Reality 2.0 and ALWAYS more.

SLA Rio Grande,
Albuquerque, New Mexico
Nov. 13, 2008
Stephen Abram, MLS, FSLA
President 2008, SLA
Vice President,
Innovation, SirsiDynix
Chief Strategist,
SirsiDynix Institute
Slides

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

http://stephenslighthouse.sirsidynix.com
Let’s Look At the Supposed Limits to the Future
Happily, There Are None.
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
SLA Needs to be Ahead of the Curve
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
- Virtually unlimited fulltext books, API’s and Google/AAP
- Streaming media and spoken word search
- Personalization 3.0 / Social Web
- Microblogging
- Registries and SaaS
- Device proliferation (Kindle, iPhones, etc.)
- What’s old? Attacks on research, rights, intellectual freedom, access, filters, blacklisting, copyright balance, privacy, DRM, patents, trademarks, voice, etc.
2 weeks ago 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?
Last week a Transformational thing happened

- 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?
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
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

Top 10 Most Influential web tools for the 2008 US elections

How many are we already using?
• You can’t wait for everyone to change at once.
SLA Expands Globally

On Target

Minus 25K

Plus 20%

Global Change (China, India, EMEA)

Global Change
Be a Lab Rat!
Technology Adoption Life Cycle

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

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

- **Mainstream Markets**
  - **Pragmatists**: Stick with the herd!
  - **Conservatives**: Hold on!

- **Early Markets**
  - **Visionaries**: Get ahead!
  - **Techies**: Try it!

- **Late Market**
  - **Skeptics**: No way!
The new Web 2.0 era distribution models remain largely untapped

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

* = estimated


 CC BY-SA
Be Where Your Users Are
Get Good at The Cloud

Yahoo!  
AOL  
bebo  
Google  
Microsoft  
News Corporation  
myspace.com  
Facebook  
Zotero  
Zoho Docs  
delicious  
Google Chrome
The Sharing Economy
Wall Street Journal

- Multiple Placements
- Dow Jones partnership
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
Device Agnostic & DRM Wars
Mainly Mobile Focus
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  ACRULISTS Poster Session 6/30/2008

Twitter  Facebook  Flickr
Our Careers Have Seasons
• Networking
• Learning / Professional Development
• Influence / Lobbying / Public Education
• Selling Stuff (You gotta survive!)
Association Expectations 2.0

- Connect me – to information, to other members, to influencers, to staff
- Deliver an ecology where I can learn
- Deliver an experience that engages
- Let my voice be heard
- Be there virtually and physically
Supporting the Tradition

- Membership Growth
- 2009 Centennial
- Strategic Alignment Research
- A New AMS! Yay, eventually.
- E-learning accreditation (IACET) and learning partnerships
- Special partnerships, e.g. SIIA, ASAE, InfoToday, educators
Traditional Value

- Units – chapter, divisions, caucuses
- Leadership opportunities
- Professional development

- Publications
- Discussion Lists
- Influence, educating influencers
METABOLISM

The slower it gets, the faster it catches up with you.
Studying the Future

- The Strategic Alignment Project
  - Study influencers
  - Study Us
  - Technology Forecast

- The March 2008 Board Long Term Strategy Retreat
Your Website
Your Education Partner

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
CLICK University

• Certificates Program Graduations
  – Knowledge Management Certificates Program
  – Certificate in Copyright Management
  – Certificate in Competitive Intelligence

• Gary Price's Research Tool Box

• Course of the Month Course of the Month

• 25% Student Member Discount

• University of Toronto: Professional Learning Centre

• IACET Recognition
SLA Initiatives – Innovation Lab

The SLA Innovation Laboratory
a place to explore

Experiment!

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 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 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 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.
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.
SLA Initiatives – 23 Things

Welcome to 23 Things!

