Provocations: Leadership in Transformational Times

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Slides

• These PPT slides will be at my blog ‘Stephen’s Lighthouse’

http://stephenslighthouse.sirsidynix.com

Most technologies I mention can be coached from your library or the SirsiDynix Institute online or at iTunes

http://www.sirsidynixinstitute.com
Shift Happens
Are you being heard?
"No, Thursday’s out. How about never—is never good for you?"
The Beverly Hillbillies
Sexy New Technologies Arrive
Management Gets Excited

OIL!
Sometimes You`re Miss Hathaway
The Fork in the Road
Retronyms (from Tom Hogan)

The top retronym terms that were submitted for a non-Internet librarian were:
1. Shelf-pointer librarian
2. Analog librarian
3. Librarian unplugged
4. 3×5 Librarian
5. Internot Librarian
6. Retrobrarian
7. [insert supervisor's name] Librarian
8. Wallenda Librarian (flying high without a 'net)
9. Winner
10. Librarian 1.0
11. Or Unemployed
Change

- [025.431: The Dewey blog](#)
- 973.932.

The updates to Dewey are below:

- 973.93 2001–
- 973.932 Administration of Barack Obama, 2009–
A Tipping Point Election

- Obama raised money at double the rate of McCain online.
- Following the conventions blog posts mentioning Obama outnumbered those referencing McCain by more than 3 to 1.
- Obama's number of MySpace friends grew steadily over the last few months of the campaign while McCain's remained relatively flat. By election day, Obama had almost 4 times the number of friends McCain had.
- While those MySpace figures are remarkable, the Twitter stats are even more eye-popping. Obama had nearly TWENTY FOUR times the amount of followers that McCain had.
- Obama dominates Facebook.
- Obama’s social network presence is still active.
- Even Stephen Harper is on Twitter!
A Tipping Point Olympics

- Yahoo! trumps NBC in ratings
- YouTube is #2 search engine
- Streaming media met the stress test
Crossing the Border
Let’s be honest about it.

• “Everything’s free and easy on the web. Why do we need libraries (and by extension librarians) anymore?

PUBLIC LIBRARY
LIKE WIKIPEDIA, ONLY IT TAKES 4 HOURS

"BAR-TOONS" by HARROD
BAD CIVIC AD CAMPAIGNS #32
Let’s be honest about it.

• “Everything’s free and easy on the web. Why do we need libraries (and by extension librarians) anymore?

• Who do they think built this stuff? (Google, Yahoo, Boole, Intranets evolve, CKO, etc.)

• The law and lawyers

• Medicine and doctors and allied health professions

• Information and Knowledge Economy

• New LIS School in Ottawa
Getting Their Attention?

Fuck Google
Ask Me!
Do they love us?

• The opposite of intelligence is stupidity.
• The opposite is love is indifference.
• The root of information is “to inform”
• The opposite of information is to misinform.
• So, it follows that ad ranked information is manipulated.
• Organizations that depend on SEO driven relevance are manipulatable.
Where do I come from?
A Dozen Provocations

What is Leadership?
Our Future (90% probability)

• Libraries and their publishers/vendors are in a *symbiotic* relationship.
• The book isn’t dead. It’s just very different. Learn to live with this permanent change.
• Newspapers are dead. News isn’t. It costs more to print and distribute the New York Times annually than to give every subscriber a Kindle. (Let alone an iPhone application).
• Publishing models are in the midst of transformational change. New business models of added-value (e.g. Kindle for libraries, phone books.)
• The cost of delivery matters. Traditional media are too capital intensive. Models change, slow then fast.
• Libraries will not go away – they will be different. Bundles of services, changing physical space.
• Why should there be more than one library?
• The question isn’t, “What is the future of the book?” It should be “What are the behaviours and ecology of reading of the future?”
• Books – Flash and PDF, Second Life Books, Vanity publishing, Long Tail, Community publishing, Sound/Audio hybrids (transformational rights).
• Human understanding – Bloom’s taxonomy, Gardner, Genome (Shyness, dyslexia, etc.), MRI’s of reading, Eye tracking, etc.
Economic Future (90%)

