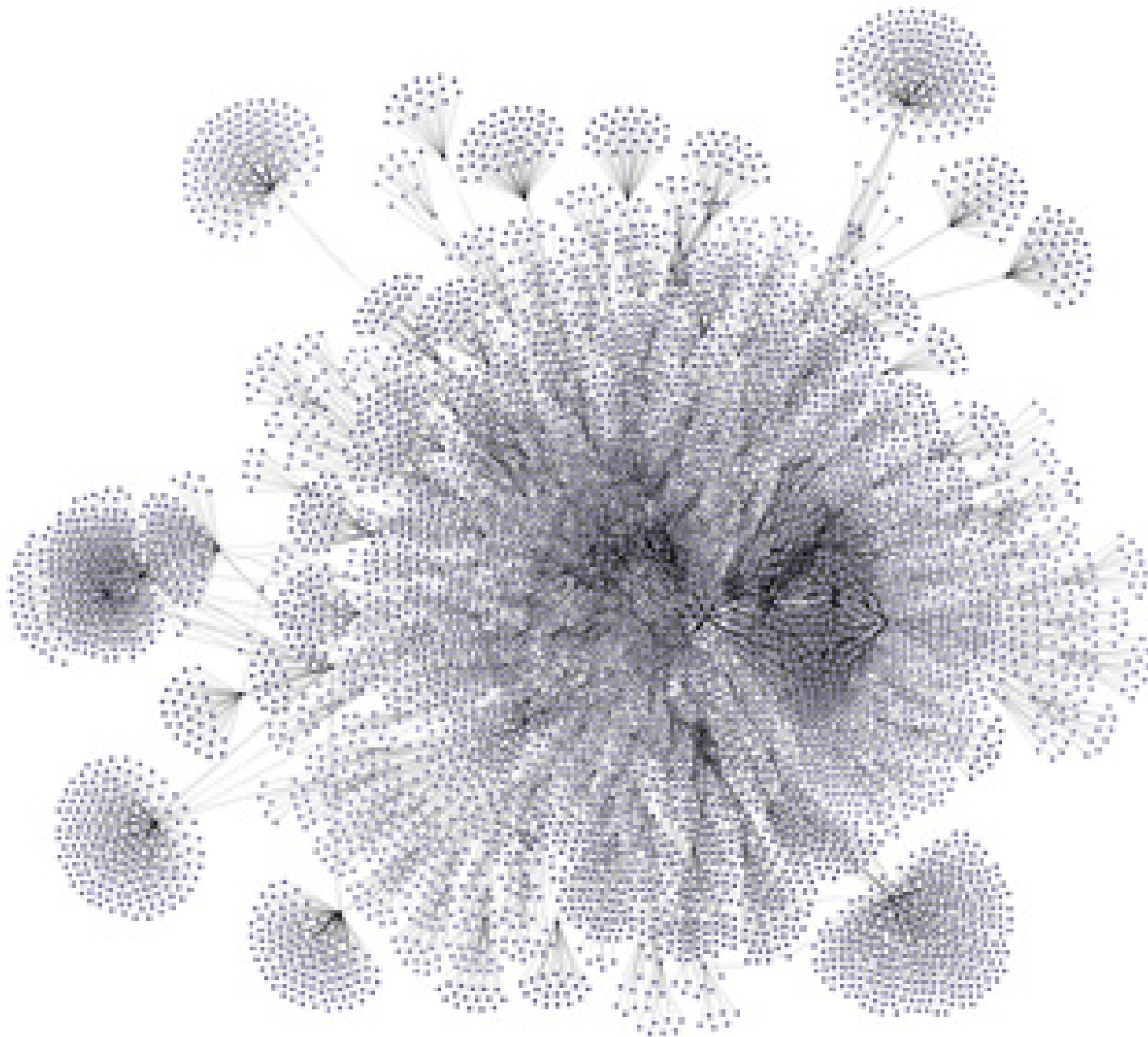


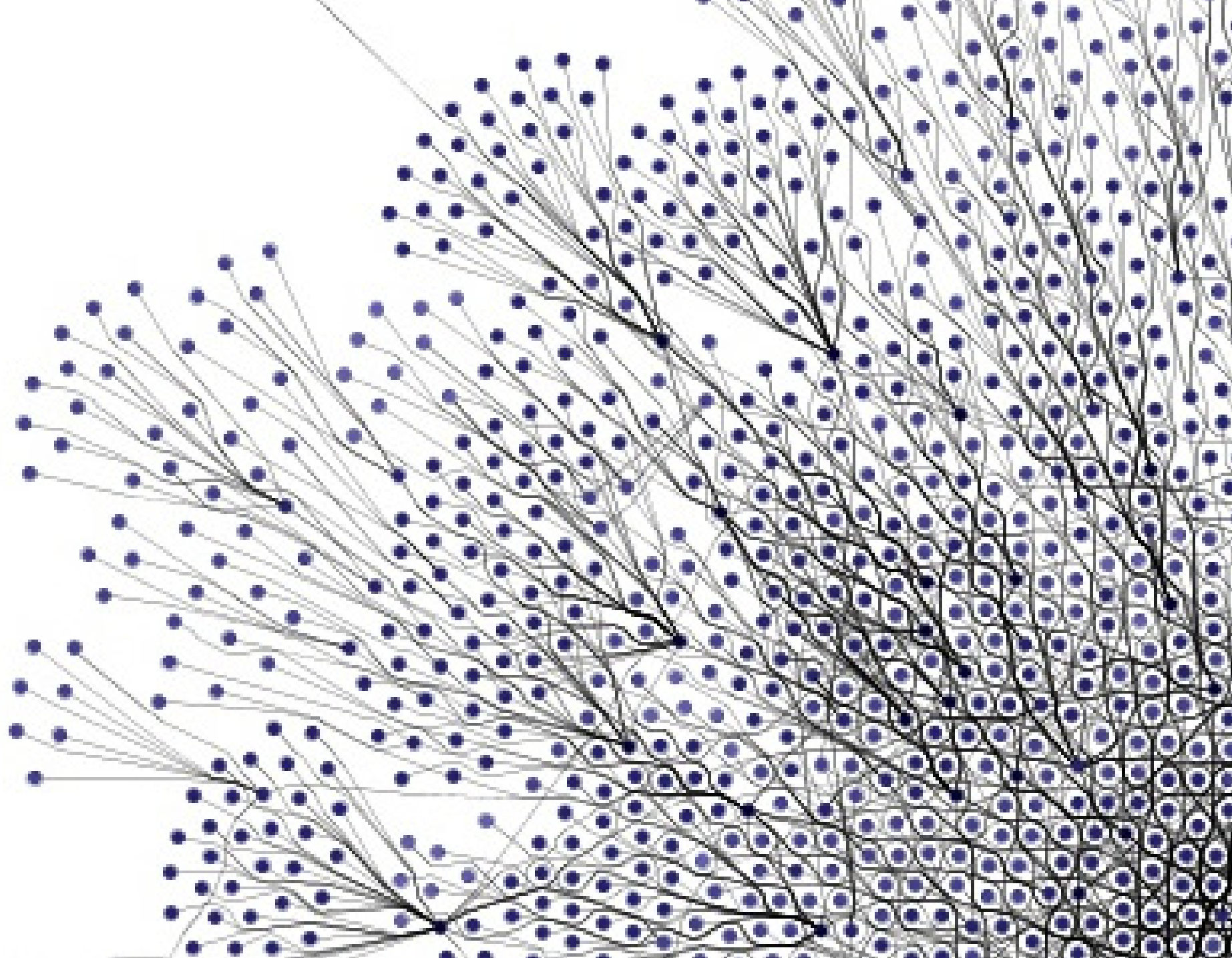
# Too simple is not good

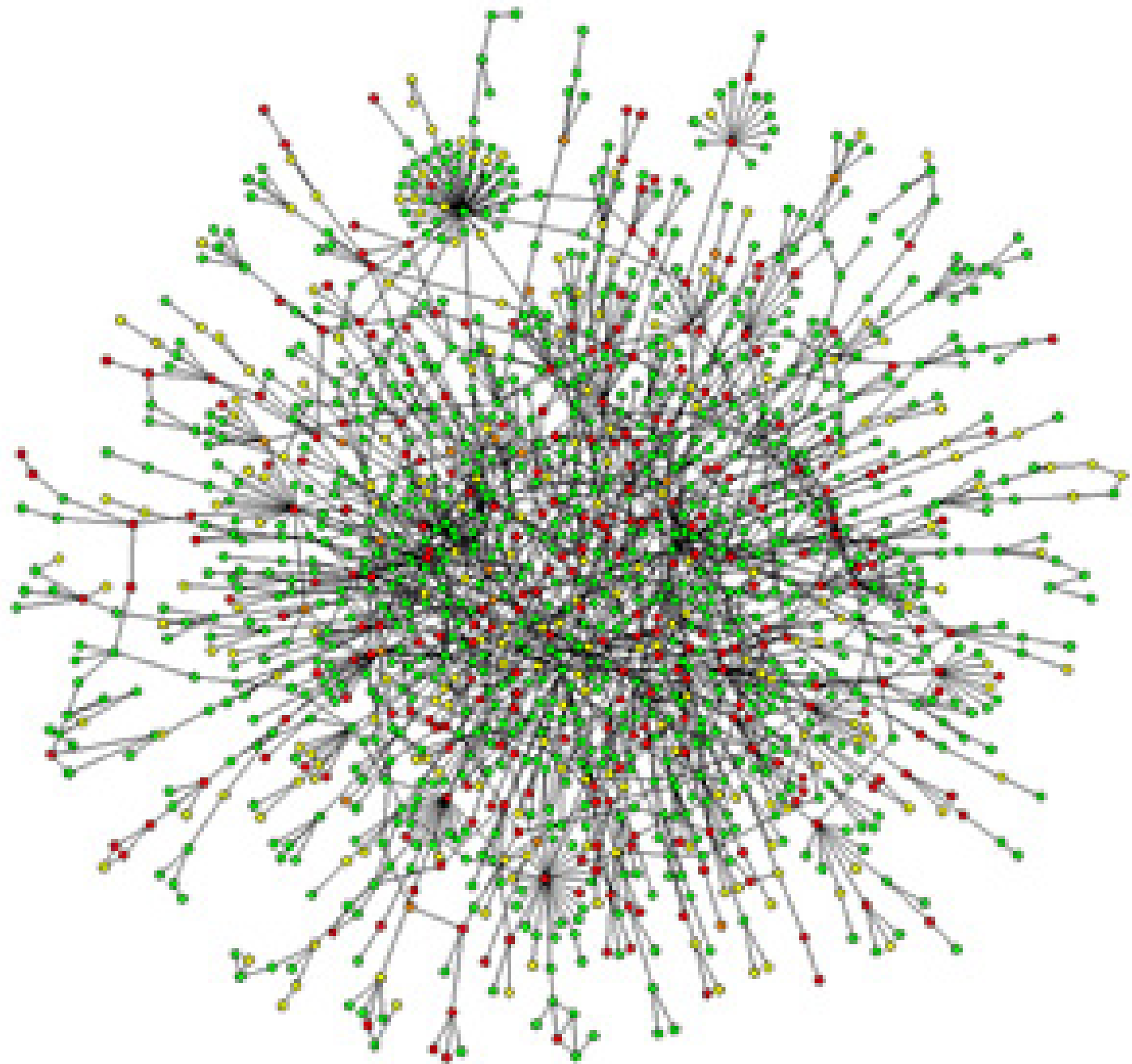


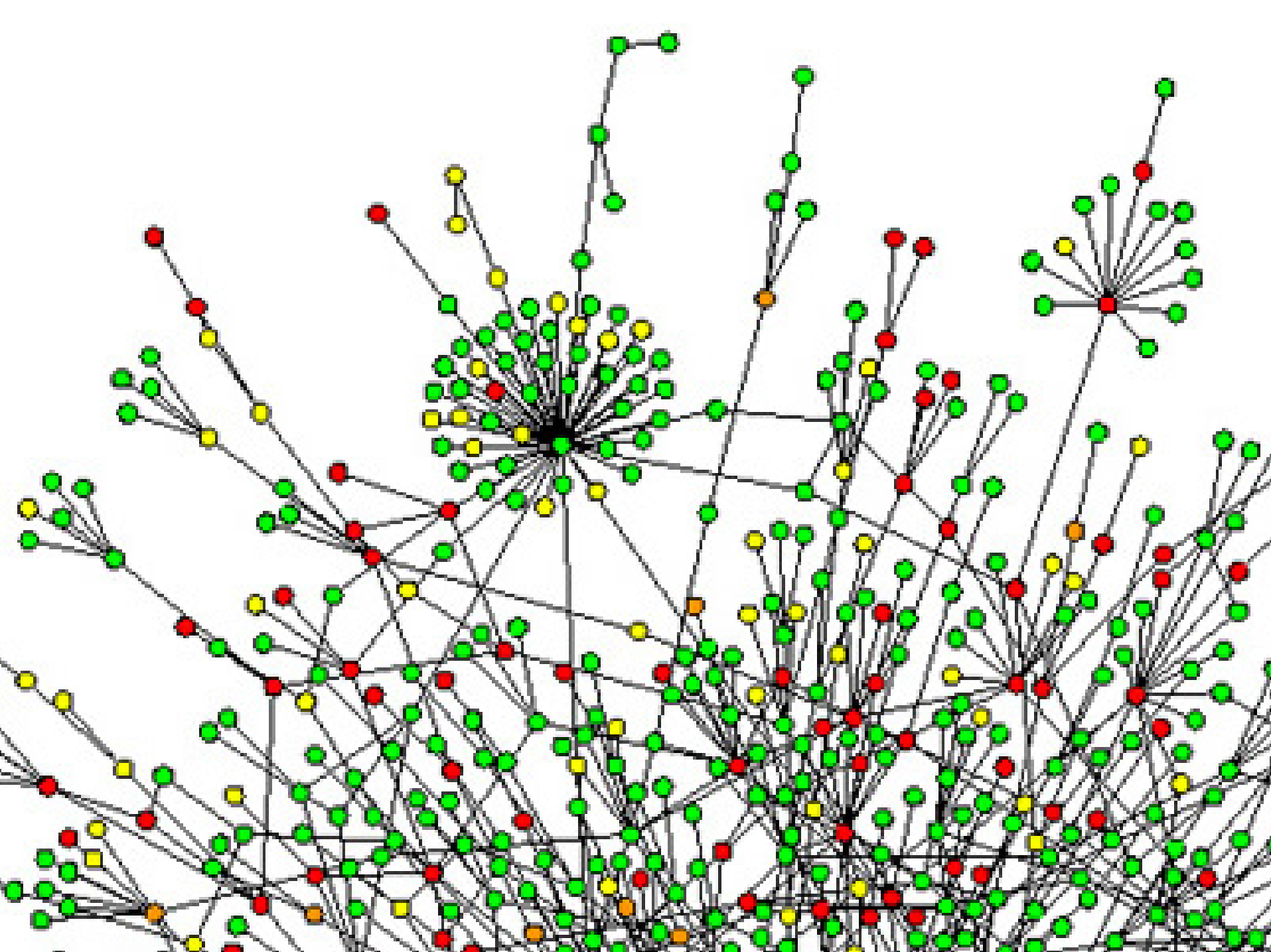
# The Long Tail













Help | SignUp

The Web MySpace Search

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Classifieds | SignUp

- Blogs
- Classifieds
- Games
- Music Videos
- Browse
- Filmakers
- Groups
- Schools
- Chat Rooms
- Forums
- Music
- Videos

### Check Out What's Playing Now

- Fresh Pick
- Featured Videos
- Top Videos

» Browse Videos



### MYSACE MUSIC VIDEOS

#### MySpace Music [more music]



**Assassins**  
 Rock / Electro  
 Chicago, IL

Chicago's Assassins kill it on the dance floor with their delicious male-female vox laid over Joy Division-style beats, trip hop sounds and indie rock guitars. Press play and you'll be dancing, too.

» Listen Now

#### MySpace Specials

**MYSACE FILM** Screenings | Forums | Top Filmmakers

» Check Out MySpace Films

#### Member Login

E-Mail:

Password:

Remember Me

[Forgot your password?](#)

#### Cool New People

**Jesse** **Tommy** **Johanna**

#### Videos [more videos]

**myspace**<sup>®</sup> 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



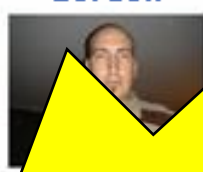
Katrina



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?

