At the Heart of Libraries: Innovation

Stephen Abram, MLS, FSLA
Yuma County District Library
Yuma AZ
May 18, 2009
What is at the heart of libraries?
These are exciting times.

Choose between achieving a dynamic and exciting future vision or longing for a nostalgic past.
Completed in 2003, the Human Genome Project (HGP) was a 13-year project coordinated by the U.S. Department of Energy and the National Institutes of Health. During the early years of the HGP, the Wellcome Trust (U.K.) became a major partner; additional contributions came from Japan, France, Germany, China, and others. See our history page for more information.

Project goals were to:

- **identify** all the approximately 20,000-25,000 genes in human DNA,
- **determine** the sequences of the 3 billion chemical base pairs that make up human DNA,
- **store** this information in databases,
- **improve** tools for data analysis,
- **transfer** related technologies to the private sector, and
- **address** the ethical, legal, and social issues (ELSI) that may arise from the project.
This page provides an up to the minute summary of data currently available in the database. Parameters reported include minimum and maximum reported genomes sizes (in picograms), mean genomes sizes with standard error (SE), total number of species assayed, and the methods, cell types, and standards used for all available records. Note that the statistics reported here are based on all records in the database -- for maximum reliability, you are encouraged to evaluate the data for your particular group of interest directly. Note also that these C-value summaries do not currently account for instances of polyploidy (though this will be updated in the future).

Because these statistics refer to the database as a whole, they must be cited as follows if used in a publication:


Please select your group of interest from the list:

Entire Database (i.e., all animals)
- All Chordates
- Amphibians
- Birds
- Fishes
- Mammals
- Reptiles
- All Invertebrates
- Annelids
- Arachnids
- Crustaceans
- Echinoderms
- Flatworms
- Insects
- Molluscs
- Nematodes

Methods, Cell Types, and Standard Species

(Other invertebrate groups are insufficiently represented for summary stats)

**Entire Database**

| Number of species/subspecies available: | 4890 (3191 Vertebrates, 1699 Non-Vertebrates) |
| Smallest animal genome size: | 0.02pg, *Pratylenchus coffeae*, Plant-parasitic nematode |
| Largest animal genome size: | 132.83pg, *Protoperus aethiopicus*, Marbled lungfish |
Explore MGI

Genes

Phenotypes

Expression

Function

Pathways

Strains / SNPs

Orthology

Tumors

FAQs

How do I...

... search for genes by genomic interval? FAQ.

... find mutations for phenotypes or diseases? FAQ.

News

March 25, 2009

- MGI 4.21: access and analyze gene expression data using the MGI Batch Query tool. Read more...

- MGI 4.2 release features enhancements to the MGI...
Welcome!

Who We Are
The Organization for Human Brain Mapping (OHBM) is the primary international organization dedicated to neuroimaging research. The organization was created in 1995 and has since evolved in response to the explosion in the field of human functional neuroimaging and its movement into the scientific mainstream. One of the primary functions of the organization is to provide an educational forum for the exchange of up-to-the-minute and groundbreaking research across modalities exploring Human Brain Mapping. It does this through a growing membership and an annual conference, held in different locations throughout the world.

The 15th Annual Meeting of the Organization for Human Brain Mapping
June 18-23, 2009 in San Francisco, California

Dates to Remember:

Deadlines
Advance Registration – May 15, 2009
Hotel Reservation – May 28, 2009

Important Notices:
Don't forget to renew your membership for 2009!
Poster and Oral Session acceptance notification has been sent out. Please visit the
The Future Discovered

- Stem Cells
- Cloning
- Nanotechnology
- Robotics
- Book Digitization
- Music
- Streaming Media
- Seed Bank
What don’t folks know?

nancy

WATCH FREE MOVIES!
LISTEN TO FREE MUSIC!
GET FREE INTERNET!
READ THE LATEST GRAPHIC NOVELS FREE!

THREE ROCKS FREE PUBLIC LIBRARY
What’s Your Biggest Problem?