- Auto industry in North America ends (assembly not manufacturing, distribution, repair, databases) Political influence
- Financial services will be completely re-made - partial-nationalization in US.
- Traditional industries are more knowledge based from an employment perspective (agriculture, mining, oil, energy, and manufacturing).
- Low wage economy is in hospitality, retail, transportation, tourism, etc.
- Newspapers are vanishing, magazines are in worse shape than is acknowledge. Books channels of manufacturing, distribution and sales are in upheaval.
- Broadcast media are reshaping (TV/Cable have 30% laptop in EU, 100% on phone in Japan/Korea) (TV white space – Google, June 2009)(Blockbuster – NetFlix), Long Tail
- Education and R&D are growing - eLearning and Distance Education (70% single mom’s, LS – SJSU, Syracuse + 10 others, iSchools)
- Major growth in medicine, healthcare, etc.
- Gaming – not just games, Syracuse, largest publisher, military
Library Responses

- Integrated Collection development – community, curriculum, learning, e-learning
- Productivity
- Gaming – Wii, Military, Syracuse, Scott Nicholson, ALA
- Public Good, National advantage, private advantage
- Economic advocacy, REAL competitive advantage
- Visual literacy and Faceted Search (Enterprise, Brainware, Endeca, Vivisimo, Grokker, AquaBrowser...)
- Organization: Taxonomies, Ontologies, Classification, etc.
- Social literacy, information literacy, Cautionary stories
- Special collections, local history, IRs
- Museology, curation, display, retail, Paco Underhill (NJ)
- Libraries protect reading and knowledge, not just books.
- Recommendations (Amazon, B&N, Borders (dead), LibraryThing, BiblioCommons, Syndetics, ChiliFresh, SOPAC, VuFind, Delicious, Digg, etc.)
The Provocations

- Librarians must take personal responsibility for their professional development.
- Librarians must be their own advocates, not victims. No one is going to do this for us.
- Collection development must be patron centric and largely patron initiated. (Overborrowed analysis)
- Rethink ownership – on-demand, rental, lease, license, Google API, SD API, hybrid models.
- Network metadata – OCLC, WorldCat Local, NDP, LibraryThing, LC MARC, Google Scholar, etc.)
- Understand KM and ecosystems
- Community ecology management – economic, social glue, education, crime, learning 5%, partnerships
- Unmediated transactions (Circ, ILL, reference) vs. Mediated transformations (research, instruction, storytelling, etc.)
- ROI on membership organizations (ALA, PLA, SLA, CLA, CASLIS)
- Retirement opportunity (intergenerational mentoring – train.)
- Rethink buildings (multiple models, space, WiFi, transitional space, information commons, our organization structures vs. their needs, Community Centers, learning commons.
The New Normal

- Single core community service portal with branch customization
- Fully integrated virtual and physical strategies
- Fully integrated electronic and hard copy collections.
- Integrated discovery mechanisms – not a single box.
- Multiple display options based on learning styles and demography.
- Multicultural, multilingual, multi-ethnic, (Unicode) The dominant culture mindset is dysfunctional – mosaic or melting pot.
- Text increases and grows but loses market share to experiences (gaming), auditory (podcasts and music), Visual (Flickr, pictures), Graphic (charts, graphs, etc.), Moving images (YouTube, Hulu).
- Silos disintegrate (Special, Government, PL, AL, CL, SL, Mil, K-12, etc.)
- Instruction, coaching as core service strategies.
- Social glue – loneliness, connection, alienation.
- SaaS, API – user experience vs. infrastructure – new tech mindset
- Consortial, multi-type – real collaboration, not just buying groups or collective for OCLC records
Innovation Audit Questions

1. Is your organization and governance aligned with change, evolution or revolution needs? (pilots, trials, cross-functional, teams)

2. What are the barriers to change in your organization? What are you doing about it? (Hiring, firing, retirements, reorganization, training, culture shaping).

3. What does your organization innovation scan get you? (Opportunities, can’t work here, why?)

4. How do you choose and schedule? Proactive new priorities are chosen, they don’t occur organically except when reactive (e.g. Cars).