▼ advertisement



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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**<sup>®</sup> a place for friends

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Premium Unlimited  
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Save now

Cool New People

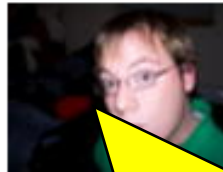
Virginia



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

**Reminder:**  
**200,000-350,000**  
**A DAY!**

advertisement



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**Investment Savings**  
**Account.**

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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



**VONAGE**  
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**\$39.99**  
/month

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

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Cool New People

Virginia



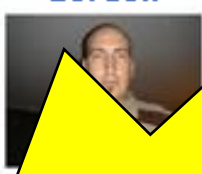
Katrina



Kendall



Gordon



Member Login

E-Mail:

Password:

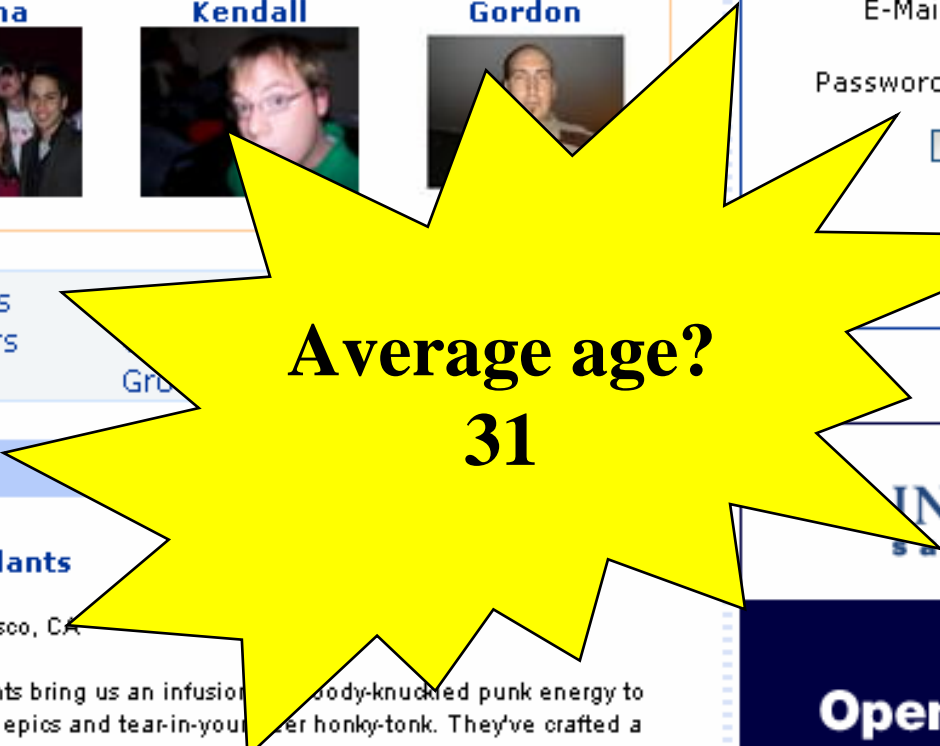
Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

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



Average age?  
31

MySpace Music



**Two Gallants**  
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San Francisco, CA

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**\$39**

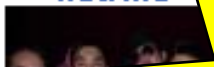
Unlimited local & long-distance throughout Canada & the U.S.  
VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage.ca for details.

Save now

Cool New People

Virginia

Katrina



Member Login

Username:

Password:

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

- Blogs
- Browse
- Chat Rooms
- Classifieds

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

MySpace Music



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

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save your money

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Account.**

START SAVING

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.
- [eVolver](#)
  - [I can't take my eyes off you](#)
  - [:Steen:](#)
  - [Charbonneau](#)



**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

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## 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

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| <a href="#">Send Message</a>    | <a href="#">Forward to Friend</a> |
| <a href="#">Add to Friends</a>  | <a href="#">Add to Favorites</a>  |
| <a href="#">Instant Message</a> | <a href="#">Block User</a>        |
| <a href="#">Add to Group</a>    | <a href="#">Rank User</a>         |

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 ...

**myspace**<sup>®</sup> a place for friends

**VONAGE**  
vonage.ca

Premium Unlimited \$39

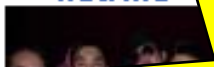
Unlimited local & long-distance throughout Canada & the U.S.  
VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage.ca for details.

Save now

Cool New People

Virginia

Katrina



Member Login

email:

password:

Remember my E-mail

LOGIN

SIGN UP!

Forgot your password?

Blogs  
Browse  
Chat Rooms  
Classifieds

# My Smarter Space

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save your money

MySpace Music



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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 Go Bookmarks 65 blocked Check AutoLink AutoFill Send Settings

Search web... Favorites PC Health Form Fill Spaces




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)



**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

Done

start iTunes Facebook | Engineeri... Microsoft PowerPoint ... Search with Google 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

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 Staff

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](http://www.davinciinstitute.com)

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

Done Internet

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  
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StephenFull-bw



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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



**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

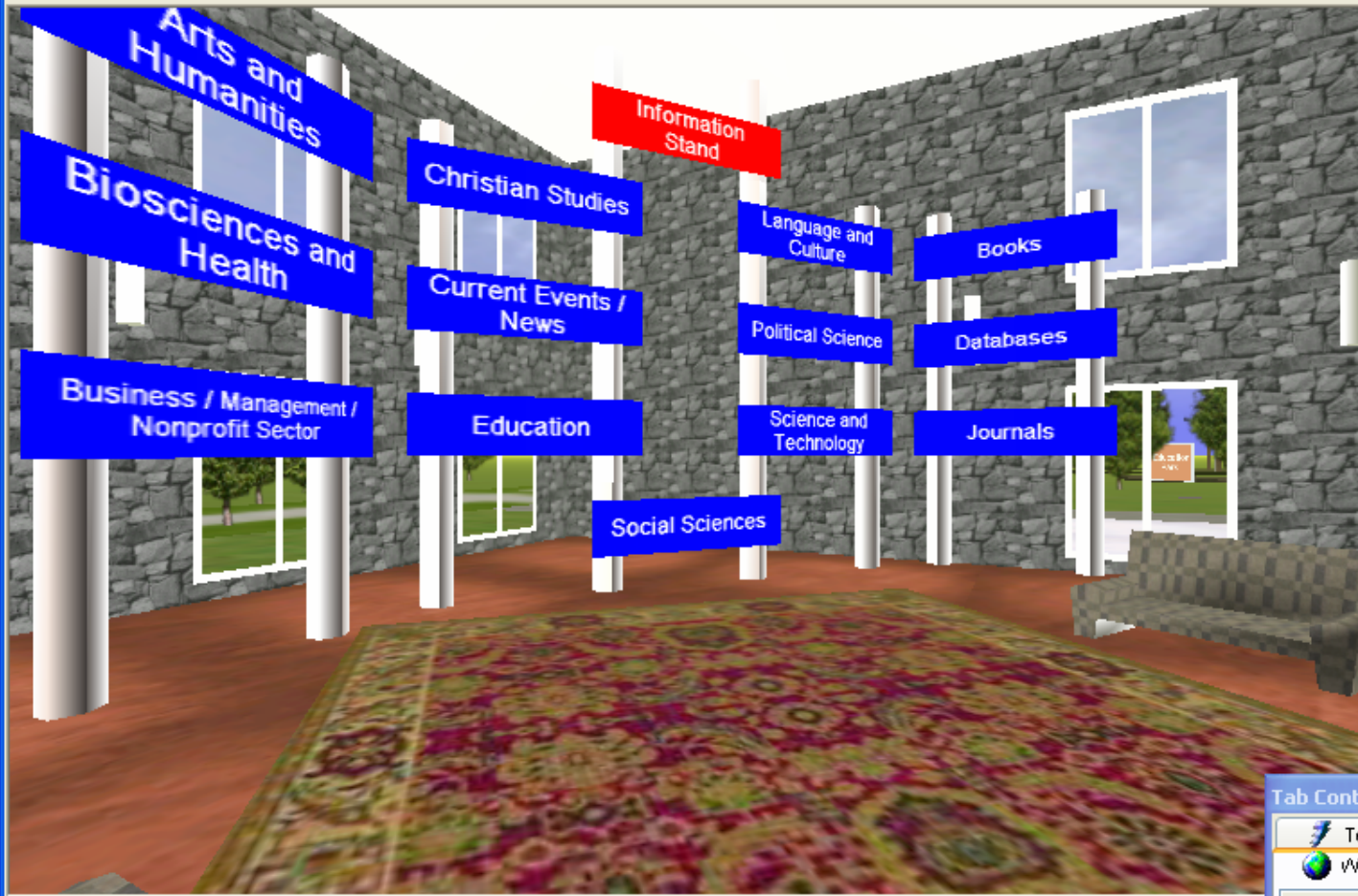
80 Worlds	1 User
VBI	1
!AWEDU!	0
^centre^	0

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

Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!

