Can Library and Information Pros Influence the Direction of the Information and Knowledge Based Economy in a Major way?

Yes
Up Front

• Innovation, ethnographic approach, evidence based, trust culture and instincts
• Creating the information and knowledge based society and economy
• Corporate futurist in a large company, quarterly, annual economic, tech and sector forecast drive strategy and investment priorities
• Innovation is a TEAM effort – no one owns anything completely
• I, We, Stand on Shoulders
Are we casualties of the Web?

• Like Bookstores, Newspapers, etc.?
• Yahoo!
• Google
• DEC Compaq HP
• Microsoft
• OCUL
• CLA Broadband and Copyright
• ALA $100 Million
Thomson MegaLaw Transformation

• Goal – improve the way law is practiced globally and substantially worldwide in 5 years – Riot in Quebec City
• All law worldwide – 300 companies before West merger – I lost count of the number of librarians who were VP’s, EVP’s or CEO’s after 350... Chief Change Agents
• Start with Canada – case law, statutes - What is the value add? Move on to US, UK, OZ, SA
• All librarians in charge – for instance I had 200 lawyers reporting to me. Redesign the law taxonomy and ontology
• Focus Groups – thousands of libraries – all librarian lead – and ethnographic work on observing behaviours – e.g. Big tables – Folio – etc.
• It worked
ProQuest EEBO

• 1500 to 1799 all books in English – PQ UK
• 1800-1899 – Gale (Cengage)
• 2008 joint agreement
• Long before Google Books and legal
• Archived and safe
ProQuest and Micromedia Newspapers

• QL – InfoGlobe – NYT fulltext
• CBCA Fulltext project in 1994 – Gail and rights
• ProQuest – NYT, WSJ, LAT, CSM, CT, WP, BG
• MML – G&M, TorStar (911) + 400 others from CLA MF collections
• Zoning vs. indexing vs. freetext
• New markets – ads, genealogy, birthday
• Personal story of 1930’s death
InfOhio and SchoolRooms

• Massive millennial and post millennial research effort – Harris Poll, Gartner, Pew, Kent State, + others in lit search

• Every lesson, every day, every subject, every grade, every learning style

• 250 librarians and teacher librarians
• All US and national standards
• Eye tracking, usability, K-12 – Kent State U and ERB
• Every school – 2600 in Ohio
• All public library OPACs and school collections
• All state and local online resources
• Photos (like DK, National Geographic, etc.)
• Every lesson, every day, every subject, every grade
The Scary re-wiring of the Millennials and post-
Imaging techniques allow us to see which areas of the brain control these functions.
Earth Science Room: The Amazing Sun

- corona - the sun's atmosphere
- chromosphere
- photosphere - the light-producing layer
- core - where the nuclear fusion of helium and hydrogen takes place
- sunspot - dark patch that makes cooler gases

Explore a new learning portal for the K-12 community

SchoolRooms™ by SirsiDynix is a new online portal that encourages K-12 students to
explore, discover, and learn anywhere, anytime.

Designed to meet students' needs and to be a tool for parents who play an integral role in helping their children continue learning outside the classroom.

Students can search (all at once):
INFOhio
Ask A Librarian?

SCHOOL ROOMS

Explore A Subject
- Elementary
- Middle School
- High School
- Parent Guide

How Do I...
- Learn About the Solar System?
- Learn about rocks?
- Study Geologic History?
- Help My Child With Homework?
- Learn About the Weather?
- Study the Earth's History?
- Help My Child with Special Needs?
- Use Topographic Maps?
- Teach My Child about Fitness?
- Help My Child with Research?

What Are School Rooms?
Welcome to School Rooms, an educational resource for K-12 students, educators and parents that combines teacher-selected, standards-based content with student-friendly software. Through the integration of multimedia and interactive content, School Rooms help promote student exploration and discovery on a variety of topics.

- Elementary Student Rooms
- Middle School Student Rooms
- High School Student Rooms

Room Contributors
- Elementary Contributors
  1. Tim DeFrange
  2. Laurie Simms
  3. Barbara Gage

- Middle School Contributors
  1. Jennifer Schweik
  2. Shelly Lewis
  3. Kristen Roop
Explore A Subject

HOME
- Elementary
- Middle School
  - Earth Science
    - Earth's History
    - Weather, Climate & Atmosphere
    - Earth's Changing Interior
    - Earth's Exterior & Resources
    - Minerals & Rocks
    - Planet Earth & the Solar System
- US History
- High School
- Parent Guide

How Do I...
- Research the Big Bang?
- Explore Eras and Epochs?
- Read a Weather Map?
- Learn about Meteorology?
- Research Plate Tectonics?
- Learn to Conserve?
- Research the Rock Cycle?
- Become a Geologist?
- Research the Moon's Phases?
- Explore the Space Station?

Try This!

Check It Out

Shaping the Earth
Many forces have shaped the Earth throughout time, from plate tectonics to humans. Take a trip from the past to the present with Shaping the Earth.

- Continental Drift
- The Greenhouse Effect
- 101 Amazing Earth Facts

Animals in Their Environment
Homes and Shelter

Cool Links

Savage Earth
When the Earth moves, watch out! Discover just how powerful an earthquake can be.

Volcanoes
Melt rocks and use clues and maps to discover volcanoes around the world.

Mountain Maker, Earth Shaker
Try your hand at plate tectonics!