5. How innovative are your influencing strategies?
METABOLISM

The slower it gets, the faster it catches up with you.
Two Kinds of Library Folk
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.
Positioning SLA for the Future: Alignment Initiative Results and Recommendations

Presented Tuesday, January 13, 2009, in Savannah, GA
“[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”
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

Australia, 15%
UK, 23%
Canada, 22%
US, 40%
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
  - Providers: 40%
  - Users: 33%

- Providing competitive intelligence information
  - Providers: 33%
  - Users: 18%

- Conducting research on users' behalf
  - Providers: 42%

- Providing training on search/use of information
  - Providers: 19%
  - Users: 23%

- Managing internal content
  - Providers: 10%
  - Users: 18%

- Analyzing research results on users' behalf
  - Providers: 13%
  - Users: 16%

- Helping locate information/experts
  - Providers: 16%
  - Users: 18%

- Research staff working on project teams
  - Providers: 7%
  - Users: 13%

- Managing a portal or intranet
  - Providers: 8%
  - Users: 13%

- Integrating content into work processes
  - Providers: 3%
  - Users: 12%

- Providing an alerting service on selected topics
  - Providers: 10%
  - Users: 11%

- Managing a physical library and print collection
  - Providers: 8%
  - Users: 14%

- Evaluating and purchasing content sources
  - Providers: 8%
  - Users: 14%

- Staffing a reference desk, call center, etc.
  - Providers: 6%
  - Users: 8%

- Consultation on organizing information
  - Providers: 7%
  - Users: 7%

- Providing customized information products
  - Providers: 4%
  - Users: 7%

- Document delivery
  - Providers: 7%
  - Users: 14%

- Managing external content
  - Providers: 7%

- Information architecture
  - Providers: 5%

- Copyright compliance
  - Providers: 3%
  - Users: 4%

- Other
  - Providers: 2%
  - Users: 2%
### Perceptions of Value

#### Most Valuable Information Roles (Users vs. Providers)

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</tr>
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<td>Managing a physical library and print collection</td>
<td>28%</td>
<td></td>
</tr>
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<td>Copyright compliance</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
# Perceptions of Value

## Most Important Attributes of Information Resources

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

### Relevance of information (94%)

- Overall relevancy of the information
- Timeliness of information
- Ease of use/access
- Provision of the most current information available
- Easy to do business with
- Respected in the industry
- A provider of relevant and actionable information
- Depth of coverage
- Easy to interact with
- 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
- Overall value of decision support
- Update frequency
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- Services that I would recommend to others
- Integrates new technologies for delivery of information
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- Visible in the marketplace
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### Timeliness (93%)

- Overall relevancy of the information
- Timeliness of information
- Ease of use/access
- Provision of the most current information available
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- Frequency of delivery
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- Medium/format
- Visible in the marketplace
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### Ease of use/access (93%)

- Overall relevancy of the information
- Timeliness of information
- Ease of use/access
- Provision of the most current information available
- Easy to do business with
- Respected in the industry
- A provider of relevant and actionable information
- Depth of coverage
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- Overall cost-effectiveness
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- Update frequency
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- 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

### Access to most current information (93%)

- Overall relevancy of the information
- Timeliness of information
- Ease of use/access
- Provision of the most current information available
- Easy to do business with
- Respected in the industry
- A provider of relevant and actionable information
- Depth of coverage
- Easy to interact with
- 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
- 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
# Perceptions of Value

## Value of Information to Organizations

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

Role of Information Professionals

- 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%
## Perceptions of Role

### Role of Association/Organization

<table>
<thead>
<tr>
<th>Role</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>
Interactive Editor

Respondents were asked to rate specific words and concepts

Frequency of Mention

Intensity of Liking

More Liked

Less Liked

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

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.

