

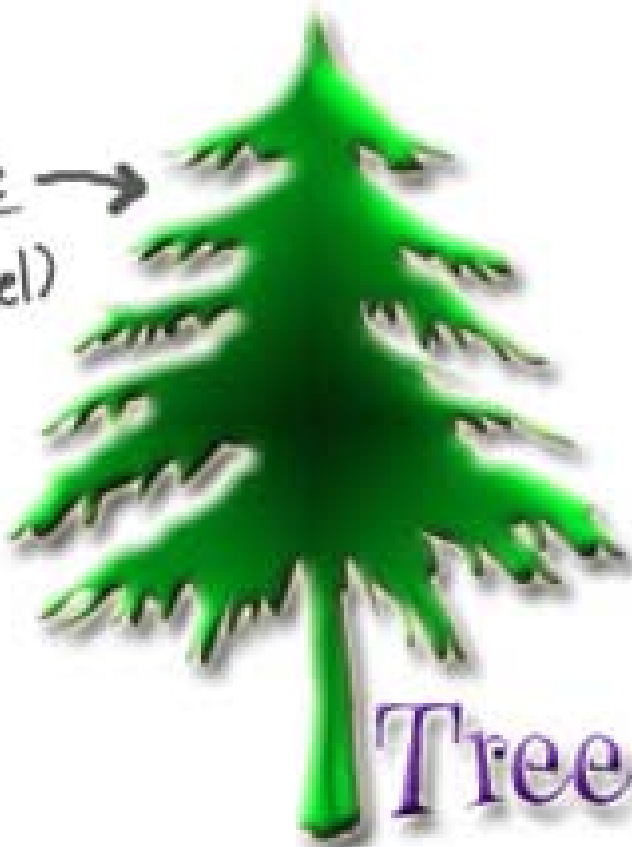


**SDI LIVE: Bigger Brains:  
Building Capacity for Learning  
15 Minutes a Day!**

**Stephen Abram**  
**Chief Strategist, SirsiDynix Institute**

# Forests and Trees

We get stuck here →  
(implementation level)



Tree 2.0

# The Big Picture

But this is what matters most  
↓ (meta level)



The right forest



# Traditional Learning Activities

- Reading & browsing -- especially out of your field
- Conferences – learning, networking, exhibits
- Courses – free to \$\$\$, distance thru onsite to live-in



# Making Conference Choices

- Needs assessment tied to mission, vision, strategic goals
  - Individual development vs. enterprise priorities
- Annual conference plan: team
  - Who goes? Building capacity?
  - Local, international
  - Early or bulk registration
  - Van vs. individual cars or plane tickets
  - Diversity (single issues, libraries, HR, IT)
  - Sharing: lunch brown bag sessions, blogs



# Conference Variety

- Practical vs. visionary conferences
- For profit / tracked conferences vs. not for profit / association / grassroots conferences
- Keynotes, networking opps, size



# Conference Types

- **Forward thinking:** IL, NetSpeed, Access, CIL, ...
- **Grassroots** (practical): OLA, CLA, ALA, PLA, SLA, state and provincial conferences
- **Topical:** KM World, Code4Lib, Web 2.0, SES, Streaming Media, Blackboard, etc.
- **User-Focused:** SirsiDynix SuperConferences, Blackboard, Dialog



# Supplementing Conf Experience

- Proceedings
- Blogs, link lists
- Wikis
- PPTs on conference websites
- Webcasts, Podcasts & YouTube videos
- Flickr
- Speaker contact



# Build Your Own: Free/Low Costs Learning Experiences

- SirsiDynix Institute
- Education Institute (Partnership)
- WebJunction
- Vendor training events (Talis, SirsiDynix, ProQuest, LexisNexis, etc.)
- Training sessions & audiobooks: iTunes, PodScope, Podzinger
- Inviting experts for staff prof'l development



# Other Learning Experiences

- SLA Click U
- U of T, FIS PLC
- University Distance Lib/Info programs: San Jose State, Simmons, Syracuse, FSU
- Executive Learning: SLA, U of T, SJSU





# 15 Minutes Movement

- 15 Minutes a day concept
- 15 minutes a day movement
- Not every day needed
- Don't get all AR / OC about this.
- It's supposed to be fun



# Thank You

- **Helene Blowers** —Technology Director, Public Library of Charlotte and Mecklenburg County
- The staff and leadership of the Public Library of Charlotte & Mecklenburg County (NC) and Yarra Plenty Regional Library (Australia)



# Librarian 2.0 *plays*



# Best Practices in Personal Learning 2.0



# Think About Yourself

- Just cuz it worked in grade school... or not
- Know Your Learning Style
- Know your attention span
- Schedule it
- I or E - Play well with others?
- How well do you do alone, in classes, in pairs?
- Anonymity or not
- Think about your reaction to PowerPoint
- Think about your reaction to group work

Address <http://www.43things.com/>

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# 43 Things

What do you want to do with your life?