Fun & Games

What on Earth?
Test your knowledge of Earth Science with this Jeopardy-style game!

Continental Drift
How much do you know about the basics of plate tectonics?

Sea Monsters
Travel through seven deadly seas and see if...
Personas and SirsiDynix

- Cynefyn – David Snowden
- Singapore
- 9/11
- Public Library focus
- 15,000 stories collected in 5 large complex consortia clients in the north-eastern US and Canada
- Results: Community and Learning tops
Military

- Navy, Air Force, Army, Marines, CIA, National Guard, CSIS, etc.
- Death rates rise and fall
- 2.0 Millennials Blogging, Facebook, MySpace, Flickr, YouTube, digital phones, laptops from Iraq and Afghanistan
- IED’s and James King
- Boredom and Fear
- eBooks, audio books, games, music, etc.
- Lead to TroopTube
BiblioCommons and LibraryThing

- OLA Knowledge Ontario - ODL
- Oakville Public Library
- Backwards engineering permission
- Amazon features but localization
- Beth Jefferson
SLA Alignment Project

• 1 million dollars over two years
• Fleischman Hillard, Andy Hines, Outsell
• C level, HR, IT, R&D, Marketing, Strategy and InfoPros in all sectors and including non-profit and academic
• What do they feel and think?
• Steve McGarvey NLP
• John Cotton Dana visit and SLA naming
• Results released in Savannah in January
• Very exciting
Be Important

EXPENDABILITY

KIRK, SPOCK, MCCOY, AND ENSIGN RICKY ARE BEAMING DOWN TO THE PLANET. GUESS WHO'S NOT COMING BACK.
Elements of Identity

- Promise
- Values
- Voice
## Primary Research

### Segmentation and Sampling Design

<table>
<thead>
<tr>
<th>Country</th>
<th>C-level Execs</th>
<th>IT Pros</th>
<th>HR Pros</th>
<th>Marketing Pros</th>
<th>Strategy Pros</th>
<th>Info Pros/Librarians</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>175</td>
<td>300</td>
</tr>
<tr>
<td>UK</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>150</td>
</tr>
<tr>
<td>Canada</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>150</td>
</tr>
<tr>
<td>Australia</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>150</td>
</tr>
<tr>
<td>TOTALS</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>250</td>
<td>750</td>
</tr>
</tbody>
</table>
Demographics

Geographic Representation

- US, 40%
- UK, 23%
- Canada, 22%
- Australia, 15%
Demographics

Market Sectors

- Consumer Svcs.: 6%
- Business Svcs.: 25%
- Education: 12%
- Government: 8%
- Health Care: 6%
- High Tech: 15%
- Other: 10%
- Manuf: 18%
Key Findings

• Information Roles
• Information Habits
• Perceptions of Value
• Perceptions of Role
## Information Habits

**Top information categories**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Information</td>
<td>43%</td>
</tr>
<tr>
<td>Market Research Reports &amp; Services</td>
<td>36%</td>
</tr>
<tr>
<td>Education &amp; Training</td>
<td>35%</td>
</tr>
<tr>
<td>Scientific, Technical &amp; Medical</td>
<td>30%</td>
</tr>
<tr>
<td>News</td>
<td>27%</td>
</tr>
<tr>
<td>Human Resources</td>
<td>26%</td>
</tr>
<tr>
<td>Legal &amp; Regulatory</td>
<td>19%</td>
</tr>
<tr>
<td>Credit &amp; Financial</td>
<td>15%</td>
</tr>
<tr>
<td>B2B Trade</td>
<td>15%</td>
</tr>
<tr>
<td>Yellow Pages &amp; Directories</td>
<td>8%</td>
</tr>
<tr>
<td>Do not use information</td>
<td>5%</td>
</tr>
</tbody>
</table>
Perceptions of Value

Most Valuable Information Roles (Users vs. Providers)

- Making information available to the desktop: 40% (Providers) vs. 33% (Users)
- Providing competitive intelligence information: 33% (Providers) vs. 22% (Users)
- Conducting research on users' behalf: 42% (Providers) vs. 22% (Users)
- Providing training on search/use of information: 19% (Providers) vs. 23% (Users)
- Managing internal content: 18% (Providers) vs. 18% (Users)
- Analyzing research results on users' behalf: 16% (Providers) vs. 13% (Users)
- Helping locate information/experts: 18% (Providers) vs. 18% (Users)
- Research staff working on project teams: 16% (Providers) vs. 22% (Users)
- Integrating content into work processes: 12% (Providers) vs. 11% (Users)
- Providing an alerting service on selected topics: 14% (Providers) vs. 13% (Users)
- Managing a physical library and print collection: 3% (Providers) vs. 10% (Users)
- Evaluating and purchasing content sources: 8% (Providers) vs. 11% (Users)
- Staffing a reference desk, call center, etc.: 8% (Providers) vs. 12% (Users)
- Consultation on organizing information: 3% (Providers) vs. 7% (Users)
- Providing customized information products: 4% (Providers) vs. 7% (Users)
- Document delivery: 7% (Providers) vs. 14% (Users)
- Managing external content: 6% (Providers) vs. 7% (Users)
- Information architecture: 5% (Providers) vs. 7% (Users)
- Copyright compliance: 3% (Providers) vs. 4% (Users)
- Other: 2% (Providers) vs. 2% (Users)
Perceptions of Value

Most Valuable Information Roles (Users vs. Providers)