There will always be words that are less liked than others, our goal is to have them mentioned as infrequently as possible.
#1: Continuous Learning and Expertise
#2: Knowledge Navigators/Value-added Intelligence
#3: Strategic Advisors/Growth Drivers

- Achieve organizational objectives and successful outcomes
- Anticipating and addressing information needs
- Collaborate to create a deeper understanding
- Acquiring and authenticating valuable resources
- Advance business objectives

Provide insights and identify trends
Expert analysis
Create competitive advantage
Facilitate good decision-making

Strategic advisors and growth drivers
#4: Prof. Development/Advancement
#5: Networking/Personal & Prof. Connections

- Global exchange of knowledge, experience and ideas
- Interaction
- Knowledge sharing
- Collaboration
- Global networking
- Enhances professional and personal development
- Share new ideas, trends and cutting-edge developments
- Across disciplines and geographies
- Meaningful connections, contacts and friendships
- A network, virtually and globally
- 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
- Partners with key stakeholders in the information industry
- Advocates and sets best practices
- Promoting members as critical assets
- Represents the interest of the industry
- Unified voice of the profession
- Shaping information policy
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

Critical assets

Bottom-line benefits

Competitive advantage

Critical assets
Positioning the Association

Professional success

Global networking

Advocacy
Communications Framework

- Key Messages
- Core Values
- Vision & Mission
- Positioning Statement

PROFESSION

ASSOCIATION
Positioning Statement

[SLA] is an international community and the leading voice for the advancement of the information profession.

We empower members to achieve professional success within their organizations by providing continuous learning opportunities.

We create a culture of knowledge sharing through global networking to exchange information, innovative ideas, insights and trends.

We champion the value of information professionals as critical assets who provide value-added intelligence that facilitates good decision-making and creates competitive advantage for organizations.
Vision & Mission

**Vision**
[SLA] leads the information profession into the future by promoting its members as invaluable assets to their organizations. We will continually empower our members to be knowledge leaders who actively contribute to and drive the success of their organizations.

**Mission**
[SLA] serves as the unified voice for the information profession, advocating its value, promoting best practices, creating knowledge sharing and global networking opportunities, and empowering members to become critical assets within their organizations through continuous learning.
Core Values for the Profession

**Leadership**
Ensuring that organizations have access to the information, insights and trends that facilitate good decision-making and create competitive advantage.

**Accountability & Results**
Saving organizations time and money by providing value-added intelligence that is accurate, reliable and relevant.

**Service**
Delivering expert information to our organizations in a timely, accessible and convenient manner.
Core Values for the Association

Continuous Learning & Prof. Development
Providing continuous learning opportunities to discover and master emerging technologies, develop leadership skills, and achieve professional success.

Knowledge Sharing & Collaboration
Leveraging global networking opportunities to promote knowledge sharing and the exchange of information, innovative ideas, insights and trends.

Advocacy & Empowerment
Serving as the unified voice for the profession, advocating its value, promoting best practices, and empowering members to become critical assets within their organizations.
Key Messages for the Professional to Use

**Knowledge Sharing**
Information professionals are accountable for gathering, organizing and sharing the right information for the best decisions. Information professionals further create a culture of knowledge sharing by educating colleagues on the best use of information sources.

**Global Networking**
Through active global networking, information professionals promote the exchange of information, innovative ideas, insights and trends.
Key Messages for the Professional to Use

**Competitive Advantage**
Information professionals ensure organizations have the right information, insights and trends to make good decisions and gain competitive advantage.

**Bottom-line Benefits**
Information professionals save organizations time and money by providing value-added intelligence that is accurate, reliable and relevant. We deliver expert information to our organizations in a timely, accessible and convenient manner.
Key Messages for the Association

**Prof. development**
[SLA] provides members with continuous learning opportunities to explore and master emerging technologies, develop leadership skills and achieve professional success.

**Global networking**
[SLA] is the only association in the world that serves the international community of information professionals. We create a culture of knowledge sharing through global networking to exchange information, innovative ideas, insights and trends.

**Unified voice**
[SLA] serves as the unified voice for the information profession. We advocate its value, promote best practices, and empower members to become critical assets within their organizations.
“The name Special Libraries was chosen with some hesitation, and rather in default of a better…”

–John Cotton Dana, “Librarian at Large”
Provocation #1

What is the library role in a world with 150,000,000 books full-text on the web?
Are we too tied to the book positioning?