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



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

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Immigration Officer: Welcome to the AWEDUverse

Immigration Officer: Welcome to Eastern University!



WHAT IS SECOND LIFE? SHOWCASE BUSINESS PARTNERS DEVELOPERS COMMUNITY SUPPORT

Resident Login | Join 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

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





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

**FREE MEMBERSHIP JOIN NOW!**

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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



**TEEN SECOND LIFE**

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.

**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](#)

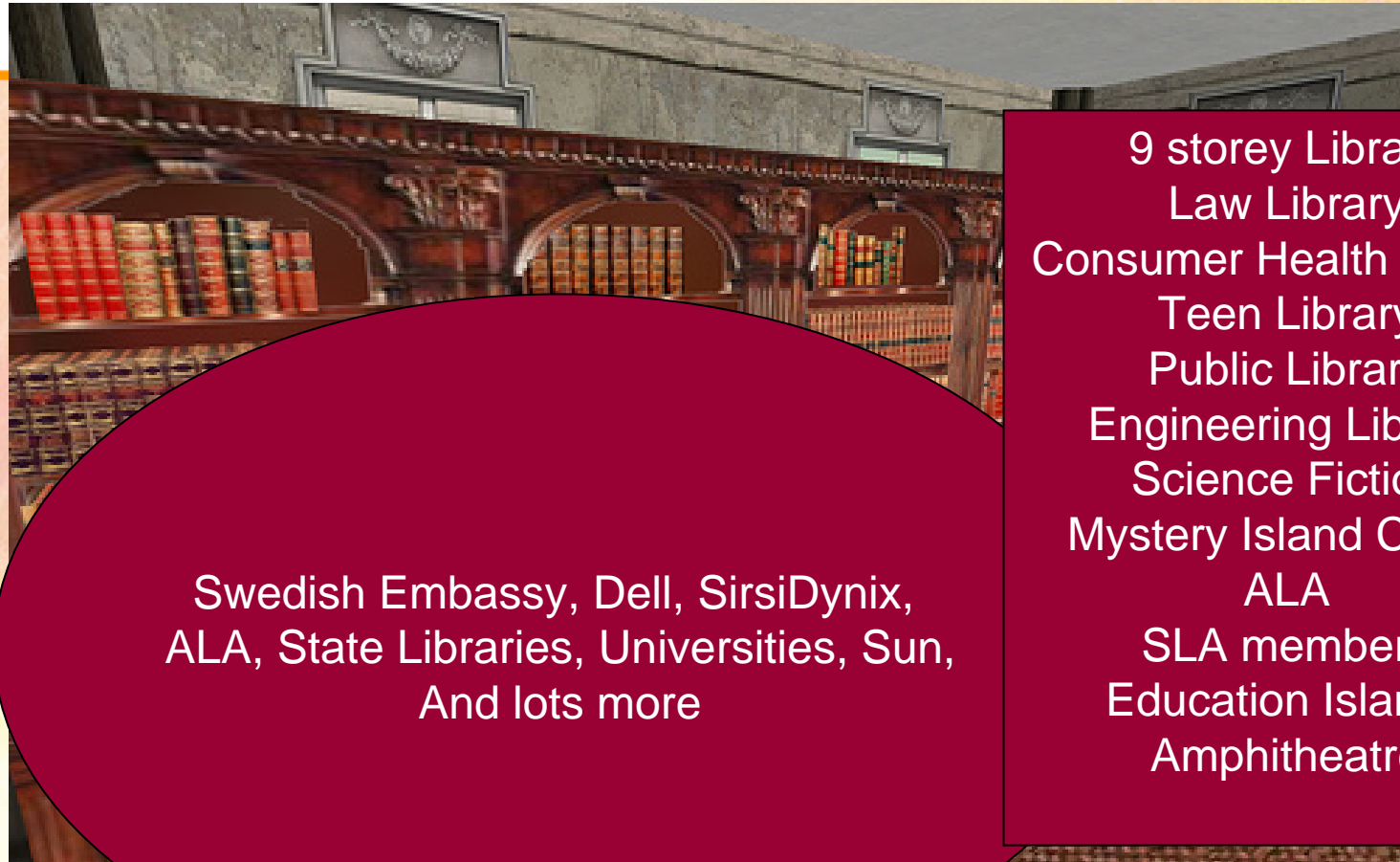
**Hang out with your friends at the Coffee Spot in Teen Second Life!**



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



**INNOVATION**

## 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](http://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 SL user. She created an account, logged in with her avatar, Lorelei Junot, and discovered a population of almost 200,000 SL residents.

Bell found that SL had a few libraries, such as Wandering Yaffle's library, but thought that virtual library services could be expanded.

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.

"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.

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

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.