- Making information available to the desktop: Providers (40%), Users (33%)
- Providing competitive intelligence information: Providers (42%), Users (33%)
- Conducting research on users' behalf: Providers (42%), Users (22%)
- Providing training on search/use of information: Providers (23%), Users (19%)
- Managing internal content: Providers (23%), Users (18%)
- Analyzing research results on users' behalf: Providers (19%), Users (16%)
- Helping locate information/experts: Providers (18%), Users (13%)
- Research staff working on project teams: Providers (7%), Users (16%)
- Managing a portal or intranet: Providers (16%), Users (13%)
- Integrating content into work processes: Providers (14%), Users (12%)
- Providing an alerting service on selected topics: Providers (13%), Users (11%)
- Managing a physical library and print collection: Providers (28%), Users (11%)
- Evaluating and purchasing content sources: Providers (14%), Users (11%)
- Staffing a reference desk, call center, etc.: Providers (15%), Users (12%)
- Consultation on organizing information: Providers (7%), Users (6%)
- Providing customized information products: Providers (7%), Users (6%)
- Document delivery: Providers (7%), Users (4%)
- Managing external content: Providers (7%), Users (7%)
- Information architecture: Providers (7%), Users (5%)
- Copyright compliance: Providers (4%), Users (3%)
- Other: Providers (2%), Users (2%)
**Perceptions of Value**

**Most Important Attributes of Information Resources**

- **Relevance of information (94%)**
  - Overall relevancy of the information
  - Timeliness of information
  - Ease of use/access
  - Provision of the most current information available
- **Timeliness (93%)**
  - Easy to do business with
  - Respected in the industry
  - A provider of relevant and actionable information
  - Depth of coverage
  - Easy to interact with
- **Ease of use/access (93%)**
  - Overall cost-effectiveness
  - A trusted advisor in the marketplace
  - On the leading edge of the information marketplace
  - Usability/user interface
  - Services that I will reuse the next time
- **Access to most current information (93%)**
  - Overall value of decision support
  - Update frequency
  - Breadth of coverage
  - Frequency of delivery
  - Services that I would recommend to others
  - Integrates new technologies for delivery of information
  - Includes value-added analysis
  - Medium/format
  - Visible in the marketplace
  - Bundling of components/packaging

**Percentage Scores**

- Overall relevancy of the information: 94%
- Timeliness of information: 93%
- Ease of use/access: 93%
- Provision of the most current information available: 93%
- Easy to do business with: 91%
- Respected in the industry: 91%
- A provider of relevant and actionable information: 89%
- Depth of coverage: 89%
- Easy to interact with: 89%
- Overall cost-effectiveness: 88%
- A trusted advisor in the marketplace: 87%
- On the leading edge of the information marketplace: 86%
- Usability/user interface: 86%
- Services that I will reuse the next time: 84%
- Overall value of decision support: 81%
- Update frequency: 80%
- Breadth of coverage: 78%
- Frequency of delivery: 78%
- Services that I would recommend to others: 72%
- Integrates new technologies for delivery of information: 72%
- Includes value-added analysis: 69%
- Medium/format: 68%
- Visible in the marketplace: 66%
- Bundling of components/packaging: 50%
Perceptions of Value

Value of Information to Organizations

- I know where to store info: 79%
- I know how to integrate info into my workflow: 77%
- Info is easy to access once I find it: 76%
- I have a good understanding of what is available: 76%
- I have access to high quality content: 71%
- I know how to manage proprietary documents/data: 70%
- It is easy to find info I use to make daily decisions: 67%
- Info helps me make strategic decisions: 67%
- Info is easy to find: 66%
- The info I need is effectively integrated into my workflow: 66%
- Quality/credibility/accuracy is clearly discernable: 65%
- I have had adequate training on how to search for/use info: 65%
- Info is timely/frequently updated: 63%
- Info saves me time: 60%
- It is easy to find info I use to make critical, high-risk decisions: 59%
- There are effective processes in place for sharing internal info: 58%
- Info pros are deeply integrated into my org’s business processes: 53%
- Info helps me save money: 51%
- Info helps me generate revenue: 44%
**Perceptions of Role**

**Role of Information Professionals**

<table>
<thead>
<tr>
<th>Role Perception</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make resources and info accessible in a timely, convenient secure manner</td>
<td>50%</td>
</tr>
<tr>
<td>Create a culture of continuous learning and knowledge sharing</td>
<td>45%</td>
</tr>
<tr>
<td>Provide credible/customized/contextualized info to promote informed decisions</td>
<td>45%</td>
</tr>
<tr>
<td>Save time &amp; money by efficiently/effectively obtaining info</td>
<td>40%</td>
</tr>
<tr>
<td>Facilitate good decision-making by acquiring/authenticating valuable resources</td>
<td>38%</td>
</tr>
<tr>
<td>Provide expert analysis and deliver value-added intelligence</td>
<td>36%</td>
</tr>
<tr>
<td>Provide insights and identify trends to create competitive advantage</td>
<td>33%</td>
</tr>
<tr>
<td>Anticipate and address info needs to achieve organizational objectives</td>
<td>31%</td>
</tr>
<tr>
<td>Develop &amp; demonstrate KM expertise across industries and disciplines</td>
<td>26%</td>
</tr>
<tr>
<td>Access networks of experts/colleagues to obtain info &amp; best practices</td>
<td>26%</td>
</tr>
<tr>
<td>Collaborate to better understand how to approach challenges &amp; opportunities</td>
<td>25%</td>
</tr>
<tr>
<td>Pursue continuous learning through innovative technology &amp; education practices</td>
<td>21%</td>
</tr>
<tr>
<td>Promote information literacy through training &amp; education</td>
<td>21%</td>
</tr>
<tr>
<td>Embrace Web 2.0 technologies in the management &amp; dissemination of info</td>
<td>12%</td>
</tr>
</tbody>
</table>
**Perceptions of Role**