Our 23 Things
- Week 1: Introduction - Learn to learn this way
- Week 3: Blogging
- Week 4: Tagging, Folksonomies & Technorati
- Week 4: Photos & Images
- Week 5: RSS & Newreaders
- Week 6: Podcasts & Live Audio
- Week 7: Wikis - Collaborative Portals
- Week 8: Online Applications & Tools
- Week 9: Social Networking
- Week 10: Brainstorming & Brainwriting
- Week 11: Protocols & Play Weeks

23 Things Blog

Welcome to 23 Things

Welcome to 23 Things

Welcome to 23 Things
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 it would in the real world, Second Life is a world apart from the real world.
SLA in SL
Just for fun

Me
SLA Initiatives – Free eBrary

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, 2009
ISBN 076112781706

Zenobia: The Curious Book of Business
A Tale of Triumph Over Yes-Men, Cynics, Hedgers, and Other Corporate Killjoys
By Mathew Grenwek and Ian Kaye
Published by Berrett Koehler, 2006
ISBN 1576754393

Introduction
Marketing is pretty much the same in today’s business world as it has been for decades: create new customers, new products, and new services that drive revenue and profit. What’s different is how to do it.

The first thing to win in today’s world is through innovation. But innovation has often been left to technical experts or perceived as something we should do. Now, as a result of the economy and the need to increase innovation, even non-technical employees are being trained in these skills as well.

The notion of innovation — educating and empowering employees to generate new revenue growth and profits — has become essential to the success of any business. This is especially true in the retail, service, and manufacturing industries, where companies are constantly looking for new ways to stay ahead of the competition.

The more connections, the more ideas, the more opportunities, and the more what gets reassigned gets managed. Lafley and Charan present a strategy that is not only innovative and novel but also actionable, providing a roadmap for companies to successfully navigate through these challenging times.

Conceive a Plan and Prepare for Failure

The authors, Mathew Grenwek and Ian Kaye, make it clear that the idea of “just picking the best people and giving them the right tools” is not enough. They emphasize the importance of having a plan and being prepared to adapt to changing circumstances.

In Zenobia, the authors take readers on a journey through the life of a character they call Zenobia, who must navigate the challenges of running a business in today’s fast-paced world. Through Zenobia’s experiences, the authors explore the importance of innovation, adaptability, and resilience.

Buy the Full Book!

Every Week
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 – 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>
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<tr>
<td>IT Blogging Section</td>
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<tr>
<td>Government Information Division</td>
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<tr>
<td>Kentucky Chapter</td>
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<tr>
<td>Bio Med Division/Systems Thinking Perspective</td>
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<tr>
<td>Pharmaceutical &amp; Health Technology Division/Position Profiles</td>
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<tr>
<td>IPANDA Net</td>
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<tr>
<td>Chapter Modeling Task Force</td>
</tr>
<tr>
<td>Remembering Frank Spaulding</td>
</tr>
<tr>
<td>SLA 2006 Conference Blog</td>
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<tr>
<td>SLA 2005 Conference Blog</td>
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</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 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.
It's Not Very Old
1/16/2008 9:23:39 PM

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.
Innovation for Units

- Discussion Lists
- Websites
- Blogs
- Social Networks
- Wikis
- Surveys
- Conferencing
- Community software
SLA Goes Green
Energizing

• Volunteer Project for Participation
• The Innovation Laboratory (Software, Wikis, Flickr, Blogs, social tool and more)
• Student Initiative
• Learning 2.0 – 23 Things in 15 Minutes a Day

SLA

• Seattle Conference Twitter
• Social Networking Pilots (Find me on Facebook and Ning)
• The Testimony Project
• Second Life for SLA
2.0 is about play
A Key Intervention
23 Learning 2.0 Things

- Week 1: Introduction (official start after Seattle Conference)
- 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
Learning 2.1
Technology Petting Zoos
Technology Scholars
5 Weeks to a Social Library
The Internet Can Change Your Life
SirsiDynix Institute, WebJunction, OPAL, etc.
Build a Petting Zoo

- Real devices: iPods, MP3 players, video, smart phones, texters, etc.
- Special PC’s: disability compliance, streaming media, IM groups, VR (both kinds)
- Gaming stations
Build a Sandbox
It can’t work without you

Your Ideas?
Innovate in 2008
Collegiality
Our Careers Have Seasons
Remove the Borders Inside SLA

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 SLA and Members

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

Remove the Borders Between Librarians and Influencers
Be Important

EXPENDABILITY

Kirk, Spock, McCoy, and Ensign Ricky are beaming down to the planet. Guess who's not coming back.
Know What Makes Us (and You) Different
Find Our Voice and Use It
Be More Open to New Members
Honest to G*d – Have Fun
Being Open to Standing Out
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
Remember:
Your Member ID and Password Unlocks a World of Value
The world is going to change with or without you... get ready.
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Stephen’s Lighthouse Blog
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