Pages Attachments Comments

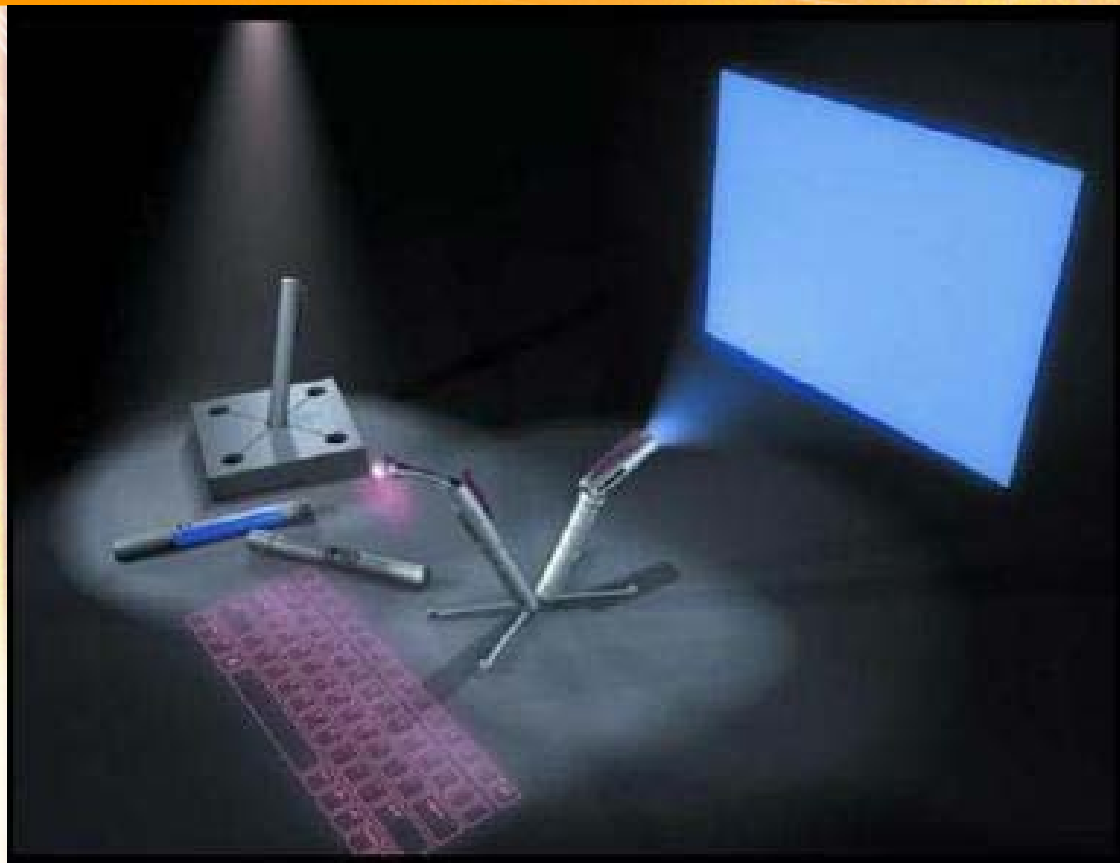


**INNOVATION**



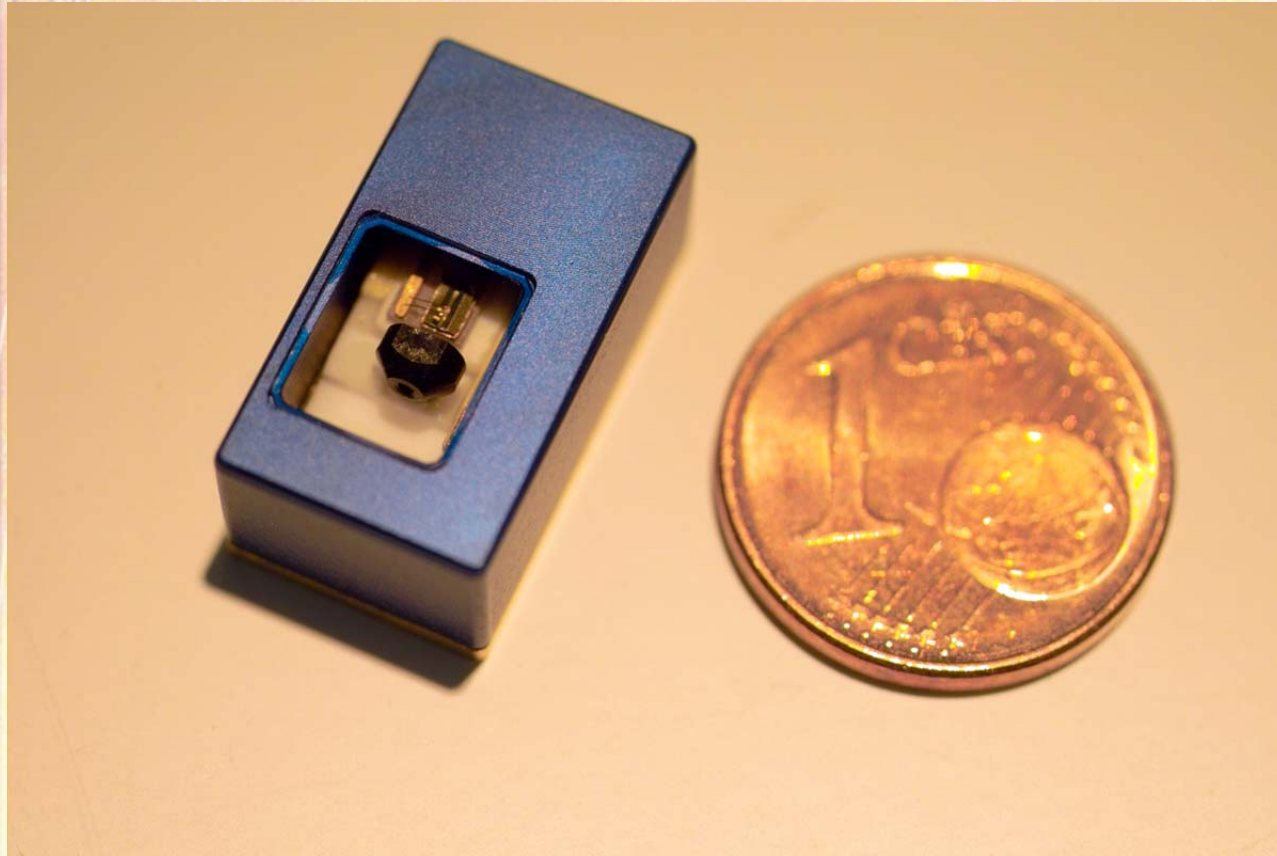


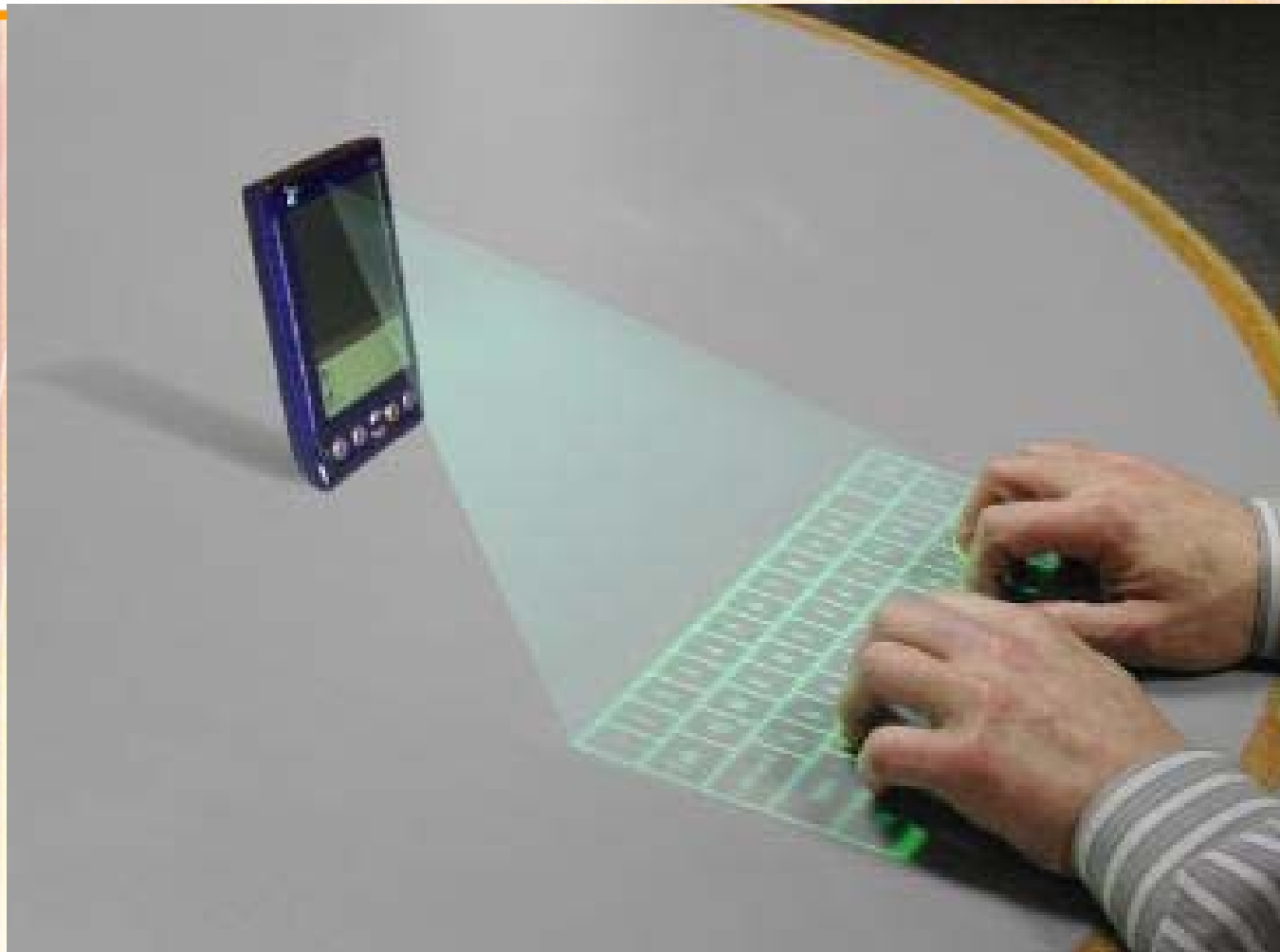
**INNOVATION**



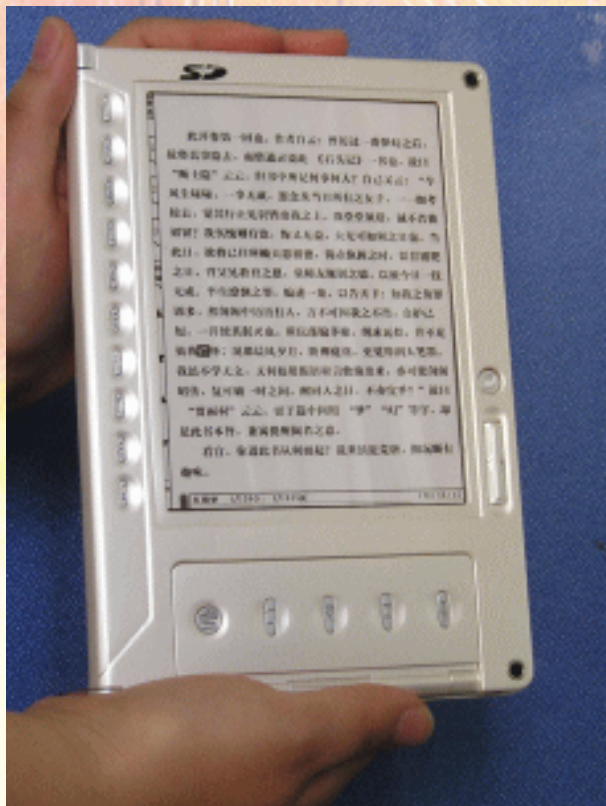