**Role of Association/Organization**

- Make resources and info accessible in a timely, convenient secure manner: 50%
- Create a culture of continuous learning and knowledge sharing: 45%
- Provide credible/customized/contextualized info to promote informed decisions: 45%
- Save time & money by efficiently/effectively obtaining info: 40%
- Facilitate good decision-making by acquiring/authenticating valuable resources: 38%
- Provide expert analysis and deliver value-added intelligence: 36%
- Provide insights and identify trends to create competitive advantage: 33%
- Anticipate and address info needs to achieve organizational objectives: 31%
- Develop & demonstrate KM expertise across industries and disciplines: 26%
- Access networks of experts/colleagues to obtain info & best practices: 26%
- Collaborate to better understand how to approach challenges & opportunities: 25%
- Pursue continuous learning through innovative technology & education practices: 21%
- Promote information literacy through training & education: 21%
- Embrace Web 2.0 technologies in the management & dissemination of info: 12%
Interactive Editor

Respondents were asked to rate specific words and concepts

More Liked

Words with positive mentions are always good, perhaps there are words that while positive, could be replaced with ones mentioned more often

Less Liked

There will always be words that are less liked than others, our goal is to have them mentioned as infrequently as possible

These words represent the **buzz** portion of the concept, **many** people mention them **positively**

Finding better choices for words or phrases plotted here will help the concept

Frequency of Mention
#1: Continuous Learning and Expertise

![Graph showing the relationship between incidence and intensity of various factors related to continuous learning and expertise.](image)
#2: Knowledge Navigators/Value-added Intelligence
#3: Strategic Advisors/Growth Drivers
#4: Prof.

Development/Advancement

- Innovative resources
- Continuous learning opportunities
- Discover and explore the latest emerging technologies
- Anticipates industry trends
- Develop leadership skills
- Achieve professional success

The latest advances in information management

Special Libraries Association

Comprehensive curricula on best practices

Web-based courses
#5: Networking/Personal & Prof. Connections

Global exchange of knowledge, experience, and ideas

Interaction

Knowledge sharing

Collaboration

Enhances professional and personal development

Across disciplines and geographies

Share new ideas, trends, and cutting-edge developments

Global networking

Meaningful connections, contacts, and friendships

A network, virtually and globally

Global networks

Comprehensive professional communities

The collective evolution of the profession

Collegiality
#6: Champions of the Profession

- Promoting and strengthening the role and value of our members
- Leaders in their organizations and communities
- Global business community
- Global organization of information professionals and librarians
- Advocates and sets best practices
- Partners with key stakeholders in the information industry
- Represents the interest of the industry
- Unified voice of the profession
- Promoting members as critical assets
- Shaping information policy

_graphic_
Instant Response Dial Sessions

- Sessions in Washington D.C. and Toronto, Canada
- Corporate executive participants (VP-level and above)
- Information profession participants (members and potential members)
Methodology

- Aggregated data from alignment survey and language exploration
- Refined positioning and key messages
- Taped Q&A sessions of key influencers and new messages
- Conducted dial sessions to measure current language against new language
Five Key Findings

1. Promote vs. defend value-driven benefits
2. *Knowledge* is the bridge between information and action
3. Evolution, not revolution
4. The “suite” spot—appealing to corporate executives
5. The “L” word
Positioning the Profession

Knowledge-sharing

Competitive advantage

Bottom-line benefits

Critical assets

Critical assets
Positioning the Association

Professional success

Global networking

Advocacy
Communications Framework

Key Messages

Core Values

Vision & Mission

Positioning Statement

PROFESSION

ASSOCIATION
23 Things / Learning 2.0

• 50,000 plus library workers
• 5 Continents
• 60+ Countries
• 18+ Languages
• From Helene Blowers, me and hundreds of others
• Now 23 Things selfpaced learning is available from SLA and many other associations internationally
Our Careers Have Seasons
Step by step my mind will yearn to advance, advance, advance, advance, advance
Welcome to 23 Things!

23 Things

- Week 1: Introduction – Learn to learn this way
- Week 2: Blogging
- Week 3: Tagging, Folksonomies & Technorati
- Week 4: Photos & Images
- Week 5: RSS & Newsreaders
- Week 6: Play Week
- Week 7: Wikis - Collaborative Portals
- Week 8: Online Applications & Tools
- Week 9: Podcasts, Video & Downloadable Audio

Committee Members & Liaisons

- Chair: Deb Hunt
- Board Liaison: Susan Fifer Canby
- Regina Avila
- Karen Huffman

23 Things Blog

Thursday, May 22, 2008

Welcome to 23 Things

Last changed May 27, 2008 13:05 by susan fifer canby

The new Web 2.0 tools are coming at us fast and furious and we all mean to learn them well as to help our clients with them. As you probably learned at SLA this June, NOW is the time for us to learn them and start applying it. We even have a strategy for some of the tools or only want to learn some within the 23. To learn more and join us in for a prize and certificate, please click here to register.

