Libraries That Learn: Keeping Up & Building Capacity for Change:

SirsiDynix SuperConference, April 8, 2008
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Vice President, Innovation
Chief Strategist, SirsiDynix Institute
President 2008, SLA
The world is going to change with or without you...

Get ready!
Our Careers Have Seasons
Why Learn?
Let’s Look At the Supposed Limits to the Future
Risk in 2008?

• Recession and Debt
• Monetary Instability
• Sub-prime mortgages
• Oil Shocks
• Unstable Stock Markets
• War Financing
• Patents and Copyright
• Mergers and Acquisitions
• Technological Change
• Electoral Change and on and on
Going Global
Found New World Order
Your new world order is installed and ready to use.
• When something needs to change...

• Do it.

• Take responsibility
Have we changed before?

- The Web
- Cataloguing
- Systems
- Format change – from 16mm to DVD to Streaming Media
- More . . .
Web 2.0 generally refers to a second generation of services available on the WWW that lets people collaborate and share information online.” Wikipedia

- Shared Pictures =
- Shared Knowledge =
- Shared Bookmarks =
- Shared News =
- Shared Videos =
- Shared Everything =
Social Graph Platform Wars

- YouTube
- Bebo
- Facebook ("Rebel Alliance")
- Google / Open Social ("The Empire", "Coalition of The Willing")
- MySpace ("Clone Army")
- LinkedIn
- RockYou
- SlideX

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

Platform Wars insanity: Dave McClure, 12/12/07
Social Systems

- Delicious
- LinkedIn
- Twitter
- Facebook
- SlideShare

me.
The Sharing Economy
Top 13 2.0 Apps for Librarians

• 1. Google Suite
• 2. Meebo/Chatango
• 3. Wikipedia
• 4. Worldcat.org
• 5. Amazon.com
• 6. Del.icio.us
• 7. Bloglines
• 8. Zotero
• 9. Facebook
• 10. Wordpress
• 11. MediaWiki
• 12. Ning
• 13. Twitter

All FREE
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?
Web 2.0 – Library 2.0

- RSS
- Spoken Word Searching
- Wikis
- New Programming Tools: AJAX, API, J2EE,
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services, SaaS
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open Access, Open Source, Open Content
- Commentary and comments
- Personalization and My Profiles
- Podcasting and MP3 files
- Streaming Media – audio and video
- Visualization
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
Traditional Learning
Traditional Learning Experiences

• Reading & browsing, especially out of your field
• Conferences – learning, networking, exhibits
• Courses – free to $$$, distance to live in
EVERYTHING IS MISCELLANEOUS
DAVID WEINBERGER

WIKINOMICS
How Mass Collaboration Changes Everything
Don Tapscott
and Anthony D. Williams

WORK-BASED LEARNING
BRIDGING KNOWLEDGE AND ACTION IN THE WORKPLACE
JOSEPH A. RAELIN

Out Front with Stephen Akram
A guide for information leaders
How to:

- Build a foundation
- Buy-in & staff participation
- Write competency desc.
- Format the list
- Implement the competencies
- Assessing staff on them
- Planning for tech training

LibrarianInBlack.typepad.com
Making Conference Choices

• Needs assessment tied to mission, vision, strategic goals
  – Individual development vs. enterprise priorities

• Annual conference plan: team
  – Who goes? Building capacity?
  – Local, international
  – Early or bulk registration
  – Van vs. individual cars or plane tickets
  – Diversity (single issues, libraries, HR, IT)
  – Sharing: lunch brown bag sessions, blogs
Conference Variety

• Practical vs. visionary conferences

• For profit / tracked conferences vs. not for profit / association / grassroots conferences

• Keynotes, networking opps, size

Exhibits
Conference Types

- **Forward thinking**: IL, NetSpeed, Access, CIL, Code4Lib…
- **Grassroots** (practical): OLA, CLA, ALA, SLA, PLA, state and provincial conferences
- **Topical**: KM World, Code4Lib, Web 2.0, SES, Streaming Media, Blackboard, etc.
- **User-Focused**: SirsiDynix SuperConferences / CODI / CODA
Supplementing Conference Experiences

- Proceedings
- Blogs, link lists, (www.infotodayblog.com)
- Wikis
- PPTs on conference websites
- Webcasts, Podcasts & YouTube videos
- Flickr
- Speaker contact
Build Your Own: Free/Low Cost Learning Experiences

- SirsiDynix Institute
- Dow Jones web seminars
- Education Institute (Partnership)
- WebJunction, OPAL
- Vendor training events like SirsiDynix, ProQuest, EBSCO, LexisNexis, etc.
- Training sessions & audiobooks: iTunes, PodScope, INFOzinger
- Inviting experts for staff professional development
Other Learning Experiences

• SLA CLICK University

• U of T, FIS PLC

• University Distance Lib/Info programs: San Jose State, Simmons, Syracuse, FSU, etc.