**INNOVATION**

# A projector the size of a sugar cube





**INNOVATION**

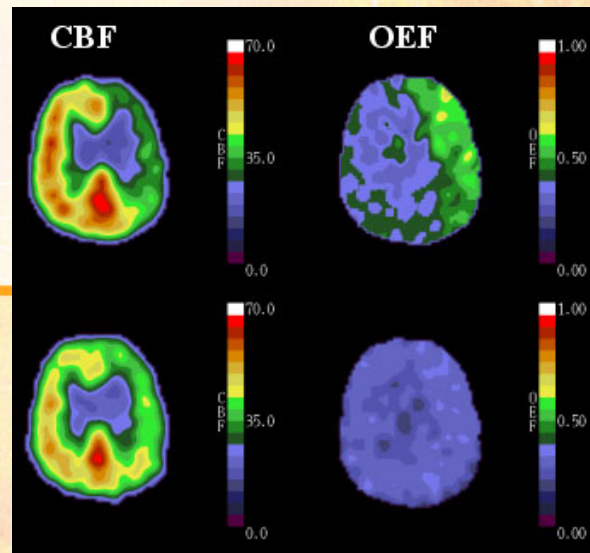


**INNOVATION**

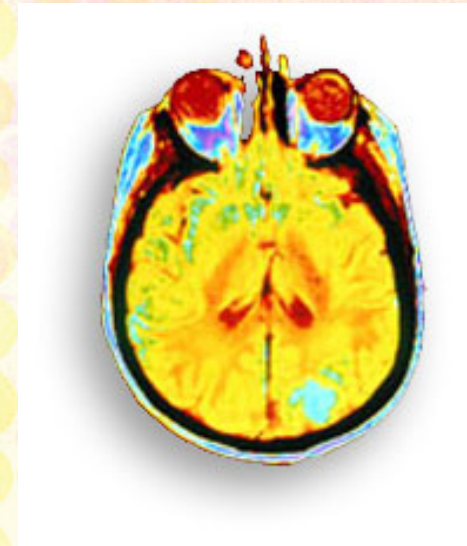
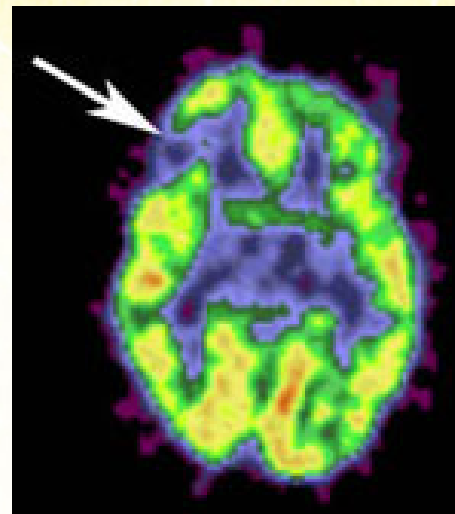


