Library 2.0: Where Do We Go from Here?

Houston Area Libraries, July 17-18, 2008

Stephen Abram, MLS, FSLA
President 2008, SLA
Vice President,
Innovation SirsiDynix
Chief Strategist,
SirsiDynix Institute
JACK WELCH'S LEADERSHIP MAXIMS

1. Leaders relentlessly upgrade their team, using every encounter as an opportunity to evaluate, coach and build self-confidence.

2. Leaders make sure people not only see the vision, they live and breathe it.

3. Leaders get into people's skin, exuding positive energy and optimism.

4. Leaders establish trust with candor, transparency and credit.

5. Leaders have the courage to make unpopular decisions and gut calls.

6. Leaders probe and push with a curiosity that borders on skepticism, making sure their questions are answered with action.

7. Leaders inspire risk-taking and learning by setting the example.

8. Leaders celebrate.
Out Front with Stephen Abram
A Guide for Information Leaders

Stephen Abram
Going Green Slides

• These PPT slides will be at my blog:
  • Stephen’s Lighthouse
    • [http://stephenslighthouse.sirsidynix.com](http://stephenslighthouse.sirsidynix.com)
  • Or give me a USB drive and I’ll give you a copy.
Gee’s Bend and My Tie
Technology Forecast

What will the world look like soon?
And what is the LIS Spin?
Sometimes it feels like this . . .

Toto, I’ve a feeling we’re not in Kansas anymore.

We must be over the rainbow.
First Generation Convergence

- Technology Stands Alone
  - *Telephones* communicate
  - *Televisions* entertain
  - *Radios* play music
  - *Computers* process data
  - *Terminals* process words
  - *Calculators* do math
Second Generation Convergence

- Broad market Tools goes digital and move to the Web
  - Your PC plays data, words, music, audio, video and allows you to interact, communicate, play
Third Generation Convergence

- The tools get personal
  - Your PCS phone lets you pick up e-mail, check stock quotes, get tickled by your calendar, and, even talk!
  - Your PDA lets you access your files and the web and more
Fourth Generation Convergence

• The tools move seamlessly into our lives - work & play
• The tools align with our society and social lives.
• Like the computers in your car you just won’t know they’re there
The Journey Begins
Predicting the Future
Hmmmmmmmm

 Hmmmmmmm

 Hmmmmmm...
Library culture of poverty, victimization, risk aversion, and passive resistance
What’s New (or new enough)?

- Semantic Web (Twine)
- The Cloud (Google, Zoho and MS etc.)
- No choice search engines
- GIS oriented search and ads
- Registries
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging
- Device proliferation (Kindle, iPhones, etc.)
- What’s old? Attacks on research, rights, intellectual freedom, access, copyright balance, privacy, DRM, patents, trademarks, voice, etc.
- Infinite fulltext books
The Google Challenge
Can We Predict the Future and Invent New Paradigms?
What does Sustainability Mean?
Five Laws of Library Science

• Books are for use.
• Books are for all; or, Every reader his book.
• Every book its reader.
• Save the time of the reader.
• A library is a growing organism.

S.R. Ranganathan
Five New Laws of Library Science

• Libraries serve humanity.
• Respect all forms by which knowledge is communicated.
• Use technology intelligently to enhance service.
• Protect free access to knowledge.
• Honor the past and create the future.

Walt Crawford and Michael Gorman
Commit Today

- Share more good stories than sad tales.
- Enjoy your bliss.
- Choose to have an impact.
- Live in the future.
- Don’t ever believe those who just don’t know . . .
What Does Boundarylessness mean?
What Commitment Does It Take?
The world is going to change with or without you... get ready.
CHANGED PRIORITIES AHEAD
Let’s Look At the Supposed Limits to the Future
Happily, There Are None.
Or, sadly, there are a lot.