• Money?
• Time?
• Change Adaptation?
• Energy?
• Questions?
• Community
What's Your Bread and Butter?
"BAR-TOONS" by HARROD

PUBLIC LIBRARY
LIKE WIKIPEDIA, ONLY IT TAKES 4 HOURS

BAD CIVIC AD CAMPAIGNS #32
Can we keep up with change?
Build in Format Agnosticity
No Quick Fixes
What is the scariest scenario for libraries?
I have an archaeology background . . .
The Emerging Economy

- 1800’s – Industrial Revolution arrived
- And so did a late century depression
- New laws and social modes emerged like unions, labour laws, licensure, etc.
- Nations could control their own destiny
- New professions rose to the top like scientists and engineers
The Emerging Economy

• 1930’s – Financial Revolution arrived
• And so did a mid-century depression
• New laws and social modes emerged like the SEC, Exchange Act, Williams Act, Bank Act, etc.
• Nations could still control their own destiny but international integration of trade and finance starts
• Other professions rose to the top like Bankers, CPA’s, financial analysts, and MBA’s, etc.
The Emerging Economy

• Millennium – Information and Knowledge Economy arrives (Yes it arrived a decade ago)
• And so does another new century depression
• New laws and social modes are emerging like copyright, DRM, privacy, and social networking sites
• Nations are not in control but participate in a global mosaic – Globalization - Glocalization
• New professions will rise to the top like librarians, information scientists, archivists, experience and learning software developers and CI pros, etc.
The Emerging Knowledge Economy

- It’s Global and International
- It’s interdependent
- Social neighbourhoods and nations
- Communities of practice and professional networks
- Interdisciplinary, cross-disciplinary discovery dominates (e.g. genome, life, stem cell, nano, etc.)
- Multi-ethnic, multilingual, multi-cultural
- Massive generational shift
- All major industries will be knowledge based
The Emerging Knowledge Economy

• Examples of Industries that are more knowledge dependent:
  – Agriculture – from R&D to market, Genetic engineers
  – Mining – from discovery through commodity trades
  – Energy – Petroleum, Hydro, Nuclear, Wind, Solar, etc.
  – Forestry, Pulp & Paper – Sustainability and Green
Being Globally Competitive

On Target

Target

Plus 20%

Minus 25K
Big desktop savings!

• Hey – Didn’tja know everything’s on the web and it’s free!!? Neato, Awesome.
• Accountants
• Lawyers
• Doctors and Allied Health Pros
• Military
• Psychotherapy
The Academic Opportunity

• Copyright
• API’s and Book Digitization
• Scholarships
• Research, e.g. Energy, cars, nanotech, cloning, stem cell, etc.
• Partnerships
• Collaborations
People are Changing

• Or our understanding of them is improving!
• The new human genome (Shyness, dyslexia, math, music, etc.)
• Human understanding – Bloom’s taxonomy
• MRI’s of reading
• Eye tracking, etc.
• And of course increases in IQ and decreases in fact based knowledge and mechanical skills.
Imaging techniques allow us to see which areas of the brain control these functions.
Eye Movement Changes
The BIG PICTURE Changes

How much of your activities related to information fluency and related to these and are your learners prepared?
Our Gaming Foundations
EverQuest / WoW – Their Gaming Adapted by the Military
Social Graph Platform Wars

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

Facebook
("Rebel Alliance"?)

MySpace
("Clone Army"?)

Photobucket

iGoogle

Gmail?

LinkedIn

Hi5

YouTube?

Bebo

Friendster

RockYou

Flixster

Slide2

iLike

FB apps

SocialMedia

Widgetbox

ClearSpring

Gigya

Widgets

FB apps

Platforms Wars insanity: Dave McClure, 12/12/07


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

& AMAZON
http://www.flickr.com/photos/briansolis/273540
The new Web 2.0 era distribution models remain largely untapped

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

The Sharing Economy
“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 = flickr
- Shared Knowledge = Wikipedia
- Shared Bookmarks = del.icio.us
- Shared News = Technorati
- Shared Videos = YouTube
- Shared Everything = myspace.com
Get Good at The Cloud

YAHOO!