# Everything's getting smaller





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

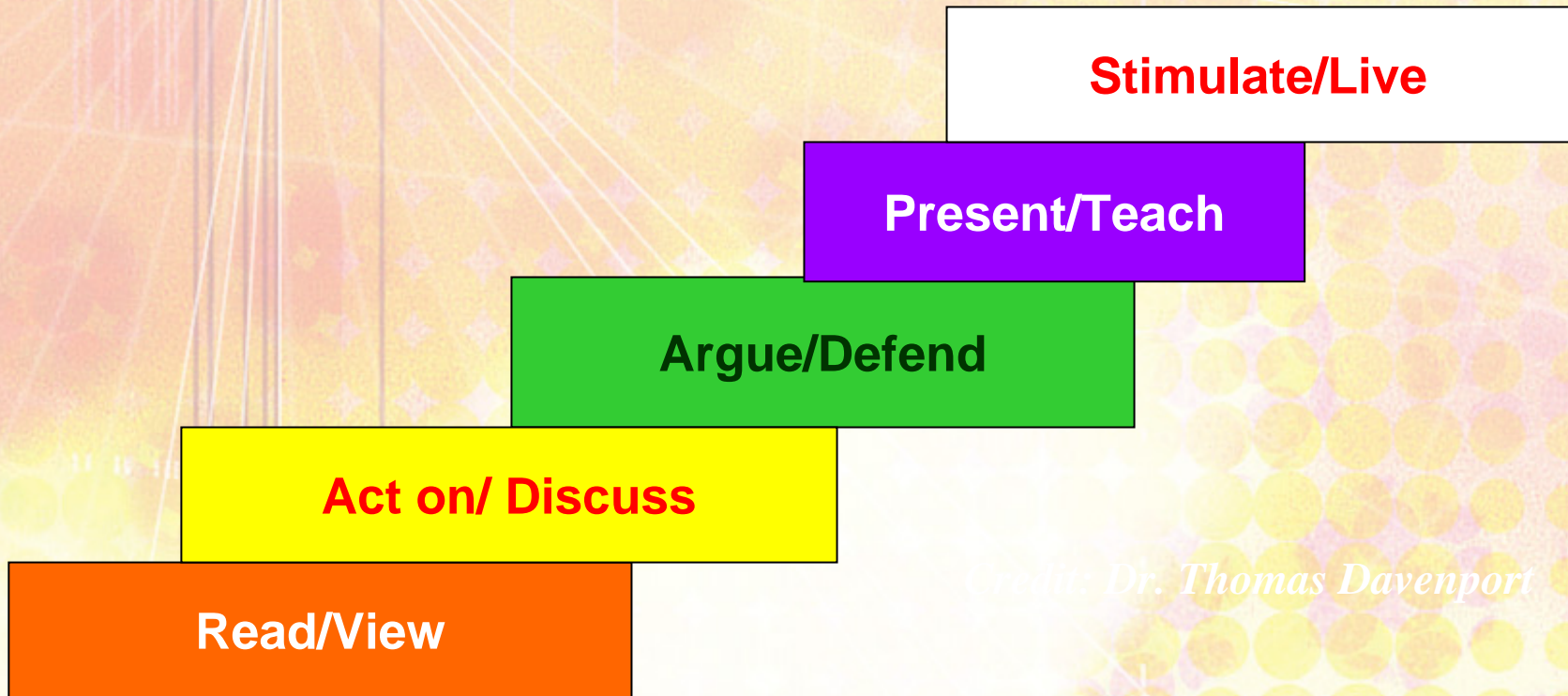


# Millennial Characteristics

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

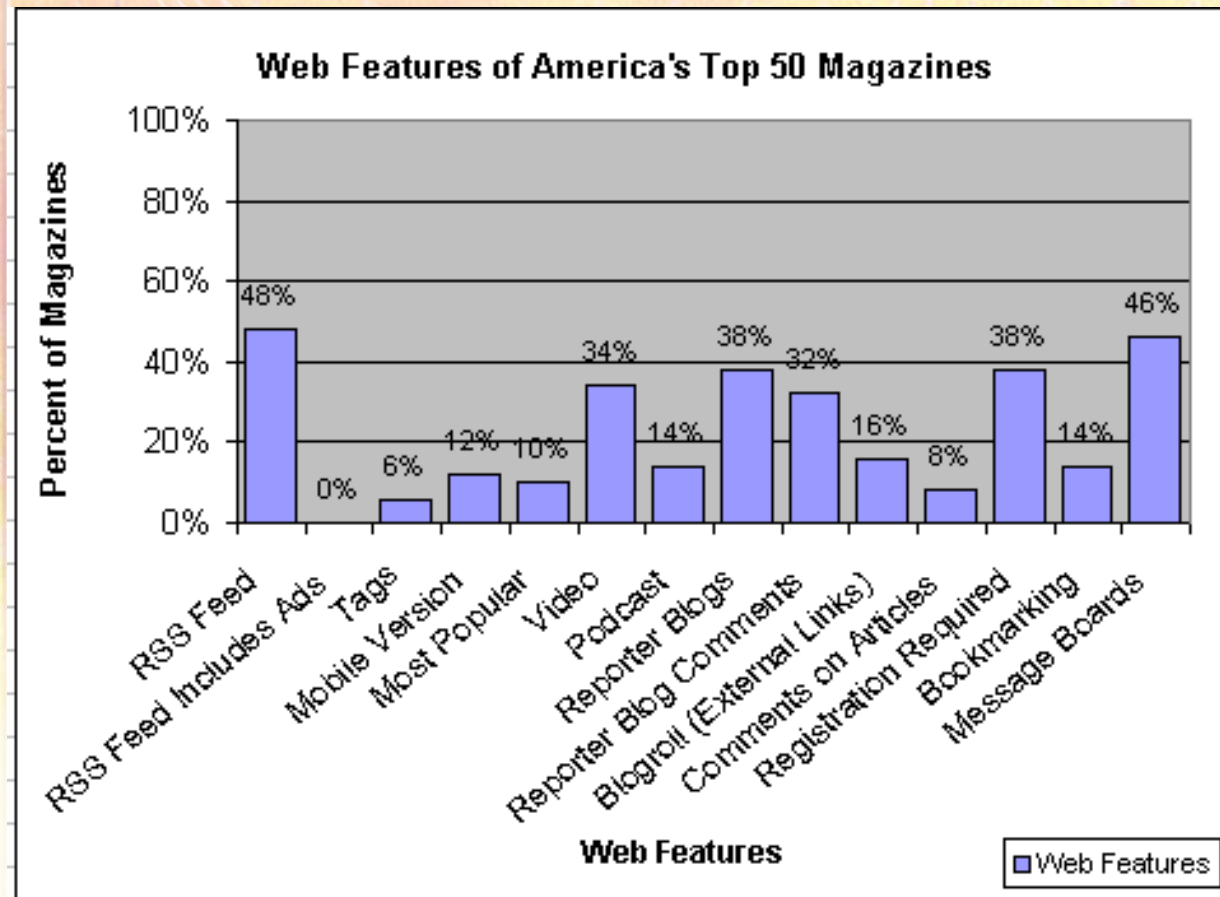
Credit: Richard Sweeney, NJIT

# The Engagement Ladder

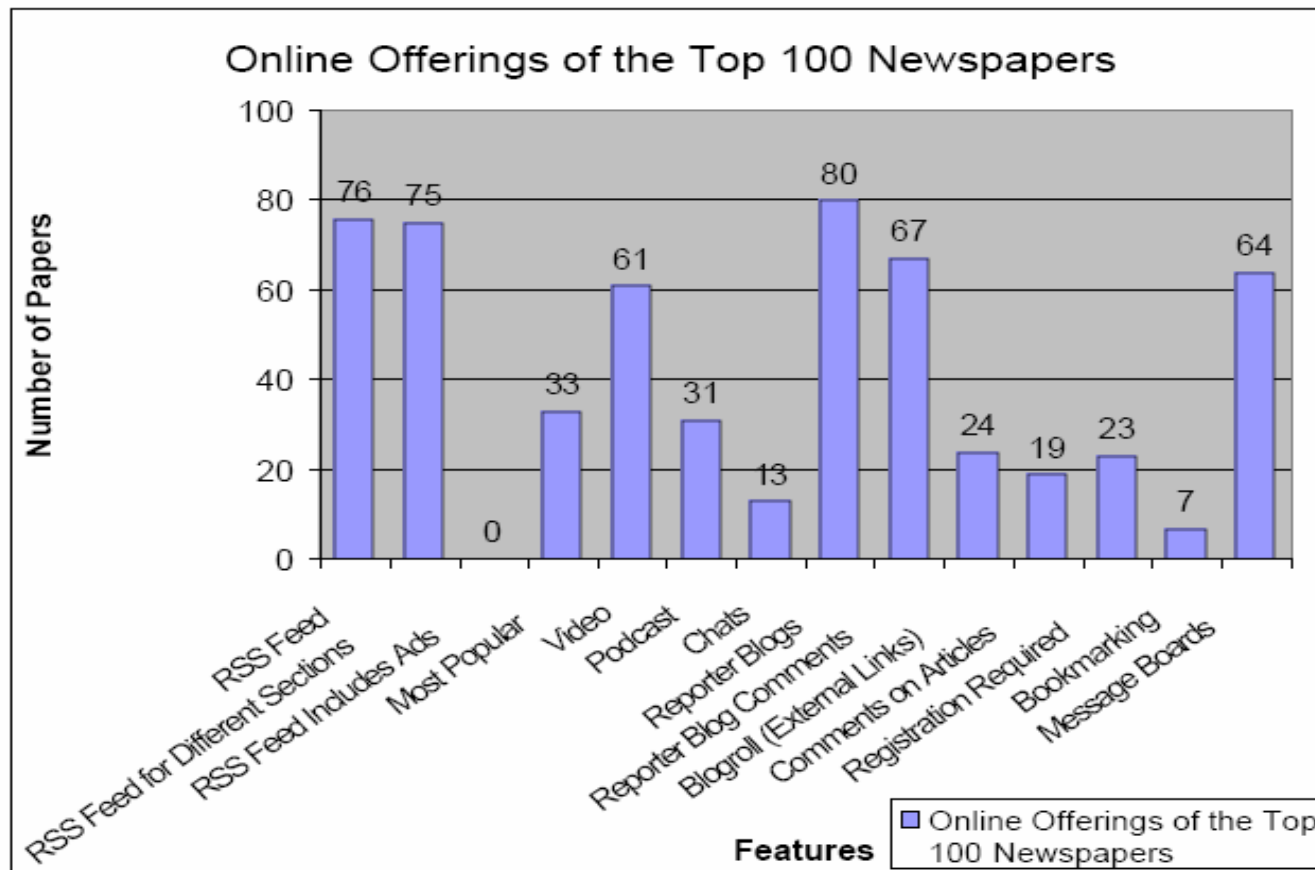


*Credit: Dr. Thomas Davenport*

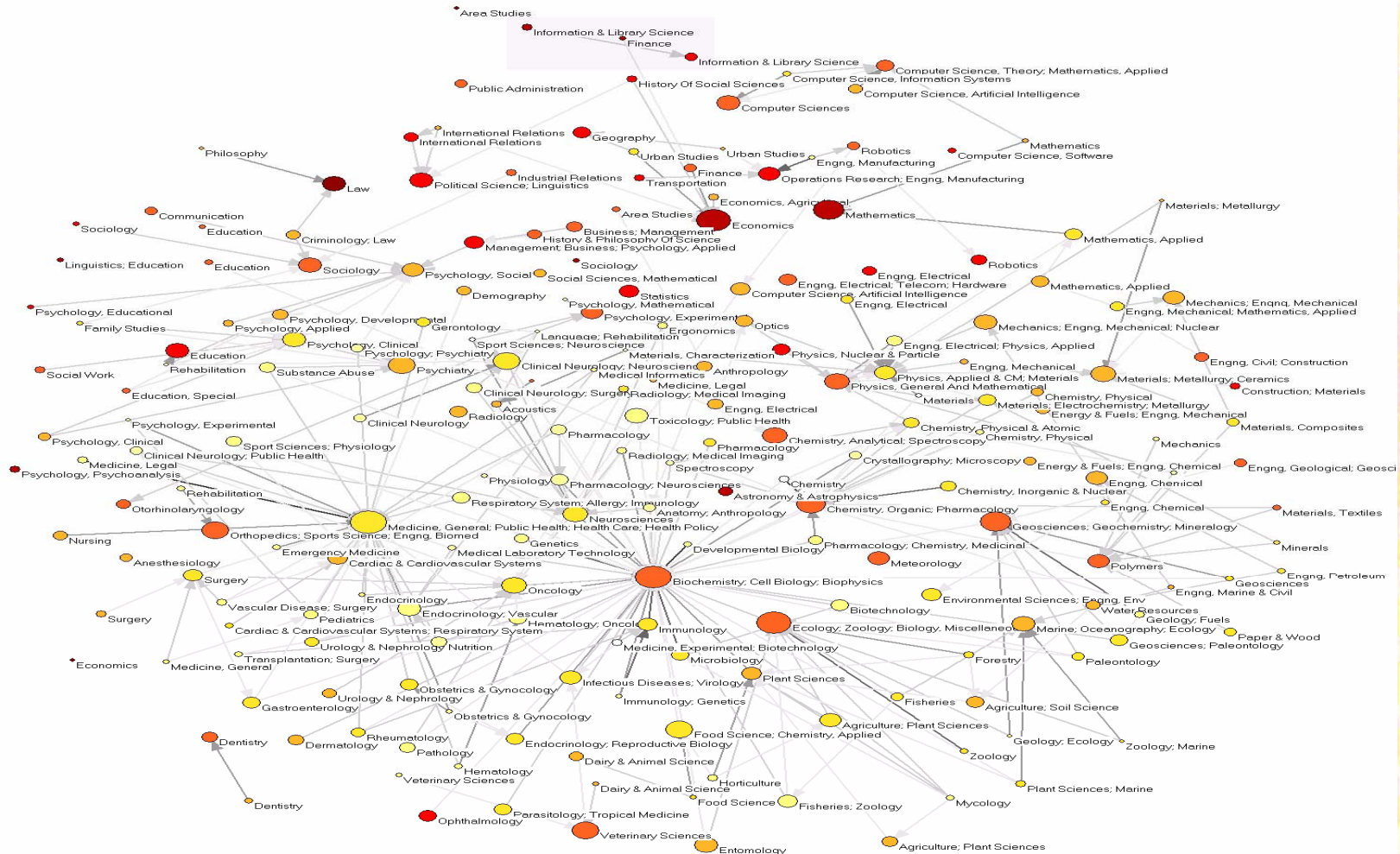
# Is Magazine Content Social?