Posted at 22 May @ 8:55 AM by susan fifer canby | 0 comments | Edit

Participants' Blogs

With twenty-three things I’m going to learn...
Innovate in 2008

- Green
- 23 Things
- Second Life
- Innovation Lab
- Twitter
- eBooks
- Streaming Video
- Book Summaries
Be a Lab Rat!
SLA Initiatives – Innovation Lab

The SLA Innovation Laboratory
A place to explore

SLA is committed to fulfilling its members’ needs, and these are increasingly represented in technological training and self-learning activities. The Innovation Laboratory is populated with SLA-licensed software and open-source applications. The collection of tools we offer will be evolve with your input and as budgets allow.

In addition, to software applications, SLA will be offering free technology training courses to members. Including such topics as:

- Setup and use of a wiki
- Setup and use of a blog
- Using Adobe for client communication
- Understanding social networking
- Web development with Dreamweaver
- Creating podcasts

Visit the Innovation Lab when you are able. Experiment with and learn about the new technologies and then to shape your learning with other members in the collegiate, and wonderful fashion that SLA is known for.

The SLA Innovation Laboratory Application Suite
Why just read about the latest information tools? Just jump in and try out the robust selection of XX fee and free application tools that we’ve selected for you.

Tweet Away at SLA 2008
For the first time at conference, we'll use Twitter to make the conference experience more collaborative. Join fellow Lab Rats and make the conference more of a "we" event.

Technology Links
We've scoured the web and gathered a collection of sweet applications for you to "play" with. Dive deep, and let the rest of us know about the gems you come up with.

23 Things
This is a step by step, week-by-week paced learning strategy for information professionals to learn 23 new information tools.

Second Life
SLA has set up an Island on Second Life. Now's your chance to find out what the fuss is all about.

SLA Innovation Wiki
This component of the Innovation Lab allows you to share your learnings and creations. As you do we'll be building a virtual library of members' lab innovations for your SLA colleagues to learn from. And you can explore the projects other members have built.
The SLA Initiative Laboratory
a place to explore

Twitter
The Lab Rat loves twitters (and tweets)

For the first time at conference, we’ll use Twitter to make the conference experience more collaborative. Join fellow Lab Rats in making the conference more of a “we” event.

Why should you use Twitter and sign up for sla2008? You can use it for note-taking during sessions, meetings and presentations. If you'd like you can, immediately, share gems of what you have learned with other conference participants or colleagues back home. Or you could use it as a “parking lot” for ideas as they occur to you. The best reason to use Twitter is to connect with colleagues at conference and even to direct people to your blog/website for more information.

By following the sla2008 feed, you will have the opportunity to participate in SLA2008. Feel free use Twitter to ask questions, even if you’re not at the conference.

Setting up a Twitter account
SLA Lab Rat, Daniel Lee, demonstrates the use of Twitter to get you started.
Our space in SL is slowly taking shape

Above is a photo of our space in Second Life (SL) as it currently exists. We secured the space in February and have been slow to build on it. Our hope is to make our land (4,096 sq. meters or 44,089 sq. ft.) a space that contains a welcome area, an exhibit area and a sandbox (a place where people can experiment with building things).

Although building structures in SL takes less time than in real life, it still takes time, forethought and skill. If you are interested in working with us on
SLA in SL
Just for fun

Me
SLA Initiatives – Free eBrary

1,000+ Titles
SLA Initiatives – Atomic Learning

What do you get with a subscription?

- **Web-based software training** available 24/7
- More than **35,000 tutorial movies** on more than 110 of the common software applications
- Over 500 **new tutorials** added every 45 days
- **Closed captions** available on thousands of tutorials
- Over 200 **technology-based classroom** activities and curriculum resources
- **Home access** so you, and your students and their parents, can use Atomic Learning where and when you need it
- **Usage tracking** that displays which tutorials have been accessed by username and usage levels by site/district
- **AL’s Weekly Tech Tips** and e-Newsletters that keep you up-to-date on frequently asked questions, news, and the latest tutorial releases
- **Assistance with integrating** Atomic Learning into your technology and training environment

**35,000+ Videos**
SLA Initiatives – NewsGator

News Connections

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

SLA Feed Reader

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

*** Find out more about how RSS can improve the way information is disseminated in your organization***

Attend a free educational Webinar from NewsGator Technologies

Read the latest Factiva News Connections.

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

Read the latest Nexcerpt News Connections.

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

*** Create and publish your own Nexcerpt issues!***

SLA members receive a 10% discount on Nexcerpt’s services.