AOL

Microsoft

Google

Facebook

zotero

ZOHO Docs

delicious

Google Chrome
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)
Be Where Your Users Are

orkut

facebook

bebo

mixi

myspace.com®
a place for friends

Ning

Linkedin

plaxo

knol™ A unit of knowledge.

MySpace Developer Platform
a place for developers

opensocial
### LIBRARY 2.0 MATRIX

#### Resource Environment
- Library 2.0 user
  - Library catalogue - MARC compliant
  - Web 2.0 platform 24/7
    - adaptable user interface
  - Information services
    - Online, Virtual Learning spaces
  - Blended digital Web Collections
  - Blended digital repository
  - Digital access for personal organisation
    - E-reserve
    - Borrower loan access
  - Digital access for licensed collections
    - e-books, videos & multimedia,
      images, learning objects, etc
    - specialist online databases
  - Federated searching
    - 239.50
  - Taxonomy - supported by global metadata standards

#### Web 2.0 as Platform
- Library 2.0 user
  - E-learning 2.0 environment
    - LMS, ELGG, LAMS etc.
  - Social Networks
    - MySpace/Facebook
    - Blogs & Wikis
    - Read/Write web functionality
    - Social Bookmarking
    - Images & multimedia sharing
    - Podcasting & vodcasting
  - Folksonomy
    - Tagging for personalisation
  - Searching
    - Browser and desktop API
    - Blogs & social networks
    - Visual & metasearch engines
  - Mobile computing
  - RSS feeds and Mashups

---

The diagram illustrates the overlap between social and academic places in both physical and virtual spaces.

**Physical Space**:
- Social places: Dorms, Bars, Parties
- Academic places: Study rooms, Computer labs, Info. Commons, Cafes, Classrooms, Office hours

**Virtual Space**:
- Social places: Facebook, Instant Messaging, Cell phones, Blogs...
- Academic places: Instant Messaging, Virtual Reference, Flickr, Blogs, Wikis, OPACs, Blackboard, Registration software, Blogs, Wikis, Websites

The overlap area highlights the shared resources: Libraries, which include study rooms, computer labs, info. commons, cafés, virtual reference, flickr, blogs, wikis, OPACs, and websites.
Groups include consumers participating in at least one of the indicated activities at least monthly.
The Library Rebooted

• “The Library Rebooted” by Scott Corwin, Elisabeth Hartley & Harry Hawkes (Booz & Company)

• *Strategy + Business*, Spring 2009, pp. 78-89

• “Reinventing the Role of Research Libraries” by Paul LeClerc, Pres/CEO, NYPL

• “Why Libraries are Good Investments” by Stephen Schwarzman, Chm/CEO, The Blackstone Group ($100 million gift to NYPL)
7 Imperatives for Library Leadership

1. Rethink the operating model
2. Understand and respond to user needs
3. Embrace the concept of continuous innovation
4. Forge a digital identity
5. Connect with stakeholders in ways that pure internet companies cannot
6. Expand the metrics
7. Be courageous
Literacy

- Reading literacy
- Numeracy
- Critical literacy
- Social literacy
- Computer literacy
- Web literacy
- Content literacy
- Written literacy
- News literacy
- Technology literacy
- Information literacy
- Media literacy
- Adaptive literacy
- Research literacy
- Academic literacy
- Etc.
What am I hearing?

• I hear that folks feel that something is not quite right...
• Question where functions fit....of roles....of responsibilities...
• Question whether collaborative technologies “belong” in “academia”
• Question how to organize functions of a library when those functions are so engrained...
• Question where a job starts and stops.... of where work starts and stops.....of skills required for jobs...
• Question if we’re preparing for what was or the future...
What are the Real Challenges?

- Scalability
- Retreading our colleagues - quickly
- Prejudice about users & Disrespect of users
- Demographic Mosaic Change
- Lack of Accountability
- Demand for Reproducibility and Proofs
- Coordination and Sharing
- Vision
- Leadership
- Financial Resources (excuse vs.reason)
My First Tribble
Kids on Social Crack

Would you like to pick up a wizard hat?