- National Debt and National Borrowing
- Sub-prime Mortgage Crises
- Gold Prices
- Oil Prices
- War and Famine
- Ignorance and Prejudice
- Globalization
- Global Warming
- Mergers and Acquisitions
- Techno-schism and Techolust
PAST

FUTURE
• When something needs to change…

• Do it.

• Take responsibility
WORRY TANK

What if it doesn’t work?
What if it all blows up in our face?
What if somebody sues?
What happens if it works... all too well?
What happens ten years down the line?

THEN WHAT?
How Can Libraries and Information Have No Borders?
Becoming More Open to a Global Reality
Do Your Members Know Your WHOLE Library’s Offerings?
LIBRARY 2.0 MEME MAP

Library that LETS
- Library that fits
- Library that learns
- Library that gathers
- Library that organizes

The library invites participation

OPAC
- Federated search
- RSS for cataloging records & search results
- Records tagging
- User reviews

1. User-centricity
2. Technology-savvy environment
3. Reaching of the patrons long tail
4. Content for more than one device
5. Component-based software, not monolithic ILS
6. Constant change
7. Use of Web 2.0 apps and services
8. Open standards

Social computing apps to meet users' need when, where and how they need it

The library is everywhere

The library uses flexible, best-of-breed systems

Patron 2.0 = from content consumer to content creator

The library is human

The library has no barriers

Library is a framework for integrating change into all levels of library operations

Library that LETS

STAFF
Creation of an Emerging Technology Committee

THE PHYSICAL LIBRARY
Loud spaces for collaboration & conversation
Mobile devices for users

Library Integration with (a) learning environment

The library uses flexible, best-of-breed systems
Being More Open to Comment
Being More Open to Criticism and Feedback
Being More Open to Recommendations
Being More Open to Change
50 Reasons Not To Change

- I'm not sure my boss would like it.
- It's too expensive.
- We'll catch flak for that.
- That's someone else's responsibility.
- It won't fly.
- We've always done it this way.
- It's too complicated.
- We don't have consensus yet.
- It can't be done.
- It's against tradition.
- This is just a fad.
- Maybe. Maybe not.
- We've never done that before.
- It needs committee study.
- Me falta ánimo.
- I'm all for it, but...
- It needs more thought.
- It won't work in this department.
- It won't fly upstairs.
- They don't really want to change.
- It's too visionary.
- We tried that before.
- No se puede.
- There's not enough time.
- There's no clear mandate.
- Another department tried that.
- They're too entrenched.
- We're waiting for guidance on that.
- It's too radical.
- We don't have the staff.
- We don't have the authority.
- We didn't budget for it.
- No one asked me.
- It will take too long.
- It's hopeless.
- We can't take the chance.
- It's not for me.
- They won't fund it.
- It's contrary to policy.
- We have too many layers.
- There's too much red tape.
- It's impossible!
Change?
Focus?
Focus
Being Open to Lifelong Learning
Build a Sandbox
Building HR Capacity in Libraries

- 23 Things
- Learning 2.0
- Learning 2.1
- 5 Weeks to a Social Library
- The Internet Can Change Your Life
SLA Initiatives – Innovation Lab

Welcome to the Innovation Portal
Membership in SLA means access to cutting-edge products, services, and programs designed specifically for you—the information professional. Information that adapts as fast as your environment, SLA sets the standard.
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 selection of tools we offer will be ever-changing 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 tools. Share your learning with other members in the collegial 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.

Twitter 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 all this fuss is 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.
SLA Initiatives – Seattle Twitter

The SLA Innovation 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.
Welcome to 23 Things!

23 Things Blog

Welcome to 23 Things

posted May 22, 2008

The new 2.0 tools are coming at us fast and furiously and we all need to learn them and use them personally as well as to help our clients with them. As you probably learned at SLA this June, NOW is that time. Let's take this challenge together over the summer -- so we can all help each other. 23 Things is a step by step, week by week strategy that is paced so that we can all incorporate this learning and start applying it. We even have a strategy for those of you who either know some of the tools or only want to learn some within the 23. To learn more and join us in this journey, that will be done by September 15, 2008, to be eligible for a prize and certificate, please click here to register.