# 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 Home Search Favorites Refresh Mail Print Word PDF Help

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

Google 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 'http://twitter.com/sabram'. The page features the Twitter logo and the user's profile picture, which is a small square image of a man in a suit. The user's name 'sabram' is displayed in a large, bold font. Below the name, there is a tweet that says 'Heading to Denmark' with a timestamp of 'about 3 hours ago from web'. To the right of the profile information, there is a green box containing details about the user: 'About sabram', 'Name: Stephen', 'Bio: I'm VP innovation for SirsiDynix and SLA president-elect', 'Location: Toronto, ON', and 'Web: http://stephensliqth...'. Below this information, it shows '0 Favorites', '0 Friends', '0 Followers', and '1 Update'. At the bottom of the page, there is a yellow box with the text '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 (iTunes, Twitter / sabram - Mic..., Microsoft PowerPoint ...), and the system tray with the time 7:20 PM.

**twitter** sabram

**Heading to Denmark**  
[about 3 hours ago](#) from web

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**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.**

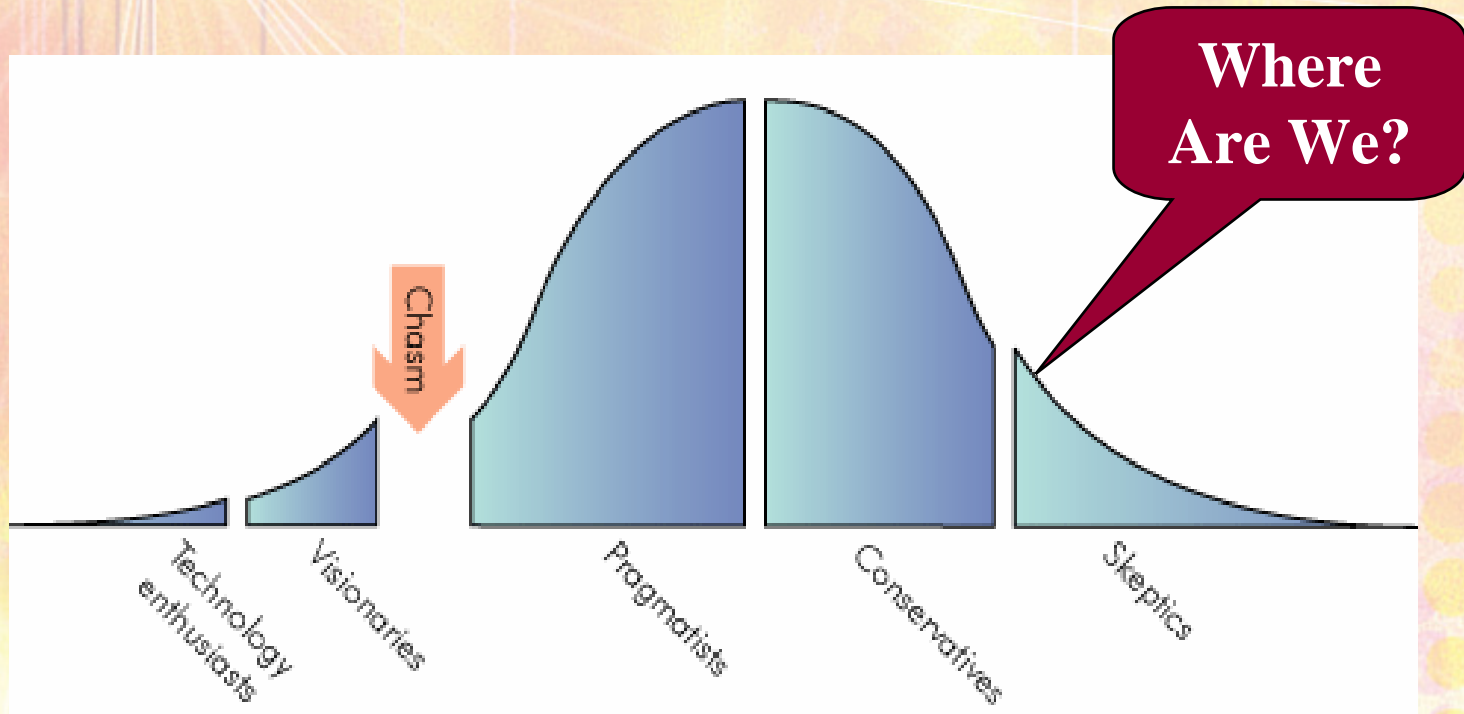
# Association 2.0 Influences

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



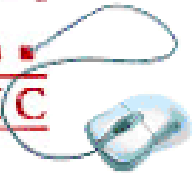
Source: Geoffrey Moore. Crossing the Chasm, 1991.

# 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



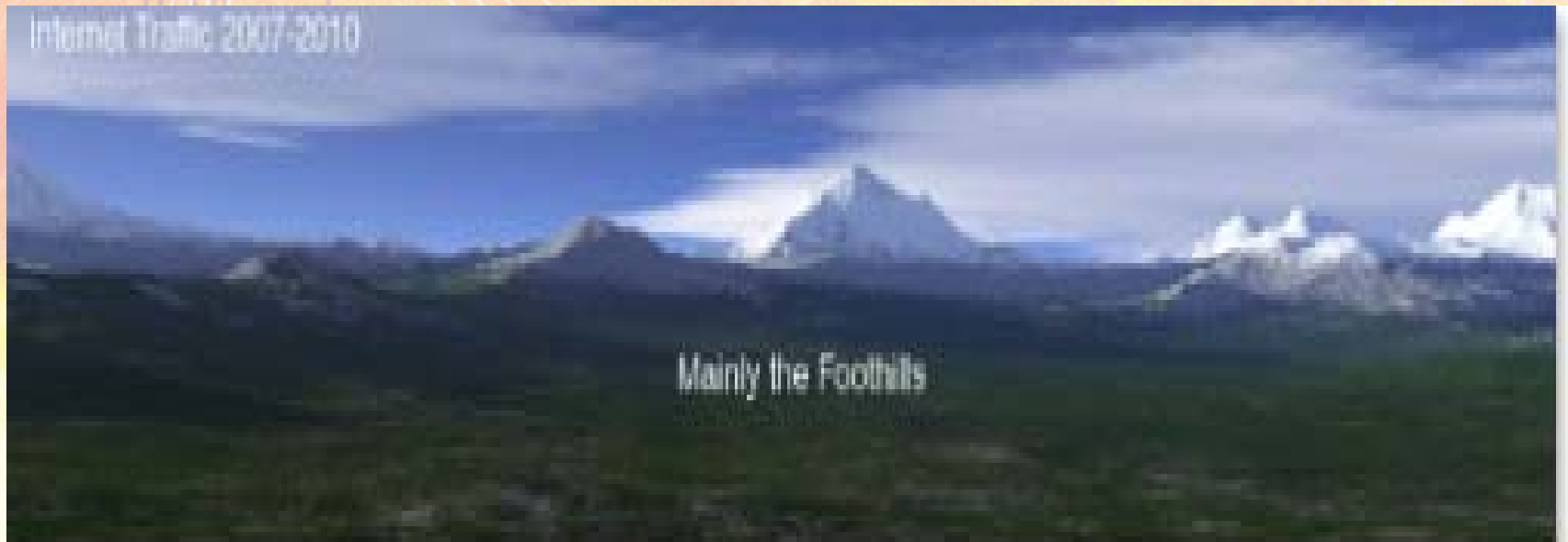
# Looking too close



# 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](mailto:stephen.abram@sirsidynix.com)

<http://www.sirsidynix.com>

Stephen's Lighthouse Blog

<http://stephenslighthouse.sirsidynix.com>