Yes  No
Watching The Kids & Their Toys
# Millennial Characteristics

Be honest – They’re different

<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 &amp; 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
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.)
Reminder: 500,000 A DAY!
A sustainable social network for life.
700,000 new ones a day

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

Over 80% of all college and University students in North America.
e.g. Harvard
San Jose SU
McMaster
5,000 Library visits every night!
Reading is virtually fundamental in SL

By KATT KONGO

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to treatment of mental illnesses, most would be surprised to learn that SL is now being used by an institution most think of as conventional—a library.

To be more exact, the Alliance Library System (ALS) is currently providing select services to the residents of SL. Initial services have, so far, consisted of book discussions and programs, such as one held Friday on the topic of “Getting Along with IT stuff for Librarians and Educators.”

ALS, which is based in East Peoria, Ill., will team up with Online Programming for All Libraries (OPAL) and utilize the programs currently offered online to librarians and libraries within SL. The two entities eventually hope to offer a plethora of library services.

In a telephone interview, Kitty Pope, executive director for the ALS, said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization provides services to 285 libraries and is partially funded by the state of Illinois.

She added that ALS is one of the most innovative organizations, technologically speaking, and their philosophy is to mine new technologies to spread the gospel of library usage.

“Innovation equals risk, innovation equals growth,” she stated.

Lost Bell, the ALS’s director of innovation, read about SL in the blog of a librarian who was already a resident. She created an account, logged on with her avatar, Lorelei Junot, and saw a population of almost 200,000.

She found that SL had a few libraries, such as Wandering Yaffle’s Blacklibrary, but thought that library services could be expanded.

“Since there is web programming through OPAL, why not offer that in SL?” she said.

Librarians from all over the country are gathering in SL to assist in setting up the virtual library. In fact, Pope expected criticism from many library blogs, but instead has found those in the field to be immensely excited about the possibilities afforded by SL.

Bell concurred, saying, “The response has been enthusiastic. People are volunteering and doing a

See BOOK, Page 20
What people are doing

Creatives publish Web pages, write blogs, upload videos to sites like YouTube.

Critics comment on blogs and post ratings and reviews.

Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.

Joiners use social networking sites.

Spectators read blogs, watch peer-generated videos, and listen to podcasts.

Inactives are online but don’t yet participate in any form of social media.

Who participates (U.S. online users)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Young Teens 12 to 17</th>
<th>Youth 18 to 21</th>
<th>Generation Y 22 to 26</th>
<th>Generation X 27 to 40</th>
<th>Young Boomers 41 to 50</th>
<th>Older Boomers 51 to 61</th>
<th>Seniors 62+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creatives</td>
<td>34%</td>
<td>37%</td>
<td>30%</td>
<td>19%</td>
<td>12%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Critics</td>
<td>24%</td>
<td>37%</td>
<td>34%</td>
<td>25%</td>
<td>18%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Collectors</td>
<td>11%</td>
<td>16%</td>
<td>18%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Joiners</td>
<td>51%</td>
<td>70%</td>
<td>57%</td>
<td>29%</td>
<td>15%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Spectators</td>
<td>49%</td>
<td>59%</td>
<td>54%</td>
<td>41%</td>
<td>31%</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>Inactives</td>
<td>34%</td>
<td>17%</td>
<td>21%</td>
<td>42%</td>
<td>54%</td>
<td>61%</td>
<td>70%</td>
</tr>
</tbody>
</table>

Data: Forrester Research
Information Engagement Levels

- **Stimulate/Live**
- **Present/Teach**
- **Argue/Defend**
- **Act on/ Discuss**
- **Read/View**

*Dr. Thomas Davenport*
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.
Information Fluency

- Standard Curriculum Components
  - Mathematics / Arithmetic
  - Science, Biology, Physics & Chemistry
  - English, Languages
  - History, Geography, Politics, Sociology
  - Music, Art, Phys ed.
  - Guidance, Religion
Information Literacy

- Information literacy is integrally tied to every aspect of the curriculum:
  - Mathematical logical thinking skills
  - Scientific method
  - Criticism, interpretation, and comprehension
  - English and languages K-12
  - Analytical thinking
  - History, Geography
  - Interpretive and imaginative
  - Music, art, & phys
  - Inter and Intrapersonal skills
  - Religion, Guidance, etc.