Discover what's important, make it happen, share your progress. Find your 43 things. [Learn more...](#)

215,920 people in 4,879 cities are doing 331,085 things including...

[learn to skateboard](#) [finish my masters degree](#) [download the new episode of 24](#) [go to Greece](#)  [smoothcharliebrown wants to attend a Soccer World Cup game](#) [learn french](#) [Drop a dress size \(or two!\)](#) [Clean my room and maintain it.](#) [dye my hair blonde](#) [find the meaning of life](#) [have my own garden](#) [be more creative](#) [google myself](#)  [yesterdayshigh wants to do something small to make everyday worthwhile](#) [Become more focused](#) [play Mario Brothers 3](#) [download msn plus](#) [make an ATC each day](#) [Have friends everywhere.](#) [learn to trust](#) [take dance lessons](#) [Organize and Systematize all of my digital data](#) [make people understand that declawing a cat is a painful unnecessary surgery and there are better ways to deal with cat's scratching](#) [talk to a stranger](#) [read The Lion The Witch and the Wardrobe](#) [stop biting my nails](#) [organize my life better](#) [practice on my bass more](#) [learn gaelic](#)  [tekeo wants to do better in ict and english](#) [find a new job](#) [think and grow rich](#) [Become a better public speaker](#) [Stop screwing around on the internet](#) [learn english](#) [lose 50 pounds](#) [GET MY GRAD SCHOOL APPLICATIONS TOGETHER!!!](#) [lose 20 pounds and keep it off](#) [meet johnny depp](#) [stop](#)

## Top Cities

- [Seattle](#) 1090 people
- [New York City](#) 791 people
- [London](#) 779 people
- [Chicago](#) 737 people
- [San Francisco](#) 595 people
- [Los Angeles](#) 562 people
- [Toronto](#) 500 people
- [Boston](#) 406 people
- [Vancouver](#) 385 people
- [Austin](#) 366 people
- [Portland](#) 365 people
- [Atlanta](#) 361 people
- [Sydney](#) 320 people
- [Houston](#) 317 people
- [San Diego](#) 301 people

→ [See more](#)

## Today's Tags

- [travel](#) 4299



# Several Key Interventions in the past year



*Expanding Minds, Empowering Individuals, Enriching the Community*

PLCMC



# Learning 2.0





# 12 Best Practices in Enterprise Learning 2.0



# Best Practice #1

- **Don't confuse learning with training**
- Lifelong vs. an Event



## Best Practice #2

- **Design the program for late bloomers**



## Best Practice #3

- **Allow participants to blog anonymously**



## Best Practice #4

- **Use 1.0 methods to continually communicate**



## Best Practice #5

- **Focus on “discovery” & offer challenges**



## Best Practice #6

- **Encourage staff to work together**



## Best Practice #7

- **It's not about "doing IT right"**



## Best Practice #8

- **Practice transparency & enable radical trust**



## Best Practice #9

- **Continually encourage staff to "Play"**



## Best Practice #10

- **Consider rewards – they work and focus attention**



## Best Practice #11

- **Remember your culture and how you want it to change**



## Best Practice #12

- **Involve top management – team, director, CIO, trustees, deans...**
- **Demonstrate involvement, respect and valuing employee learning**










# 23 Learning 2.0 Things

- *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 & Downloadable audio*





*" **Web 2.0** generally refers to a second generation of services available on the WWW that lets people **collaborate** and **share** information online." Wikipedia*

- Shared Pictures =  flickr™
- Shared Knowledge =  WIKIPEDIA 
- Shared Bookmarks =  del.icio.us
- Shared News =  **Technorati™**
- Shared Videos =  You Tube  
Broadcast Yourself™
- Shared Everything =  **myspace.com**  
a place for friends



# Learning 2.0 Libraries

- York City Library 2.0
- Exploration
- 23Things Remixed for Nonprofits
- 23 Things to Learn
- St Michael's Learning 2
- OCLS Learn 2.0
- California School Library Learning 2.0
- ECU Library Learning 2.0
- NC Government Libraries - Learning Web 2.0
- RCPL » 2.0 Project Timeline
- School Library Learning 2.0
- Ultimo College Library - Learning 2-0
- KCLS Learning 2.0 - 27 Things
- 23 Ting: Vekommen
- Bayside Online Learning
- MSB-bloggen » Introduktion
- Learning 2.0 @ Mac
- GCPLS Social Networking Contest
- gcplswiki » Contest Outline
- TBLC Library 2.0 Challenge
- Maryland Libraries Learning 2.0
- CARL Web Learning 2.0
- Yarra Plenty Online Learning
- PVLD Learning 2.0
- SJPL & SJUL Learning 2.0
- LCPL's Learning 2.0
- MRRL Learning \*Library\* 2.0