If you have ideas for additional topics, please let us know at resources@sla.org.
SLA Initiatives - Factiva Alerts

- Compet. and Bus. Intell.
  - In November last year, business publisher and advisory service Wolters Kluwer... Computer Weekly, 8 January 2008, 612 words, English

- Copyright
  - Third-year law students take on recording industry [Corrected 01/08/08]: Working in the legal aid clinic, the... Portland Press Herald, 7 January 2008, 998 words, English
  - Sony changes its tune The Independent, 9 January 2008, 1187 words, English
  - Pause that VCR! You’re likely breaking the law: Canada’s proposed copyright revamp stumbles over practical consumer issues Calgary Herald, 7 January 2008, 1005 words, English

  - Catch-all solution: Used to its full potential, a school’s management information system can show where resources are best used and drive improvement The Guardian, 8 January 2008, 1186 words, English
  - Microsoft news for Google fans: Alan with search bug Parmonitor News and Comment, 08:30 GMT, 9 January 2008, 947 words, English
  - Technology Guide: Knowledge sharing - Keep everyone in the know Human Resources, 4 January 2008, 1508 words, English

- Search Tools
  - Yahoo focuses on personalized web, debuts updated mobile platform Warren’s Washington Internet Daily, 8 January 2008, 2145 words, English
  - ChaCha fast-stepping into mobile searches Indianapolis Star, 3 January 2008, 1014 words, English
  - Are Browsers Dead? Mobile phone users historically haven’t used the browsers on their handsets. Does that say more about user habits or the... Wireless Week, 1 January 2008, 1273 words, English

- Security and Information
  - Court battle looms over drug act on data mining The Washington Times, 7 January 2008, 1048 words, English
  - Sears, where America Sues: A slew of privacy incidents proceed a slew of corresponding lawsuits eWEEK, 7 January 2008, 1520 words, English
  - U.S. Companies with Operations in Europe Must Comply With Data Protection Laws Monday Business Briefing, 3 January 2008, 1117 words, English

- The Web and Technology
  - How to Avoid the 10 Worst Internet Scams in 2008: Most experts agree that 2007 was a record year for Internet scams, and 2008 will be even... eWEEK, 8 January 2008, 1384 words, English
Thomson MegaLaw Transformation

- Goal – improve the way law is practiced globally and substantially worldwide in 5 years – Riot in Quebec City
- All law worldwide – 300 companies before West merger – I lost count of the number of librarians who were VP’s, EVP’s or CEO’s after 350... Chief Change Agents
- Start with Canada – case law, statutes - What is the value add? Move on to US, UK, OZ, SA
- All librarians in charge – for instance I had 200 lawyers reporting to me. Redesign the law taxonomy and ontology
- Focus Groups – thousands of libraries – all librarian lead – and ethnographic work on observing behaviours – e.g. Big tables – Folio – etc.
- It worked
ProQuest EEBO

• 1500 to 1799 all books in English – PQ UK
• 1800-1899 – Gale (Cengage)
• 2008 joint agreement
• Long before Google Books and legal
• Archived and safe
ProQuest and Micromedia Newspapers

• QL – InfoGlobe – NYT fulltext
• CBCA Fulltext project in 1994 – Gail and rights
• ProQuest – NYT, WSJ, LAT, CSM, CT, WP, BG
• MML – G&M, TorStar (911) + 400 others from CLA MF collections
• Zoning vs. indexing vs. freetext
• New markets – ads, genealogy, birthday
• Personal story of 1930’s death
InfOhio and SchoolRooms

• Massive millennial and post millennial research – Harris Poll, Gartner, Pew, Kent State, + others in litsearch
• 250 librarians and teacher librarians
• All US and national standards
• Eye tracking, usability, K-12 – Kent State U and ERB
• Every school – 2600 in Ohio
• All public library OPACs and school collections
• All state and local online resources
• Photos (like DK, National Geographic, etc.)
• Every lesson, every day, every subject, every grade
The Scary re-wiring of the Millennials and post-
Imaging techniques allow us to see which areas of the brain contribute to specific functions.
Earth Science Room: The Amazing Sun

- corona - the sun's atmosphere
- chromosphere
- photosphere – the light-producing layer
- core – where the nuclear fusion of helium and hydrogen takes place
- sunspot – dark patch that makes cooler gases

Explore a new learning portal for the K12 community

SchoolRooms™ by SirsiDynix is a new online portal that encourages K-12 students to explore, discover, and learn anywhere, anytime.

Designed to meet students' needs and to be a tool for parents who play an integral role in helping their children continue learning outside the classroom.

Students can search (all at once):

Best of Web™
Results from high-quality, certified Web sites hand-picked by teachers and librarians. Search databases at the same time and find related articles. Learn more about BOW.

News & Events
Catch up on the news about SchoolRooms. Check out the next place you can see SchoolRooms in action and find out more about how SchoolRooms can provide your students with an unparalleled learning experience.

Case Study:
Boston Public Library
Discover how Boston...
What Are School Rooms?

Welcome to School Rooms, an educational resource for K-12 students, educators and parents that combines teacher-selected, standards-based content with student-friendly software. Through the integration of multi-media and interactive content, School Rooms help promote student exploration and discovery on a variety of topics.

- Elementary Student Rooms
- Middle School Student Rooms
- High School Student Rooms

Room Contributors

**Elementary Contributors**
1. Tim DeFrange
2. Laurie Simms
3. Barbara Gage

**Middle School Contributors**
1. Jennifer Schwenk
2. Shelly Lewis
3. Kristen Roper
Explore A Subject

HOME
- Elementary
- Middle School
  - Earth Science
    - Earth's History
    - Weather, Climate & Atmosphere
    - Earth's Changing Interior
    - Earth's Exterior & Resources
    - Minerals & Rocks
    - Planet Earth & the Solar System
- US History
- High School
- Parent Guide

How Do I...
- Research the Big Bang?
- Explore Eras and Epochs?
- Read a Weather Map?
- Learn about Meteorology?
- Research Plate Tectonics?
- Learn to Collect?
- Research the Rock Cycle?
- Become a Geologist?
- Research the Moon's Phases?
- Explore the Space Station?