K-12 Information Literacy Rubrics Defined.

Where are the post-secondary rubrics?

There is an imperative for people to have a lifelong curriculum—personal learning strategy.
## Serving Generational Diversity

<table>
<thead>
<tr>
<th>Baby Boomers</th>
<th>Gen. X</th>
<th>Echo Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>74 Million</td>
<td>49 Million</td>
<td>78 Million</td>
</tr>
<tr>
<td>Diversity as a Cause</td>
<td>Accept Diversity</td>
<td>Celebrate Diversity</td>
</tr>
<tr>
<td>Idealistic</td>
<td>Pragmatic / Cynical</td>
<td>Optimistic /Realistic</td>
</tr>
<tr>
<td>Mass Movement</td>
<td>Self Reliant / Individual</td>
<td>Self Inventive / Individual</td>
</tr>
<tr>
<td>Conform to the Rules</td>
<td>Reject the Rules</td>
<td>Rewrite the Rules</td>
</tr>
<tr>
<td>Killer Job</td>
<td>Killer Life</td>
<td>Killer Lifestyle</td>
</tr>
</tbody>
</table>

Bricks, Clicks and Tricks
Are we going to a totally build it yourself world?

Imagine IKEA merging with GM...
Newspapers: Assemble them yourself.
Now: Re-imagine the textbook, coursepack, etc.
Sure, we were proud of the Kindle DX. But then we asked ourselves, “What about the busy on-the-go billboard enthusiast?” Which brings me to today’s announcement...
Are we ready for the post book world?

http://www.flickr.com/search/?q=book+sculpture&page=44
Can we get our heads out of book-centric content?
Will Reading Matter?

Audiobooks and eBooks . . . And Google
Growing up from books,
But bringing them along...
What are the best borrowed books?

Libraries are very different from retail.

http://www.flickr.com/photos/blu_blue/262096844/in/pool-boobook
What does advanced book, article or DVD recommendations look like?

Libraries blog and RSS.

http://www.flickr.com/photos/matthk/2054262239/
How does your community share reviews?

http://www.flickr.com/photos/cjanebuy/340249608/in/pool-booksand
How are your web based communities doing?

What’s your book club doing?

http://www.flickr.com/photos/mthiessong/176153663/
Are you ready for video author interviews?

Your YouTube DVD trailers?

http://www.flickr.com/photos/lori_an/319433801/
Do you use podcasts?

Do your kids and grandkids love recorded storytimes?
Can you borrow books from anywhere?

Like the parking lot, sidewalk sale, nursing home?

Ready for books by mail?

http://www.flickr.com/photos/library_mistress/525385533/
Solve a Problem for Your Readers
Who Are Your Stars?

Do You Know Their Names?
Embedded Technology
Canadian Filmmaker Rob Spence
Diabetes Online

Yes, Stephen did just say Lizard Spit
METABOLISM

The slower it gets,
the faster it catches up with you.
Have You Updated Your Training?
Describe how your training is evolving.
Are any of your folks still calling it BI?!!
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
Top 13 2.0 Apps for Librarians

1. Google Docs Suite
2. Meebo
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
Be a Lab Rat!
Experiment, continuously
Is that the Internet in your pocket or are you just really smart?
Research and Insights

- Kent State U study of K-12 learners
- Huntsville Madison usability study
- Stanford and Syracuse Anthropology
- Personas work
- Normative Data Project
- Visualization and Facets
- UCD User-centered Design
- Etc.
SchoolRooms

- **An Example of BIG vision and Collaboration**
  - Built by Librarians and Teachers
  - Every Lesson
  - Every Grade
  - Every Standard
  - Every Subject
  - Every State
  - OPAC integration, localization
  - Scalable – 10 states started so far plus Boston PL and Philadelphia After-School Program
  - 5,000 K-12 Learners, 2600 schools in Ohio
  - Award Winning: Scholastic Best in Tech Award
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 K12 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.