Posted at 22 May @ 8:55 AM by susan.fifer.cacoby | 0 comments | Edit
SLA Initiatives – Second Life

May 27, 2008

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 building real-life libraries, we believe that building in virtual space requires some thought about the way it relates to real space.
SLA Initiatives – Free eBrary

Leadership and Management

Search results: 988 documents

Result 1: Score 35%
Power of Positive Criticism
ISBN: 978-0-470-37716-4
Subjects: Criticism, Research

Result 2: Score 35%
How to Write a Business Plan (8th Edition)
Subjects: Business planning, New business enterprises

Result 3: Score 35%
Annual Review of Development Effectiveness 2006: Getting Results
Subjects: World Bank, Grant and lending, Organizational effectiveness

1,000+ Titles
SLA Initiatives – execuBooks

The Game-Changer
How You Can Drive Revenue and Profit Growth with Innovation
By A.G. Lafley and Ram Charan
Published by Green Business, 2005
ISBN 0787932817/236

Introduction

Every week a new book hits the shelves, hoping to capture the reader's attention and offer new insights. But how many of these books actually provide value to the business professional? This is where The Game-Changer comes in.

The book, written by A.G. Lafley and Ram Charan, is a comprehensive guide to driving revenue and profit growth through innovation. The authors, both experienced corporate executives, share their insights on how companies can use innovation to stay ahead of the curve.

Key takeaways from the book include:

1. Innovation is not just about new products or services. It's about creating value for customers, which can lead to increased revenue and profits.
2. Companies need to be customer-focused and understand what their customers want.
3. Innovation should be integrated into all aspects of the business, from strategy to execution.
4. Companies need to be agile and able to adapt to changing market conditions.

In conclusion, The Game-Changer is a must-read for anyone looking to drive revenue and profit growth through innovation. It provides practical advice and real-world examples that companies can use to stay ahead in today's competitive marketplace.

Buy the Full Book:

© 2005 execuBooks Inc.
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 most 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
SLA Initiatives – Unit Software

SLA Blogs

SLA operates several Web logs, or blogs, where members can catch up on topical information and leave comments. A list of the open blogs is below:

<table>
<thead>
<tr>
<th>SLA &amp; SLA Unit Blogs</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLA Blog</td>
</tr>
<tr>
<td>INFO X - The CEO's Blog</td>
</tr>
<tr>
<td>Solos Helping Solos Blog</td>
</tr>
<tr>
<td>Impact: Leadership &amp; Management Division Blog</td>
</tr>
<tr>
<td>Information Technology Division</td>
</tr>
<tr>
<td>IT Blogging Section</td>
</tr>
<tr>
<td>Government Information Division</td>
</tr>
<tr>
<td>Kentucky Chapter</td>
</tr>
<tr>
<td>Bio Med Division/Systems Thinking Perspective</td>
</tr>
<tr>
<td>Pharmaceutical &amp; Health Technology Division/Position Profiles</td>
</tr>
<tr>
<td>IPANDA Net</td>
</tr>
<tr>
<td>Chapter Modeling Task Force</td>
</tr>
<tr>
<td>Remembering Frank Spaulding</td>
</tr>
<tr>
<td>SLA 2006 Conference Blog</td>
</tr>
<tr>
<td>SLA 2005 Conference Blog</td>
</tr>
</tbody>
</table>

SLA invites units to create their own blogs on SLA’s service through
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 issue***

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.
All these things we depend on are truly quite young.

This month marks the 25th anniversary of TCP/IP. It was co-invented by our SLA Seattle Conference keynote Vinton “Vin” Cerf.

So TCP/IP is about as old as a university grad just starting out today.

I put up my first website at the end of 1994 based on 1992 CERN stuff. It was awful. The Canadian government went on the web in 1995 about the same time as America Online started offering internet access.

So websites are about 14. Wow - all set for an exciting high school career.

