Innovation in Real Life

Stephen Abram
The U of T iSchool  iTea
January 21, 2009
Can Library and Information Pros Influence the Direction of the Information and Knowledge Based Economy in a Major way?

Yes
Up Front

• Innovation, ethnographic approach, evidence based, trust culture and instincts
• Creating the information and knowledge based society and economy
• Corporate futurist in a large company, quarterly, annual economic, tech and sector forecast drive strategy and investment priorities
• Innovation is a TEAM effort – no one owns anything completely
• I, We, Stand on Shoulders
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 last week – very exciting
Be Important

EXPENDABILITY

Kirk, Spock, McCoy, and Ensign Ricky are beaming down to the planet. Guess who's not coming back.
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><strong>TOTALS</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>250</strong></td>
<td><strong>750</strong></td>
</tr>
</tbody>
</table>
Demographics

Geographic Representation

- US: 40%
- Canada: 22%
- UK: 23%
- Australia: 15%
Demographics

Market Sectors

- Business Svcs. 25%
- Consumer Svcs. 6%
- Education 12%
- Government 8%
- Health Care 6%
- High Tech 15%
- High Tech 18%
- Manuf 18%
- Other 10%
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)
### Perceptions of Value

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

<table>
<thead>
<tr>
<th>Role</th>
<th>Providers (%)</th>
<th>Users (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making information available to the desktop</td>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td>Providing competitive intelligence information</td>
<td>42%</td>
<td>22%</td>
</tr>
<tr>
<td>Conducting research on users' behalf</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Providing training on search/use of information</td>
<td>23%</td>
<td>19%</td>
</tr>
<tr>
<td>Managing internal content</td>
<td>18%</td>
<td>10%</td>
</tr>
<tr>
<td>Analyzing research results on users' behalf</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Helping locate information/experts</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Research staff working on project teams</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>Managing a portal or intranet</td>
<td>13%</td>
<td>16%</td>
</tr>
<tr>
<td>Integrating content into work processes</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Providing an alerting service on selected topics</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Managing a physical library and print collection</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Evaluating and purchasing content sources</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Staffing a reference desk, call center, etc.</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>Consultation on organizing information</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Providing customized information products</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Document delivery</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Managing external content</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Information architecture</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Copyright compliance</td>
<td>4%</td>
<td>3%</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>Percentage</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%)

### Timeliness (93%)

### Ease of use/access (93%)

### Access to most current information (93%)
Perceptions of Value

Value of Information to Organizations

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

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.

Frequency of Mention
#1: Continuous Learning and Expertise
#2: Knowledge Navigators/Value-added Intelligence

**Graph:**
- **X-axis:** Incidence
- **Y-axis:** Intensity
- Circles highlight:
  - Accessible in timely, convenient and secure manner
  - Innovative and informed decisions
  - Save time and money
  - Efficiently and effectively obtaining valuable information
  - Comprehensive understanding
  - Credible, customized and contextualized information
- **Points:**
  - Knowledge navigators
  - Management and dissemination
  - Embrace and incorporate Web 2.0 technologies
  - Value-added intelligence
#3: Strategic Advisors/Growth Drivers

![Diagram showing strategic advisors and growth drivers with various points and labels]

- Provide insights and identify trends
- Facilitate good decision-making
- Expert analysis
- Create competitive advantage
- Acquiring and authenticating valuable resources
- Collaborate to create a deeper understanding
- Advance business objectives
- Achieve organizational objectives and successful outcomes

Strategic advisors and growth drivers
#4: Prof. Development/Advancement

- Continuous learning opportunities
- Innovative resources
- Discover and explore the latest emerging technologies
- Anticipates industry trends
- Develop leadership skills
- Achieve professional success
- Comprehensive curricula on best practices
- Web-based courses
- The latest advances in information management
- Special Libraries Association
#5: Networking/Personal & Prof. Connections

- Global exchange of knowledge, experience and ideas
- Collaboration
- Enhances professional and personal development
- Knowledge sharing
- Interaction
- Sharing new ideas, trends and cutting-edge developments
- Across disciplines and geographies
- Global networking
- Meaningful connections, contacts and friendships
- A network, virtually and globally
- Global networks
- Comprehensive professional communities
- The collective evolution of the profession
- Collegiality
#6: Champions of the Profession
23 Things / Learning 2.0

- 50,000 plus library workers
- 5 Continents
- 60 Countries
- 18 Languages
- From Helene Blowers, me and hundreds of others
- Now 23 Things self paced learning is available from SLA and many other associations internationally
Our Careers Have Seasons
Welcome to the original Learning 2.0 Program. This site was created to support PLMC’s Learning 2.0 Program, a discovery learning program designed to encourage staff to explore new technologies and reward them for doing 23 Things. Since the program’s launched, it has fostered Learning 2.0 programs all over the world. If you are interested in duplicating or modifying this program for your organization, please see Program Notes on About Page and contact Helene Blowers for information.