Try This!

Check It Out

Shaping the Earth
Many forces have shaped the Earth throughout time, from plate tectonics to humans. Take a trip from the past to the present with Shaping the Earth.
- Continental Drift
- The Greenhouse Effect
- 101 Amazing Earth Facts

Animals in Their Environment
Homes and Shelter

Cool Links

Savage Earth
When the Earth moves, watch out! Discover just how powerful an earthquake can be.

Volcanoes
Melt rocks and use clues and maps to discover volcanoes around the world.

Mountain Maker, Earth Shaker
Try your hand at plate tectonics!

Fun & Games

What on Earth?
Test your knowledge of Earth Science with this Jeopardy-style game!

Continental Drift
How much do you know about the basics of plate tectonics?

Sea Monsters
Travel through seven deadly seas and see if...
Personas and SirsiDynix

- Cynefyn – David Snowden
- Singapore
- 9/11
- Public Library focus
- 15,000 stories collected in 5 large compolex consortia clients in the north-eastern US and Canada

\Results:
Military

- Navy, Air Force, Army, Marines, CIA, National Guard, CSIS, etc.
- Death rates
- 2.0 Millennials Blogging, Facebook, MySpace, Flickr, YouTube, digital phones, laptops
- IED’s James King
- Boredom and Fear
- eBooks, audio books, games, music, etc.
- Lead to TroopTube
BiblioCommons and LibraryThing

- OLA Knowledge Ontario - ODL
- Oakville Public Library
- Backwards engineering permission
- Amazon features but localization
- Beth Jefferson
Social Graph Platform Wars

Google / Open Social
("The Empire"?, "Coalition of The Willing")

Facebook
("Rebel Alliance"?)

MySpace
("Clone Army"?)

Photobucket

Gmail?

iGoogle

Bebo

Friendster

Orkut

LinkedIn

Hi5

RockYou

Flixster

Slide
t

ILike

Gigya

ClearSpring

Widgets

Widgetbox

FB apps

SocialMedia

Platforms Wars insanity: Dave McClure, 12/12/07

★ = announced Platform / API
★ ★ = unannounced Platform / API
SirsiDynix ILS

- XML
- Mobile
- iPhones – DCPL application
- API
- Use of Open Source software
- Platforms
- OpenID
- Library 2.0
- Customer Service Wiki
- Customer service website
Science Info on the Go: Enhancing Traditional Sci-Tech Library Services w/ Mobile Devices

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

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

**Enhancing / Expanding Services**

- Mobile Reference = Answers on the go
- Mobile librarians to meet the diffuse information needs of our specialized clientele.

  - Email
  - Instant Messaging
  - Phone
  - In person and outreach

**New Opportunities**

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

- Social Networking
  - Mobile devices facilitate library 2.0 and social networking initiatives.

**Considerations**

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

Joe Murphy  Yale Science Libraries  joseph.murphy@yale.edu
ACRL/ISTL Poster Session 6/30/2008
Mainly Mobile Focus
more than you think.

Enter Info*Nation

Info*Nation is a project designed to promote the library and information professions in Canada.
Welcome!
Libraries have changed since your grandmother was a kid. Sure, we still have books, but we have so much more... Take a peek around Info*Nation and discover what a career in libraries might look like - we know you'll find more than you think.

"Every day I have the limits of my imagination redrawn, simply by coming to work."

- Jeff Papineau, Library Technician, Bruce Peel Special Collections Library, University of Alberta
Why I love my job
What I enjoy most about being an academic librarian is the variety. A typical day's work may involve teaching an undergraduate class or workshop, meeting a graduate research assistant for a one-on-one consultation, developing promotional materials, creating an interactive tutorial for the website, selecting resources for a new graduate program and investigating how the latest technologies can help to improve students' educational experience. Another very cool thing about working in academic libraries is the ability to shape one's own work and career path. The research and scholarly activities component of most academic librarian positions offers us the possibility to pursue just about anything that is of interest.

Why I chose a career in libraries
I first became interested in librarianship due to my desire for world domination. Information is the ultimate power and librarians, as the masters of information, are clearly poised to rule the planet with a shushing hand! Just kidding (about the shushing part, I’ve never shushed anyone). Seriously, though, I did become interested in a career in libraries because of my love of information. I have always enjoyed searching for, finding, organizing, sharing and making sense of information. A career as a librarian allows us not only to develop skills in all of these areas, but to apply these skills to making people's lives easier. Librarians I know do everything from working with intellectually challenged youth to providing
Why we love our job

We are a two person library in one of the largest litigation law firms in BC. Our library users are the firm’s lawyers, articling students, paralegals, and secretaries. We help them with their research questions, order articles, assemble case law for legal briefs. We train them to use commercial electronic resources and in-house databases that we build and maintain. In a law library, speed and accuracy of service are essential: we work as a team and try to impress our users with a "magical" reference service.

We continually update our skills with on-line courses, seminars and conferences, by participating in library associations and by reading library literature and blogs.

For our efforts we are rewarded with generous salaries and vacation time, great benefits, bonuses, fun perks and the appreciation of very grateful lawyers. Overall, our work is satisfying and fulfilling and we recommend it to organized and energetic people who love working in a team for a variety of people, with a variety of needs.
“[It] seems evident enough from all that has been said, that the old type of library must modify itself in accordance with the new needs which the evolution of knowledge and the growth of print have created.”