It is joined by browsers that started out in about 1993.

Just getting to sophomore year.

Just recently we noticed that Google’s domain name was 10 years old but the search service is only about nine.

So Google style searching is only in about grade five.

Last week, Wikipedia turned 7 or 8. So it is in Grade 4.

Blogs started in about 1998 but really blossomed in 2002.

So they’re ten too and join Wikis in grade four homeroom.

MySpace is from 1999.

A sturdy 8 year old. Grade 2 is fun.

Delicious tagging started in 2003.

So it’s four and entering junior kindergarten.
SLA Initiatives – Factiva Alerts
SLA Initiatives – Click U

Try the Click U Course of the Month at NO CHARGE to Members!

New To Click U: 2008

2008 Click U Live! Event Calendar Now Available

Get a head start on planning your professional development and learning opportunities in 2008 by reviewing the Click U Live! 2008 event calendar. learn more...

CI Certificates Program Graduation

SLA hosted the final course of the 2007 CI Certificates Program in November and held a graduation ceremony for the first class of SLA members to complete a full certificate in Competitive Intelligence from Click U. Congratulations to all of our graduates! learn more...

Knowledge Management Certificates Program
Your Career Has Seasons
Be a Lab Rat!
Being More Open
Experimentation, Pilots and Innovation
Be More Open to New Paths
Be More Open to the Users’ Paths
Social Graph Platform Wars

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

Facebook
("Rebel Alliance"?)

MySpace
("Clone Army"?)

YouTube?

Gmail?

iGoogle

Bebo

Friendster

Orkut

Flixster

Slide6

LinkedIn

Hi5

RockYou

iLike

ClearSpring

Gigya

Widgetlop

Widgetbox

[Annotation]

★ = announced Platform / API
★ = unannounced Platform / API

Platform Wars insanity: Dave McClure, 12/12/07
How does your presence appear?

Personal, Professional, Departmental, Institutional
The Cloud
The Cloud (WSJ May 6)

• **The Cloud.** The desktop computer isn't going away. But as bandwidth speeds increase, more and more computing can be done in the network of computers sitting in data centers - aka the "cloud."...

• **The Edge.** The cloud is nothing without devices, browsers and users to feed it....

• **Speed.** Once you build the cloud, it's all about network operations....

• **Platform.** ...Having a fast cloud is nothing if you keep it closed. The trick is to open it up as a platform for every new business idea to run on, charging appropriate fees as necessary....

http://www.andykessler.com/andy_kessler/2008/05/wsj-the-war-for.html
Follow the Ad Money

• What is the sweet spot of advertising?
  – 18-29 year olds
  – Better-educated
  – Professionals and career-oriented

• Where do you find these folks?
  – University campuses, distance education
  – Research environments

• What would you do strategically?
  – GPS/GIS, gScholar/ MS Live Academic, Local, Global (Unicode), Streaming Media, Digitization of scholarly collections . . . Hmmmmm.
  – Partner with academic institutions, Trojan-style
Being More Open to Social Networks, Content, Access and ...
Traditional Libraries
Everywhere Libraries
MAP OF ONLINE COMMUNITIES AND RELATED POINTS OF INTEREST

GEOGRAPHIC AREA REPRESENTS ESTIMATED SIZE OF MEMBERSHIP

(NOT A COMPLETE SURVEY. SIZES BASED ON BEST FIGURES I COULD FIND, BUT INVOLVED SOME GUESSWORK. DO NOT USE FOR NAVIGATION.)
### What people are doing

- **Creators** publish Web pages, write blogs, upload videos to sites like YouTube.
  - Young Teens (12 to 17): 34%
  - Youth (18 to 21): 37%
  - Generation Y (22 to 26): 30%
  - Generation X (27 to 40): 19%
  - Young Boomers (41 to 50): 12%
  - Older Boomers (51 to 61): 7%
  - Seniors (62+): 5%