• Executive Learning: SLA, U of T, Queens
Other Learning Experiences

• Blogs (Bloglines, Google Reader, etc.)
• Atomic Learning
• eLearning Tip of the Day
• Internet Can Change Your Life
• Master of 500 Hats
• TechBytes
Hi Today

• 15 Minutes a day concept
• 15 minutes a day movement
• Not every day needed
• Don’t get all AR / OC about this.
• It’s supposed to be fun – right?
Thank You

• Helene Blowers — former Technology Director, Public Library of Charlotte and Mecklenburg County now with Columbus Metropolitan Library

• The staff and leadership of the Public Library of Charlotte & Mecklenberg County (NC) and Yarra Plenty Regional Library (Australia)
Librarian 2.0 plays
Best Practices in Personal Learning 2.0
Think About Yourself

- Just cuz it worked in grade school... or not
- Know Your Learning Style (Bloom)
- Know your attention span (It’s short)
- Schedule it
- I or E - Play well with others?
- How well do you do alone, in classes, in pairs?
- Anonymity or not
- Think about your reaction to PowerPoint
- Think about your reaction to group work
What do you want to do with your life?

215,920 people in 4,879 cities are doing 331,085 things including...

- learn skateboard
- finish my masters degree
- download the next episode of 24
- go to Greece
- smoothcharliebrown wants to attend a Soccer World Cup
game
- learn french
- Drop a dress size (or two!)
- Clean my room and maintain it
- dye my hair blonde
- find the meaning of life
- have my own garden
- be more creative
- google myself
- yesterdayshigh wants to do something small to make everyday worthwhile
- Become more focused
- play Mario Brothers 3
- download mcu plus
- make an ATC each day
- Have friends everywhere
- learn to trust
- take dance lessons
- Organize and Systematize all of my digital data
- make people understand that declawing a cat is a painful unnecessary surgery and there are better ways to deal with cat's scratching
- talk to a stranger
- read The Lion The Witch and the Wardrobe
- stop biting my nails
- organize my life better
- practice on my bass more
- learn fast.
- lekey wants to do better in it and english
- find a new job
- think and grow rich
- Become a better public speaker
- Stop screwing around on the internet
- learn english
- lose 50 pounds
- GET MY GRAD SCHOOL
- APPLICATIONS TOGETHER!!!
- lose 20 pounds and keep it off
- meet johnny depp
- stop
- shop
- exercising more
- make out with boys that
- Discover what's important, make it happen, share your progress. Find your 43 things. Learn more...

Top Cities
- Seattle 1090 people
- New York City 791 people
- London 779 people
- Minneapolis 767 people
- San Francisco 595 people
- Los Angeles 566 people
- Toronto 500 people
- Boston 406 people
- Vancouver 385 people
- Austin 366 people
- Portland 365 people
- Atlanta 361 people
- Sydney 320 people
- Houston 317 people
- San Diego 301 people

Today's Tags
- travel 4299
Several Key Events in 2007
12 Best Practices in Enterprise Learning 2.0
Best Practice #1

• Don't confuse learning with training

• Lifelong vs. an Event
Best Practice #2

- Design the program for late bloomers
- Peer pressure works
Best Practice #3

- Allow participants to blog anonymously
- Reflection is essential
Best Practice #4

• Use 1.0 methods to continually communicate

• Yep – that means in person and on paper, e-mail is 1.0
Best Practice #5

• Focus on “discovery” & offer challenges
• Adventures are fun
Best Practice #6

• Encourage staff to work together

• Break down barriers
Best Practice #7

• It’s not about “doing IT right”

• Failure is an option
Best Practice #8

- Practice transparency & enable radical trust
- Model the behaviour
- Be the change you want to see.
Best Practice #9

- Continually encourage staff to “Play”
- Play reduces stress
Best Practice #10

• Consider rewards – they work and focus attention

• {Show t-shirt, Stephen}
Best Practice #11

• Remember your culture and how you want it to change

• Watch for positive change
Best Practice #12

• Involve top management – team, director, CIO, trustees, deans...
• Demonstrate involvement, respect and valuing employee learning
• Consider involving users...!
23 Learning 2.0 Things

- Week 1: Introduction
- 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
23 Learning 2.0 Things

• Customize it:
  • MySpace, Facebook or Ning?
  • The ILS’s new features?
  • Your audiobooks or eBooks?
  • Meebo or Your Virtual Reference?
  • Connotea or Delicious?
  • Flickr or Photobucket?
  • Google Docs or Zoho?
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- Shared News =
- Shared Videos =
- Shared Everything =
Reciprocal Mentoring
Learning 2.1

• Helen Blowers latest PLCMC innovation

• **Learning 2.1: Explore... Discover... Play!** is the continuation of Learning 2.0

• Requested by staff very often. It is an ongoing list of ‘things’ with guest bloggers rotating and taking the helm each month as Learning Guides.