Using SchoolRooms, students can search (all at once):
Do no evil...or, Search, Ads and Apps
We Are Important

EXPENDABILITY

Kirk, Spock, McCoy, and Ensign Ricky are beaming down to the planet. Guess who's not coming back.
Inventing the Future

• How much time do you spend having a clear view of it?

• How is it shared with your colleagues and clients?
• You can’t wait for everyone to change at once.
Energizing The Information Profession
Be The Change We Want to See
A Third Path
The world is going to change with or without you... get ready.
What are the Real Challenges?

• Scalability
• Energy
• Prejudice
• Lack of Accountability
• Reproducibility
• Coordination and Sharing
• Vision
• Leadership
• LAST _ _ _ Financial Resources
Context is King, not Content.
What is at the heart of libraries?

Learning
Interaction
Community
Innovation
Passion
Progress
“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
What do we have?

• 19 new product releases and updates in 2 years – on time and specification.
• 40,000 clients
• SirsiDynix Symphony (Unicorn)
• SirsiDynix Horizon
• SirsiDynix Enterprise
• SirsiDynix eLibrary
• SirsiDynix URSA
• SirsiDynix SchoolRooms
• SirsiDynix Consulting
• Third Party integration and Sales
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
SaaS

- Software as a Service
- Stay Up To Date
- 50% annual savings in Total Cost of Ownership
- Green
- Global – Canada, Scotland, US, Australia, etc.
- Secure – used by US military
- Over 800 clients in thousands of libraries
SchoolRooms

- Built by Librarians and Teachers
- Every Lesson
- Every Grade
- Every Standard
- Every Subject
- Every State
- OPAC integration, localization
- Scalable – 10 states started so far plus Boston PL and Philadelphia After-School Program
- 5,000 K-12 Learners, 2600 schools in Ohio
- Award Winning: Scholastic Best in Tech Award
Eye Movement Changes
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 K12 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.

Using SchoolRooms, students can search (all at once):
Faceted Search

- Enterprise
- Patented search display
- Taxonomically Tuneable
- Diacritic smart
- Unicode
- Stackable facets
- W3C Accessibility standard compliant
- Intelligent buckets
- Tested – user experience
API (Application Programming Interface)

- Almost 2 decades of API experience
- API Training
- A huge library of API’s
- Field and tag level access
- Examples: Google API, WorldCat API, etc.
Architecture

• XML
• Multiple servers including Unix, MS and Sun
• Scalability – 50,000 simultaneous users over 7 days at Sun, Unix and MS automated testing sites
• Unicode
• Consortial
• Third Party Certification and commitment (SIP2, NCIP)
Examples of API’s

• DCPL’s iPhone Application
• Topeka and Shawnee PL Facebook integration
• Hennepin / Minneapolis MySpace integration
• Charlotte & Mecklenberg fines ‘bot’ in Second Life
• Alliance Library System Second Life Library 2.0
• U of Huddersfield data integrations + Google Books
• SWIFT or TALIS consortia eLibraries
Portals

- SirsiDynix eLibrary
- ChiliFresh
Sirs Dynix User Experience

- Faceted Search
- Fines Payment
- Portal
- ChiliFresh
- Syndetics
- SchoolRooms
- BiblioCommons
- LibraryThing
- Military
- URSA
Analytics

• SirsiDynix Directors Station (Wal*mart)
• SirsiDynix Web Reporter
Customer Service Innovation

• Stephen’s Lighthouse Blog
• SirsiDynix Institute (webcasts, MP3’s. iTunes)
• Customer Care Wiki
• Customer Communities
• Customer Tracking from all facets of contact
• App Store
• Customer satisfaction metrics