- **Critics** comment on blogs and post ratings and reviews.
  - Young Teens (12 to 17): 24%
  - Youth (18 to 21): 37%
  - Generation Y (22 to 26): 34%
  - Generation X (27 to 40): 25%
  - Young Boomers (41 to 50): 18%
  - Older Boomers (51 to 61): 15%
  - Seniors (62+): 11%

- **Collectors** use Really Simple Syndication (RSS) and tag Web pages to gather information.
  - Young Teens (12 to 17): 11%
  - Youth (18 to 21): 16%
  - Generation Y (22 to 26): 18%
  - Generation X (27 to 40): 16%
  - Young Boomers (41 to 50): 15%
  - Older Boomers (51 to 61): 16%
  - Seniors (62+): 11%

- **Joiners** use social networking sites.
  - Young Teens (12 to 17): 51%
  - Youth (18 to 21): 70%
  - Generation Y (22 to 26): 57%
  - Generation X (27 to 40): 29%
  - Young Boomers (41 to 50): 15%
  - Older Boomers (51 to 61): 8%
  - Seniors (62+): 6%

- **Spectators** read blogs, watch peer-generated videos, and listen to podcasts.
  - Young Teens (12 to 17): 49%
  - Youth (18 to 21): 59%
  - Generation Y (22 to 26): 54%
  - Generation X (27 to 40): 41%
  - Young Boomers (41 to 50): 31%
  - Older Boomers (51 to 61): 26%
  - Seniors (62+): 19%

- **Inactives** are online but don’t yet participate in any form of social media.
  - Young Teens (12 to 17): 34%
  - Youth (18 to 21): 17%
  - Generation Y (22 to 26): 21%
  - Generation X (27 to 40): 42%
  - Young Boomers (41 to 50): 54%
  - Older Boomers (51 to 61): 61%
  - Seniors (62+): 70%

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**Data:** Forrester Research
The Sharing Economy
The diagram illustrates the overlap between social and academic spaces, categorized under "Face to Face" and "Computer Mediated" environments. The social interactions include conversing, flirting, gossiping, chatting, and joking. The academic interactions include collaborating, learning, annotating, contributing, remixing, teaching, note taking, and listening. The diagram also highlights the difference between informal, fun, intimate, and loose power structures in social spaces vs. formal, serious, guarded, and hierarchical power structures in academic spaces.
First Monday first steps in academic research
Being More Flexible
Being More Open to Risk
Being Open to a Mosaic of Solutions
Being Open to Ambiguity
I've got my tinfoil hat on
Be More Open to Technology and Unintended Consequences
Will Reading Matter?
Your Five Year Plan?

Who Are You Targeting?
Results and Impact
Retail Sales Down? NO
Titles Down? NO
Circulation Down? NO
Reading Down? NO
Teen Reading Down? NO
Academic Collections Use Down? ?
Being Open to Borderless Books

Physical
Mental
Imagination
Ideas
Innovation
Creativity
Don’t be a Format Bigot
Watch the Next Steps
Broadband Ubiquity

- Traditional telephone and cable
- Satellite
- GSM etc. to G3 – G4
- Whitespace in analog TV signal
- Through the electrical wires
- Wireless – WiFi and WiMax, etc.
This is normal
Device Agnostic & DRM Wars
Everything’s getting smaller
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.
  - Twitter
  - Facebook
  - Flickr

**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)
Being Comfortable with Speed
Being Open to New Ideas
Letting Go of Control
Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity
EXCUSES
Turning Excuses in Reasons

And Reasons into Plans
Remove the Borders Inside Libraries

Be the Change We Want to See
Remove the Borders In the Library Community

Be the Change We Want to See.
Remove the Borders Between Libraries and Users

Be the Change We Want to See.
Be The Change We Want to See

Remove the Borders Between Libraries and Influencers
Positioning Ourselves for Scalability

The Old Model

Librarian
(Filter, Selector, Gatekeeper, Gateway)

Users, Patrons, Clients, Students, Customers . . .
Positioning Ourselves for Scalability

