Beyond Your Five Year Plan: Ready for Transformational Times?

Suffolk County Library System
Long Island, NY
Dec. 10, 2008

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

http://stephenslighthouse.sirsidynix.com

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

http://www.sirsidynixinstitute.com
Where do I come from?
A Dozen Provocations

What is Leadership?
METABOLISM

The slower it gets,
the faster it catches up with you.
Two Kinds of Library Folk
Provocation #1

What is your role in a world with 150,000,000 books fulltext on the web?
Retail Sales Down? NO

Titles Down? NO

Circulation Down? NO

Reading Down? NO

Teen Reading Down? NO

Academia/College? ?
Will Reading Matter?

Audiobooks and eBooks . . . And Google
http://www.flickr.com/search/?q=book+sculpture&page=44
Provocation #2

Name 5 things that SCLS 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 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/
Provocation #3

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

Opening Ceremony, 3/08/08 8:08 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 gold medalist's visa

Latest Olympic Photos

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<td>Mexico</td>
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Full Medal Count »
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?
Newspaper Shifts

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

Splits:

Copyright 2008 Yahoo! Inc.

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

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

- YouTube
- iGoogle
- Bebo
- Facebook ("Rebel Alliance")
- LinkedIn
- RockYou
- MySpace ("Clone Army")
- Photobucket
- Gmail
- Google / Open Social ("The Empire", "Coalition of The Willing")
- Friendster
- Orkut
- Flixster
- Slide
t
- iLike
- Gigya
- ClearSpring
- Platform Wars insanity: Dave McClure, 12/12/07

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

The new Web 2.0 era distribution models remain largely untapped

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

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.)

Spring 2007
<table>
<thead>
<tr>
<th>What people are doing</th>
<th>Who participates (U.S. online users)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Creatives</strong> publish Web pages, write blogs, upload videos to sites like YouTube.</td>
<td>Young Teens 12 to 17: 34%</td>
</tr>
<tr>
<td><strong>Critics</strong> comment on blogs and post ratings and reviews.</td>
<td>Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.</td>
</tr>
<tr>
<td><strong>Joiners</strong> use social networking sites.</td>
<td>Spectators read blogs, watch peer-generated videos, and listen to podcasts.</td>
</tr>
<tr>
<td><strong>Inactives</strong> are online but don’t yet participate in any form of social media.</td>
<td>Data: Forrester Research</td>
</tr>
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</table>

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

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

Over 80% of all college and University students in North America.
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
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
Be Where Your Users Are
Get Good at The Cloud

Yahoo!

AOL

Microsoft

News Corporation

Facebook

zotero

Zoho Docs

delicious

Google Chrome
Simple Knowledge Capture

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

Name five ways that SCLS integrates the world into your local needs?
Being Globally Competitive

On Target

Minus 25K

Plus 20%

!!!!!!

!!!!!!

Target
Provocation #7

Name five tools that SCLS is actively learning before they become popular.
Is that the Internet in your pocket or are you just really smart?
Device Agnostic & DRM Wars
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)
Mainly Mobile Focus
The Soccer Mom – Gamer, eLearner, TXT’er, hmmm...
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.
Provocation #8

How is SCLS 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, smart phones, 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 in which SCLS is 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?
Be Important

EXPENDABILITY

KIRK, SPOCK, McCoy, AND ENSIGN RICKY ARE BEAMING DOWN TO THE PLANET. GUESS WHO'S NOT COMING BACK.
Provocation #10

Name the top three things that you and SCLS 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 fulltext 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?
- How is it shared across the organization?
City of Toronto Web 2.0 Summit, Gov’t of Canada Annual 2.0 Conference
• 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**
  - Visionaries: Get ahead!
  - Pragmatists: Stick with the herd!
  - Conservatives: Hold on!
  - Skeptics: No way!

- **Early Markets**
  - Innovators: 2 1/2%
  - Early Adopters: 13 1/2%
  - Early Majority: 34%

- **Late Market**
  - Late Majority: 34%
  - Laggards: 16%
Provocation #11

State five ways in which SCLS services to kids, teens, young adults, and new parents are aligned with their preferences.
Watching Change

- Kids, Seniors, Zoomers
- Census
- Elections
- Olympics
- Telephones
- Economy
My First Tribble
Kids on Social Crack
Watching The Kids & Their Toys
Be More Open to Change (and their cel phones, skateboards, coffees, juice, backpacks, and the whole messiness of humanity... )
Scary Smart and Ready for the Future

- Lead Paint
- Drinking
- Smoking
- Drugs
- Gaming
- TV

Lead Paint
Drinking
Smoking
Drugs
Gaming
TV
Learning Styles

- Visual/Spatial (Picture Smart)
- Verbal/Linguistic (Word Smart)
- Musical/Rhythmic (Music Smart)
- Logical/Mathematical (Number Smart)
- Bodily/Kinesthetic (Body Smart)
- Interpersonal (People Smart)
- Intrapersonal (Self Smart)

- Piaget, Bloom, Gardner, etc.
## Millennial Characteristics

<table>
<thead>
<tr>
<th>Principled / 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 more conservative</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, S. Abram
Eye Movement Changes
Bonus Provocation #12

Brainstorm three ways that the bad economy can be good for SCLS and libraries.
Energizing
The Library
Huge increases in library use continent wide
5 ideas for recessions

• Increase programs
  – Launch 23 things for the community
• Look at sustainability
  – Podcasts & Vodcasts of story times
• Increase attention on job seeking resources
  – Bookmobile
• 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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