—John Cotton Dana, “Librarian at Large”
“You have to sit by the side of a river a very long time before a roast duck will fly into your mouth.”

— Guy Kawasaki
Be The Change You Want To See
The world is going to change with or without you...
GET READY
So what should we be paying attention to?
Let’s Look At the Supposed Limits to the Future

The Future

NEXT EXIT
Happily, There Are None.
Transformational Things Happen

• Google settled with the AAP. Combined with the Google Book Search API, etc. the library firmament shifted immeasurably and at 8 on the Richter scale.
Transformational Things Happen

• The FCC agreed to open the "white space" - the broadcast spectrum used by over the air television - to use by others apart from the regulated television stations, by a vote of 5-0 yesterday. This is a major accomplishment that companies such as Google, Microsoft, Dell and Hewlett-Packard have been lobbying for over the past couple of years.

• As Larry Page noted in the Official Google blog, "This is a clear victory for Internet users and anyone who wants good wireless communications."
Change

• **025.431: The Dewey blog**
• 973.932.
• The updates to Dewey are below:
  • 973.93  2001–
  • 973.931  Administration of George W. Bush, 2001–2009
  • 973.932  Administration of Barack Obama, 2009–
2.0 Influencers

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

How many are we already using?

Top 10 Most Influential web tools for the 2008 US elections

All FREE
The Real Economy

ALA and $100 Million
Anyone here expecting great staff increases?
As this next slide demonstrates, the ROI of setting fire to your money isn’t quite as favorable as blowing it all at the track, but still outperforms building a Flash intro screen.
You can’t wait for everyone to change at once.
"BAR-TOONS" by HARROD

PUBLIC LIBRARY
LIKE WIKIPEDIA, ONLY IT TAKES 4 HOURS

BAD CIVIC AD CAMPAIGNS #32
Is that the Internet in your pocket or are you just really smart?
Mainly
Mobile
Focus
Weak Signals: Radio vs. TV
Blink, blink, blink, blink, blink, blink, blink, blink

Hey, that wink worked for Sarah!
“YouTube”
‘Flickr’
“Twitter”

Hot election topics
SNL, Plumber, Cindy McCain,
#johnmccainknows, Tina Fey,
Socialist, Arch, GOP, Bush, Senator

The election is in 15 days.

What do you think?

Note: updates posted here will also appear in your timeline.

Updates about the election from Twitter users

Rivergoat Dave Letterman pummeled McCain the other night:) about a minute ago

lanespace Weird News: Cat Championship Includes Obama, McCain - The Cats http://tinyurl.com/6cx8qy about a minute ago
Yahoo Trumps NBC, Huh?!

Opening Ceremony, 3/06/08 8:06 pm CST
Will Kobe, LeBron pass on Darfur?
Dan Wetzel, Yahoo! Sports - 9:35 am EDT
The U.S. hoops stars have the chance to join Joey Cheek’s protests of Darfur and take their own shots at China.

Let the women’s soccer rebuilding begin
Martin Rogers, Yahoo! Sports - 2:33 am EDT
A 2-0 loss to Norway to kick off the Olympics signaled the need for the reconstruction of a once-mighty U.S. program.

More News
• Morgan Hamm out of Olympics with ankle injury
• Air pollution shrouds Beijing on eve of Olympics
• Bush arrives in Beijing for Summer Olympics

Latest Video
• Olympic Torch paraded over the Great Wall
• China revokes Gulid medalist’s visa

Latest Olympic Photos

<table>
<thead>
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<th>Country</th>
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<td>Mexico</td>
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Full Medal Count »
My First Tribble
Kids on Social Crack

Would you like to pick up a wizard hat?

Yes  No
TechCrunch is the new F**kedCompany.com
Gamers are old.
The Soccer Mom – Gamer, eLearner, TXT’er, hmmmmm

Soccer Moms
embarrassing kids more now than ever before
Geocaching: Silicon Sally and GIS, Maps, GPS, and recalculating

Adventures in Geocaching

The good guys. The bad guys. And their quest for the elusive Tupperware container.
Competitive Advantage

On Target

Minus 25K

Plus 20%

Global Change (China, India, EMEA)
Watching The Kids Toys
Whatcha’ doin’ 2.0 with your books?
What does your best borrowed report look like?

http://www.flickr.com/photos/blu_blue/262096844/in/pool-booksandportraits
What does your book recommendation blog look like?

http://www.flickr.com/photos/matthk/2054262239/
How do your community book reviews do?

http://www.flickr.com/photos/cjanebuy/340249608/in/pool-booksandportraits
How are your web based book clubs?

http://www.flickr.com/photos/mthiesson/176153663/
Do your users like your video author interviews?

http://www.flickr.com/photos/lori_an/319433801/
Do the local moms like the podcast stories?
Are your book displays innovative?

http://www.flickr.com/photos/lori_an/319433802/in/photostream/
Can you circulate books from anywhere? Like the parking lot, sidewalk sale, nursing home?

http://www.flickr.com/photos/library_mistress/525385533/
Will Reading Matter?

Audiobooks and eBooks ... And Google
http://www.flickr.com/search/?q=book+sculpture&page=44
Be Afraid, be very afraid
Huge increase in library use!
Two Kinds of People
Searching books fulltext trough the OPAC . . .
Can We Invent the Future?
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