The New Model

Information Design and Delivery

Service Design and Delivery
From Gatekeepers to Gateways

- Knowledge Seeker
  - guide
  - trainer
  - teacher
  - coach
  - team member
  - partner
  - seller

- Information Ocean
  - organizer
  - designer
  - linker
  - qualifier
  - chooser
  - buyer
  - tester
Be Inspirational
Be Important

EXPENDABILITY

KIRK, SPOCK, MCCOY, AND ENSIGN RICKY ARE BEAMING DOWN TO THE PLANET. GUESS WHO'S NOT COMING BACK.
Put Your Meat In The Game
Know What Makes Us Different
Find Our Voice and Using It
Be More Open to New Users
### Millennial Characteristics

<table>
<thead>
<tr>
<th>Principle / Values</th>
<th>More Friends</th>
<th>More Diverse</th>
<th>Respect Intelligence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimistic / Positive</td>
<td>Internet Natives</td>
<td>More Choices</td>
<td>Format Agnostic</td>
</tr>
<tr>
<td>Balanced Lives</td>
<td>Adaptive / Flexible</td>
<td>Civic Minded</td>
<td>High Expectations</td>
</tr>
<tr>
<td>Collaborative</td>
<td>Nomadic</td>
<td>Gamers</td>
<td>Experiential</td>
</tr>
<tr>
<td>Independent</td>
<td>Confident</td>
<td>Direct</td>
<td>More Liberal and...</td>
</tr>
<tr>
<td>Multi-taskers</td>
<td>Inclusive</td>
<td>Patriotic</td>
<td>Entrepreneurial</td>
</tr>
<tr>
<td>Healthy Lifestyle</td>
<td>Family Oriented</td>
<td>Graphical</td>
<td>Achievement Oriented</td>
</tr>
</tbody>
</table>

Credit: Richard Sweeney, NJIT
Viewing

Listening

Speaking

Generating verbs

Imaging techniques allow us to see which areas of the brain control this function.
Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

1st Quarter - 2006

Conducted under the auspices of the Kent State University School of Library and Information Science and the Information Architecture/Knowledge Management Program (IAKM)

by

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Dr. Ashesh Shah, Associate Professor
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Dr. Jing Yue, Associate Professor
School of Library and Information Science (SLIS)

June 20, 2006
METABOLISM

The slower it gets, the faster it catches up with you.
Being Open to Standing Out
Have Some Fun
Context is King, not Content.
We librarians must learn that when we study something to death, *Death was not our original goal.*
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
Honest to G*d – Have Fun
Be The Change You Want To See
... so we're about to start a new paradigm. We call it "Social as a Service".

What does that mean?

Sorry, I'm not prepared for in-depth questions.
What can we do now that will prepare our libraries for the future? Can we wait?
IDEAS

**Inclusive** - the benefits of diverse thinking and ideas

**Decisive** - eliminating organizational debate and over-analysis to enable faster innovation development

**External** - being in touch with customers

**Agile** - able to react quickly to changing customer and market conditions and taking calculated risks

**Simple** - ongoing streamlining and simplification of structures and processes.
Knowledge Olympics
Knowledge Olympics
Knowledge Olympics

Information

Service
Knowledge Olympics

Information

Service

Technology
Knowledge Olympics

Information

Service

Technology

Competencies and Skills
Knowledge Olympics

Information

Service

Technology

Competencies and Skills

Attitude
Knowledge Olympics
So, how should Info Pros react?
BRAINS

• We KNOW more than they do!
• We have VERY high information literacy skills.
HEART

- We care about excellent customer service.
- We strive to meet their REAL needs.
COURAGE

• We’re out there every day doing this.
• We will survive and thrive.
But OZ never did give nothing to the Tin Man, that he didn’t, didn’t already have . . .

Written by Dewey Bunnell, 1974, America
Clicking your heels together is not enough!

• Get out there and **sell** yourself and your talents.
• Don’t merely *market* yourself or your services and products.
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