Is an information or pure content positioning too narrow?
How are other pros positioned?

- Lawyers
- Doctors
- Nurses
- Pharmacists
- Psychotherapists
- Social workers
Transformations

Or Transactions

Where’s your value?
Retail Sales Down?  NO
Titles Down?  NO
Circulation Down?  NO
Reading Down?  NO
Teen Reading Down?  NO
Will Reading Matter?

Audiobooks and eBooks . . . And Google
Provocation #2

Name 5 things that Your library is doing that match the Amazon experience
Whatcha’ doin’ 2.0 with your books?
Growing up from books
What does your best borrowed report look like?

http://www.flickr.com/photos/blu_blue/262096844/in/pool-booksandportraits
What does your book and article or patent recommendation blog/RSS feed look like?

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

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

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

http://www.flickr.com/photos/lori_an/319433801/
Do you offer podcasts?
Are your content displays (physical or virtual) 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/
Provocation #3

Name 5 things that Your library is doing to address the end of containers – books, newspapers, DVD’s and CD’s.
Yahoo Trumps NBC, Huh?!

Opening Ceremony, 3/08/08 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.

Yahoo! Sports
Coverage of the Summer Olympics Aug 8-24

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
• Chinese revokes Gulf medalist's visa

Latest Olympic Photos

<table>
<thead>
<tr>
<th>Country</th>
<th>G</th>
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<th>B</th>
<th>TOTAL</th>
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<tr>
<td>United States</td>
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<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Canada</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mexico</td>
<td>0</td>
<td>0</td>
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Last year a transformational thing happened

• 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.

• Why?
Another Transformational Thing s Happening

• The FCC agreed to open the "white space" - the broadcast spectrum used by over the air television - for use by others apart from the regulated television stations, by a vote of 5-0. 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."

• Why?
Newspaper Shifts

CHANGES AT THE MONITOR

Monitor shifts to Web-first strategy

In 2009, the Monitor will become the first nationally circulated newspaper to replace its daily print edition with its website; the 100 year-old news organization will also offer subscribers weekly print and daily e-mail editions.
Newspaper Shifts

NEW YORK TIMES CLASS A
as of 28-Oct-2008

Copyright 2008 Yahoo! Inc.

http://finance.yahoo.com/
Provocation #4

How are you and your library socially connected to your users on the web?
Websites - Soooooo last century
Libraries Need to be Ahead of the Curve
Social Graph Platform Wars

- YouTube
- Google / Open Social ("The Empire"?, "Coalition of The Willing")
- Bebo
- LinkedIn
- Hi5
- MySpace ("Clone Army"?)
- Facebook ("Rebel Alliance"?)
- RockYou
- iGoogle
- Flixster
- SlideX
- iLike
- Widgets
- Gigya
- ClearSpring
- SocialMedia
- Widgetbox
- FB apps

= announced Platform / API
☆ = unannounced Platform / API

Platform Wars insanity: Dave McClure, 12/12/07
The new Web 2.0 era distribution models remain largely untapped

**Potential Reach Power and Network Effect**
(Lowest Cost Per Customer/Partner)

* = estimated

**Source:** Dion Hinchcliffe. 2008. Hinchcliffe & Company. [http://hinchcliffeandco.com](http://hinchcliffeandco.com)
<table>
<thead>
<tr>
<th>Activity</th>
<th>Young Teens 12 to 17</th>
<th>Youth 18 to 21</th>
<th>Generation Y 22 to 26</th>
<th>Generation X 27 to 40</th>
<th>Young Boomers 41 to 50</th>
<th>Older Boomers 51 to 61</th>
<th>Seniors 62+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creatives publish Web pages, write blogs, upload videos to sites like YouTube.</td>
<td>34%</td>
<td>37%</td>
<td>30%</td>
<td>19%</td>
<td>12%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Critics comment on blogs and post ratings and reviews.</td>
<td>24%</td>
<td>37%</td>
<td>34%</td>
<td>25%</td>
<td>18%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.</td>
<td>11%</td>
<td>16%</td>
<td>18%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Joiners use social networking sites.</td>
<td>51%</td>
<td>70%</td>
<td>57%</td>
<td>29%</td>
<td>15%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Spectators read blogs, watch peer-generated videos, and listen to podcasts.</td>
<td>49%</td>
<td>59%</td>
<td>54%</td>
<td>41%</td>
<td>31%</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>Inactives are online but don’t yet participate in any form of social media.</td>
<td>34%</td>
<td>17%</td>
<td>21%</td>
<td>42%</td>
<td>54%</td>
<td>61%</td>
<td>70%</td>
</tr>
</tbody>
</table>

Data: Forrester Research
Reminder: 300,000+ A DAY!
A sustainable social network for life.