• There is a public [Learning 2.1 Ning network](http://explorediscoverplay.blogspot.com) as well as a Learning 2.1 Wiki.

• Check it out and feel free to join. [explorediscoverplay.blogspot.com - mashing up 21st century skills with lifelong learning. :)](http://explorediscoverplay.blogspot.com - mashing up 21st century skills with lifelong learning. :)
PLCMC Tech Scholars

- **PLCMC Technology Scholars Program**
- Idea that was born in the shower
- Goal: Emphasize the library system in the area of new and emerging technology that could benefit all staff.
- The *PLCMC Technology Scholars Program*: provides the opportunity for four staff members a year (two every 6 months) to take up to a 6 month leave from the regular daily grind and focus their attention on a technology project that they wish to lead.
- Excitement: Give staff members the ability to fly with their ideas.
- If you're interested in how PLCMC has set this program up, there's a PDF of FAQs Helene developed for staff.
Build a Technology Petting Zoo
Everything’s getting smaller
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
5 Weeks to a Social Library

- Five Weeks to a Social Library is the first free, grassroots, completely online course devoted to teaching librarians about social software and how to use it in their libraries. It was developed to provide a free, comprehensive, and social online learning opportunity for librarians who do not otherwise have access to conferences or continuing education and who would benefit greatly from learning about social software.

- The course is taught using a variety of social software tools so that the participants acquire experience using the tools while they are taking part in the class. It uses synchronous online communication, with one or two weekly Webcasts and many small group IM chat sessions made available to participants each week.

- By the end of the course, each student develops a proposal for implementing a specific social software tool in their library.

- Course content is freely viewable and all live Webcasts are archived for later viewing.

- The course will cover the following topics:

  - Blogs, RSS, Wikis, Social Networking Software and Second Life, Flickr, Social Bookmarking Software, Selling Social Software @ Your Library
5 Weeks to a Social Library

• The content of this course is licensed under a Creative Commons Attribution-Non-Commercial-Share-Alike license.

• For a listing of the social software experts who will be presenting during the course, please visit the Program. You can also access content for each week of the course from the menu on this course page.

• The list of individuals participating in the course is available on the Participant Blogs page. To receive all blog content coming from the course, you can subscribe to the following RSS feed http://www.sociallibraries.com/course/blog/feed. To receive only blog posts from the organizers of the course, you can subscribe to this RSS feed http://www.sociallibraries.com/course/taxonomy/term/13/0/feed.

• “We hope you all will take something useful from this course!”
5 Weeks to a Social Library

- http://www.sociallibraries.com/course/week1

- Credit: Meredith Farkas, Amanda Etches-Johnson and the entire 5 weeks team.
Pandora

facebook

amazon.com

KazaPlus

blinkx TV

Picasa

Picture Simplicity

LibraryThing BETA

OVERDRIVE

Blogger

ELF - keeping tabs on your library material

LimeWire

orkut

Open Source

myspace

flickr

Open Content Alliance
Personal Play

- GO2WEB20.net
- The Complete Web 2.0 Directory
- http://go2web20.net/
• "If you are up for a challenge and would like to learn something NEW every day? Keep an eye on this fascinating Blog by a Reference Librarian located in Guam!

• Titled: The Internet can change your life: ‘a series of daily assignments designed to teach the newbie all the wonderful things the Internet has to offer’

• http://rameyerguam.blogspot.com/
Henrik Edberg’s discussion of 9 Mistakes That Can Kill Your Personal Growth

- Thinking you already know everything
- Being confused by the marketing hype
- Not taking action
- Giving up
- Worrying about/listening to what others think
- Dabbling with it
- Having unreasonable expectations
- Failing to/not wanting to (at least start to) understand yourself
- Not taking responsibility for yourself

- And I’d add “blamestorming”
Two SDI Sessions

• Helene Blowers — Technology Director, Public Library of Charlotte and Mecklenburg County

• Learning 2.0: Make "play" your New Year’s resolution

• Jan 09, 2007

Two SDI Sessions

- **Christine Mackenzie** — Chief Executive Officer, Yarra Plenty Regional Library

- [Hopping into Library 2.0: Experiencing Lifelong Learning](http://sirsidynixinstitute.com/)

- Feb 05, 2007
• PLCMC Learning 2.0 Blog

http://plcmcl2-about.blogspot.com/

• 43 Things I might want to do this year Information Outlook (Feb. 2006) by Stephen Abram

http://www.findarticles.com/p/articles/mi_m0FWE/is_2_10/ai_n16133338

• Yarra Plenty Online Learning

It’s all about . . .

- **Exposing** staff to new tools
- **Encouraging** PLAY
- **Empowering** individuals
- **Expanding** the knowledge toolbox
- **Eliminating** FEAR
The Concept of Play
Letting Go of Control
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
EXPENDABILITY
Kirk, Spock, McCoy, and Ensign Ricky are beaming down to the planet. Guess who's not coming back.
“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
Thank you