About the Learning 2.0 Project:

Staff Prizes FAQs for Staff News & Program Notes *

This blog has been set-up as part of PLMC’s Learning 2.0 project to encourage staff to experiment and learn about the new and emerging technologies that are reshaping the context of information on the Internet today. The objectives of this program are to:

- encourage exploration of Web 2.0 and new technologies by PLMC staff;
- provide staff with new tools (that are freely available on the Internet) to better support PLMC’s mission: Expanding minds, Empowering individuals and Enriching our community.
- reward staff for taking the initiative to complete 23 self-discovery exercises.

The Learning 2.0 program was designed by Helene Blowers, PLMC Technology Director, with the support and assistance of several staff and is loosely based upon Stephen Abram’s article, 40 Things I (or You) Might Want to Do This Year (Information Outlook – Feb 2006) and the website 40Things.

Step by step my mind will yearn to advance, advance, advance, advance
Welcome to 23 Things!

23 Things Blog

Thursday, May 22, 2008

Welcome to 23 Things

The new Web 2.0 tools are coming at us fast and furiously and we all mean to learn them well as to help our clients with them. As you probably learned at SLA this June, NOW is the time to work with your colleagues -- so we can all help each other. 23 Things is a step by step, week-by-week plan so we can all incorporate this learning and start applying it. We even have a strategy for the majority of the tools or only want to learn some within the 23. To learn more and join us in for a prize and certificate, please click here to register.

Posted on 22 May @ 8:55 AM by susan.fifer.canby | 0 comments | Edit

Participants' Blogs

With twenty-three things I’m going to learn...
Innovate in 2008

- Green
- 23 Things
- Second Life
- Innovation Lab
- Twitter
- eBooks
- Streaming Video
- Book Summaries
Be a Lab Rat!
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

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 be 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 collateral, 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, 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 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.
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 in real life, it still takes time, forethought and skill. If you are interested in working with us on
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 Grossman Business, 2000
ISBN 0787997122

Introduction

Winning 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 growth and profit. What’s different is how you do it.

The best way to win in today’s world is through innovation. But innovation has often been left to technical experts or perceived as something extraneous to the daily grind of running a business. Long镜头, working on their own, have indeed created new breakthroughs in fragmented existing ones. But there’s a problem you can’t wait for the light bulb to go on in someone’s head. The full impact of innovation — evidence and actual improvement in revenue growth and profit — have to be integrated into your company in ways that you can see.

Buy the Full Book

Zenobia: The Curious Book of Business
A Tale of Triumph Over Yes-Men, Cynics, Hedgers, and Other Corporate Killjoys
By Matthew Greenstein and Jethalal Khandwala
Published by Free Press, 2006
ISBN 0743252572

Introduction

Zenobia, a one-of-a-kind businesswoman, set out to prove that great companies are made not by what they do, but by how they get something done. The tale is one of Zenobia’s determination and her ability to find the right people and place them in the right positions at the right time. This is the story of how an unlikely woman overcame the odds and achieved success.

Buy the Full Book

© 2008 execuBooks Inc.
SLA Initiatives – Atomic Learning

- 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 – NewsGator

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.
Thomson MegaLaw Transformation

• Goal – improve the way law is practiced globally and substantially worldwide in 5 years – Riot in Quebec City
• All law worldwide – 300 companies before West merger – I lost count of the number of librarians who were VP’s, EVP’s or CEO’s after 350... Chief Change Agents
• Start with Canada – case law, statutes - What is the value add? Move on to US, UK, OZ, SA
• All librarians in charge – for instance I had 200 lawyers reporting to me. Redesign the law taxonomy and ontology
• Focus Groups – thousands of libraries – all librarian lead – and ethnographic work on observing behaviours – e.g. Big tables – Folio – etc.
• It worked
ProQuest EEBO

- 1500 to 1799 all books in English – PQ UK
- 1800-1899 – Gale (Cengage)
- 2008 joint agreement
- Long before Google Books and legal
- Archived and safe
ProQuest and Micromedia
Newspapers

• QL – InfoGlobe – NYT fulltext
• CBCA Fulltext project in 1994 – Gail and rights
• ProQuest – NYT, WSJ, LAT, CSM, CT, WP, BG
• MML – G&M, TorStar (911) + 400 others from CLA MF collections
• Zoning vs. indexing vs. freetext
• New markets – ads, genealogy, birthday
• Personal story of 1930’s death
InfOhio and SchoolRooms

- Massive millennial and post millennial research – Harris Poll, Gartner, Pew, Kent State, + others in litsearch
- 250 librarians and teacher librarians
- All US and national standards
- Eye tracking, usability, K-12 – Kent State U and ERB
- Every school – 2600 in Ohio
- All public library OPACs and school collections
- All state and local online resources
- Photos (like DK, National Geographic, etc.)
- Every lesson, every day, every subject, every grade
The Scary re-wiring of the Millennials and post-Millennials
Neuroimaging techniques allow us to see which areas of the brain control functions.

- Viewing
- Listening
- Speaking
- Generating verbs
Earth Science Room: The Amazing Sun

- Corona - the sun's atmosphere
- Chromosphere
- Photosphere - the light-producing layer
- Core - where the nuclear fusion of helium and hydrogen takes place
- Sunspot - dark patch that makes cooler gases

Explore a new learning portal for the K-12 community

SchoolRooms™ by SirsiDynix is a new online portal that encourages K-12 students to explore, discover, and learn anywhere, anytime.