# Learning 2.1

- Helen Blowers latest PLCMC innovation
- [Learning 2.1: Explore... Discover... Play!](#) is the continuation of Learning 2.0
- Requested by staff very often. It is an ongoing list of 'things' with guest bloggers rotating and taking the helm each month as Learning Guides.
- There is a public [Learning 2.1 Ning network](#) as well as a Learning 2.1 Wiki.
- Check it out and feel free to join.  
[explorediscoverplay.blogspot.com](http://explorediscoverplay.blogspot.com) - [mashing up 21st century skills with lifelong learning.](#) :)



# PLCMC Tech Scholars

- **PLCMC Technology Scholars Program**
- Ideas that was born in the shower
- Goal: Emphasize the library system in the area of new and emerging technology that could benefit *all staff*.
- The PLCMC Technology Scholars Program provides the opportunity for four staff members a year (two every 6 months) to take up to a 6 month leave from the regular daily grind and focus their attention on a technology project that they wish to lead.
- Excitement: Give staff members the ability to fly with their ideas
- If you're interested in how PLCMC has set this program up, there's a [pdf](#) of FAQs Helene developed for staff.



# Build a Technology Petting Zoo



# Build a Petting Zoo

- Real devices: iPods, MP3 players, video, smart phones, texters, etc.
- Special PC's: disability compliance, streaming media, IM groups, VR (both kinds)
- Gaming stations



# 5 Weeks to a Social Library

- The course will cover the following topics:
- Blogs, RSS , Wikis , Social Networking Software and Second Life, Flickr, Social Bookmarking Software, Selling Social Software @ Your Library
- <http://www.sociallibraries.com/course/week1>
- **Credit: Amanda Etches-Johnson, Meredith Farkas, and the entire 5 weeks team.**



# Personal Play

- GO2WEB20.net
- The Complete Web 2.0 Directory
- <http://go2web20.net/>



# 365 Things!?

- "If you are up for a challenge and would like to learn something NEW every day? Keep an eye on this fascinating Blog by a Reference Librarian located in Guam!"
- Titled: [The Internet can change your life](#): 'a series of daily assignments designed to teach the newbie all the wonderful things the Internet has to offer'
- It's not too late to catch up, currently on Assignment #100 as of today."
- <http://rameyerguam.blogspot.com/>



## Two SDI Sessions

- **Helene Blowers** —Technology Director, Public Library of Charlotte and Mecklenburg County
- [Learning 2.0 : Make "play" your New Year's resolution](#)
- **Jan 09, 2007**
- [http://sirsidynixinstitute.com/seminar\\_page.php?sid=74](http://sirsidynixinstitute.com/seminar_page.php?sid=74)



# Resources

- PLCCMC Learning 2.0 Blog
- <http://plcmcl2-about.blogspot.com/>
- 43 Things I might want to do this year  
*Information Outlook* (Feb. 2006) by  
Stephen Abram
- [http://www.findarticles.com/p/articles/mi\\_m0FWE/is\\_2\\_10/ai\\_n16133338](http://www.findarticles.com/p/articles/mi_m0FWE/is_2_10/ai_n16133338)
- Yarra Plenty Online Learning
- <http://yarraplentyonlinelearning.blogspot.com/2006/09/learning-20-begins.html>



## Two SDI Sessions

- **Christine Mackenzie** —Chief Executive Officer, Yarra Plenty Regional Library
- **Hopping into Library 2.0 : Experiencing Lifelong Learning**
- **Feb 05, 2007**
- **<http://sirsidynixinstitute.com/>**



## It's all about . . .

- **Exposing** staff to new tools
- **Encouraging** PLAY
- **Empowering** individuals
- **Expanding** the knowledge toolbox
- **Eliminating** FEAR

TRANS  
WIKIS  
WEB 2.0  
RSS FEEDS  
STREAMING MEDIA  
GAMING  
SOCIAL FOLKSONOMIES  
JAVA AND MASHUPS  
PODCASTS  
UNIVERSITY GRAD DEPS





# The Concept of

# Play



# Thank you

Stephen Abram

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These sides will be on  
Stephen's Lighthouse