F8 Developer

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

Over 80% of all college and university students in North America.

700,000 new users per day
The Sharing Economy
Provocation #5

How are you capturing the knowledge of departing staff and making it available to the next generation?
Our Careers Have Seasons
Be Where Your Users Are

orkut
facebook
bebo
mixi
myspace.com
Ning
Linkedin
plaxo
knol
Myspace Developer Platform
opensocial
Get Good at The Cloud
Simple Knowledge Capture

• Bookmarks
• Tagging – e.g. delicious
• Wiki – e.g. MediaWiki
• Team – e.g. Meebo
• Simple really....
Provocation #6

Name five ways that Your library integrates the world into your users’ local needs?
Being Globally Competitive

On Target

Minus 25K

Plus 20%

!!!!!

Target
Provocation #7

Name five tools that you were actively learning before they become popular.
Is that the Internet in your pocket or are you just really smart?
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

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)
A
Mainly
Mobile
Focus

Mobile Focus
Provocation #8

How are you addressing the continuous learning needs of all staff?
Be a Lab Rat!
Experiment, continuously
2.0 is about play
23 Learning 2.0 Things

- Week 1: *Introduction* and Adult Learning
- 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
• Real mobile devices: iPods, MP3 players, video, smartphones, texters, Kindles, Sony Readers, etc.
• Podcasts, Streaming Media
• Special PC’s: disability compliance, streaming media, IM groups, VR (both kinds)
• Gaming stations

Build a Sandbox
Provocation #9

Name five ways you’re harnessing the potential of Web 2.0 tools to market libraries.
2.0 Influencers

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

Top 10 Most Influential web tools for the 2008 US elections

How many are we already using?
Provocation #10

Name the top three things that you are doing to create the future.
What’s New?

- Socially aligned apps for Social Institutions
- Semantic Web (Twine)
- The Cloud (Google, Zoho and MS etc.)
- No choice search engines (Soon only 2 scrapes with Ads)
- GIS oriented search (and ads)
- Virtually unlimited full-text books – searchable from the OPAC
- Streaming media and spoken word search
- Personalization 3.0 like MySpace/Facebook
- Microblogging (Twitter)
- Device proliferation (Kindle, iPhones, etc.)
Studying the Future

• How much time do you spend having a clear view of it?
• How is it shared across the organization?
• You can’t wait for everyone to change at once.
Technology Adoption Life Cycle

Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology.

- **Mainstream Markets**
  - **Pragmatists:** Stick with the herd!
  - **Conservatives:** Hold on!
- **Early Markets**
  - **Visionaries:** Get ahead!
  - **Techies:** Try it!
- **Late Market**
  - **Skeptics:** No way!

- **Innovators:** 2 1/2%
- **Early Adopters:** 13 1/2%
- **Early Majority:** 34%
- **Late Majority:** 34%
- **Laggards:** 16%

@Chasm Group
Bonus Provocation #12

Brainstorm three ways that the bad economy can be good for library workers libraries.
Energizing
The Library
5 ideas for recessions

• Increase programs
  – Launch 23 things for the community

• Look at sustainability
  – Podcasts & Vodcasts and new formats

• Increase attention on productivity
  – For all

• Promote the ‘free’
  – Books, videos, programs, etc.

• Add partnerships
  – Museums, recreation, who’s hurting too …
Be the Change You Want to See

Focus on Social Glue
Be The Change We Want to See
A Third Path
“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
The world is going to change with or without you...

Get ready!
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President 2008, SLA
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
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