Designed to meet students’ needs and to be a tool for parents who play an integral role in helping their children continue learning outside the classroom.

SchoolRooms can provide your students with an unparalleled learning experience. Students can search (all at once):

- Boston Public Library
- Check out the news about SchoolRooms. Check out the next place you can see SchoolRooms in action and find out more about how SchoolRooms can provide your students with an unparalleled learning experience.
What Are School Rooms?

Welcome to School Rooms, an educational resource for K-12 students, educators and parents that combines teacher-selected, standards-based content with student-friendly software. Through the integration of multi-media and interactive content, School Rooms help promote student exploration and discovery on a variety of topics.

- Elementary Student Rooms
- Middle School Student Rooms
- High School Student Rooms

Room Contributors

**Elementary Contributors**
1. Tim DeFrange
2. Laurie Simms
3. Barbara Gage

**Middle School Contributors**
1. Jennifer Schwelik
2. Shelly Lewis
3. Kristen Roorpe
Personas and SirsiDynix

• Cynefyn – David Snowden
• Singapore
• 9/11
• Public Library focus
• 15,000 stories collected in 5 large clients in the north-eastern US and Canada
• Includes Hamilton PL
• Original intent to publish – now considered a corporate secret weapon
Military

• Navy, Air Force, Army, Marines, CIA, National Guard, CSIS, etc.
• Death rates
• 2.0 Millennials Blogging, Facebook, MySapce, Flickr, YouTube, digital phones, laptops
• IED’s James King
• Boredom and Fear
• eBooks, audio books, games, music, etc.
• Lead to TroopTube
BiblioCommons and LibraryThing

- OLA Knowledge Ontario - ODL
- Oakville Public Library
- Backwards engineering permission
- Amazon features but localization
- Beth Jefferson
Social Graph Platform Wars

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

Facebook
("Rebel
Alliance"?)

MySpace
("Clone Army"?)

Photobucket

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

Platform Wars insanity: Dave McClure, 12/12/07
The Sharing Economy
SirsDynix ILS

- XML
- Mobile
- iPhones
- API
- Use of Open Source software
- Platforms
- OpenID
- Library 2.0
- Customer Service Wiki
- Customer service website
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

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
8R’s and IMLS

- U of A lead
- CLA as a good follower
- Wendy Newman – leadership
- Summits
- Reports
- US followed
more than you think.

Enter Info*Nation

Info*Nation is a project designed to promote the library and information professions in Canada.
Welcome!
Libraries have changed since your grandmother was a kid. Sure, we still have books, but we have so much more... Take a peek around Info*Nation and discover what a career in libraries might look like - we know you'll find more than you think.

"Every day I have the limits of my imagination redrawn, simply by coming to work."

- Jeff Papineau, Library Technician, Bruce Peel Special Collections Library, University of Alberta
**Why I love my job**

What I enjoy most about being an academic librarian is the variety. A typical day's work may involve teaching an undergraduate class or workshop, meeting a graduate research assistant for a one-on-one consultation, developing promotional materials, creating an interactive tutorial for the website, selecting resources for a new graduate program and investigating how the latest technologies can help to improve students' educational experience. Another very cool thing about working in academic libraries is the ability to shape one's own work and career path. The research and scholarly activities component of most academic librarian positions offers us the possibility to pursue just about anything that is of interest.

**Why I chose a career in libraries**

I first became interested in librarianship due to my desire for world domination. Information is the ultimate power and librarians, as the masters of information, are clearly poised to rule the planet with a shushing hand! Just kidding (about the shushing part, I've never shushed anyone). Seriously, though, I did become interested in a career in libraries because of my love of information. I have always enjoyed searching for, finding, organizing, sharing and making sense of information. A career as a librarian allows us not only to develop skills in all of these areas, but to apply these skills to making people's lives easier. Librarians I know do everything from working with intellectually challenged youth to providing...
Why we love our job

We are a two person library in one of the largest litigation law firms in BC. Our library users are the firm's lawyers, articling students, paralegals, and secretaries. We help them with their research questions, order articles, assemble case law for legal briefs. We train them to use commercial electronic resources and in-house databases that we build and maintain. In a law library, speed and accuracy of service are essential: we work as a team and try to impress our users with a "magical" reference service.

We continually update our skills with on-line courses, seminars and conferences, by participating in library associations and by reading library literature and blogs.

For our efforts we are rewarded with generous salaries and vacation time, great benefits, bonuses, fun perks and the appreciation of very grateful lawyers. Overall, our work is satisfying and fulfilling and we recommend it to organized and energetic people who love working in a team for a variety of people, with a variety of needs.
“[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”
“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
Be The Change You Want To See
The world is going to change with or without you...

get ready
Stephen Abram, MLS, FSLA
President 2008, SLA
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
Cel: 416-669-4855
stephen.abram@sirsidynix.com
http://www.sirsidynix.com

Stephen’s Lighthouse Blog
http://stephenslighthouse.sirsidynix.com