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, *Protopterus aethiopicus*, Marbled lungfish |
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
- Wind and other energy
- Nanotechnology
- Robotics
- Book Digitization
- Music
- Streaming Media
- Seed Bank
Diabetes Online

Yes, Stephen did just say Lizard Spit
Canadian Filmmaker Rob Spence
Embedded Technology
What’s Your Biggest Problem?

Intelligence

Where does it come from?
What’s Your Experience Look Like?
What’s Your Experience Look Like?
What’s Your Experience Look Like?
What’s Your Experience Look Like?
What’s Your Experience Look Like?
Is it Frozen in Time?
Blow Up The Library!
How many dead ends in your library?
What's Your Bread and Butter?
Publishers! Writers!
Shelf Check Presents:
Nonexistent Books
That, If Written, Should Be Wildly Popular with the Public, Given the Number of Failed Library Catalog Searches On Their "Titles"...

...Exhibit A!

DAIRY OF A WIMPY KID
Can we keep up with change?
No Quick Fixes
What is the scariest scenario for libraries?
I have an archaeology background . . .
The Emerging Economy

• Late 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
Being Globally Competitive

On Target

Minus 25K

Plus 20%

Target
Professions

- Big desktop savings!
- Accountants
- Lawyers
- Doctors and Allied Health pros
- Military
- Psychotherapy
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.
Viewing  
Listening  
Speaking  
Generating verbs  

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 effort is related to information fluency and your communities prepared?
Our Gaming Foundations
EverQuest / WoW – Their Gaming Adapted by the Military
The BIG Assumption

“The Internet has now progressed to its infancy”

Search, Social Networks, Learning, Commerce
Social Graph Platform Wars

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

Facebook
("Rebel Alliance"?)

MySpace
("Clone Army"?)

YouTube?

iGoogle

Bebo

LinkedIn

Hi5

Gmail?

Friendster

RockYou

Flixster

Slide?

iLike

Widgets

Gigya

ClearSpring

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

& AMAZON
The new Web 2.0 era distribution models remain largely untapped

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

* = estimated

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](https://www.flickr.com)
- Shared Knowledge: [Wikipedia](https://www.wikipedia.org)
- Shared Bookmarks: [del.icio.us](https://del.icio.us)
- Shared News: [Technorati](https://technorati.com)
- Shared Videos: [YouTube](https://www.youtube.com)
- Shared Everything: [MySpace](https://www.myspace.com)
Get Good at The Cloud

Yahoo!

AOL
bebo

Microsoft
News Corporation

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.

- 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)

Joe Murphy  Yale Science Libraries  joseph.murphy@yale.edu
ACRL/STS Poster Session 6/30/2008
Be Where Your Users Are

orkut  facebook  bebo
mixi  myspace.com  Ning
plaxo  LinkedIn
kno

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
    - Z39.50
  - 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

[Link](http://heyjude.wordpress.com/2006/09/01/music-inspires-library-20-matrix/)
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
What is at the heart of libraries?
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
Watching The Kids & Their Toys
Millennial Characteristics
Be honest with ourselves –
They’re different

<table>
<thead>
<tr>
<th>Principles / 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
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.
5,000 Library visits every night!
Reading is virtually fundamental in SL

By KATT KONGO
Staff writer

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.

Los 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...”
### What people are doing

- **Creators** 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><strong>Creators</strong></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><strong>Critics</strong></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><strong>Collectors</strong></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><strong>Joiners</strong></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><strong>Spectators</strong></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><strong>Inactives</strong></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
The BIG PICTURE Changes

What is at the core of usability?
(Hint – It’s not about clickthroughs.)
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 every aspect of the curriculum:
  - Mathematical logical thinking skills - Math and Arithmetic
  - Scientific method - Sciences K-12
  - Criticism, interpretation and comprehension - English and languages K-12
  - Inter and Intrapersonal skills - Religion, Guidance, etc.

Where are the post-secondary rubrics?

There is an imperative for people to have a lifelong curriculum - a personal learning strategy

K-12 Information Literacy Rubrics Defined. Where are the post-secondary rubrics?
## 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>

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!):
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.
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?
Growing up from books
What does your best borrowed report look like?

Is Florida different?

http://www.flickr.com/photos/blu_blue/262096844/in/pool-booksandportraits
What does your book and article or website recommendation blog/RSS feed look like?

http://www.flickr.com/photos/matthk/2054262239/
How do your community content reviews do?

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

http://www.flickr.com/photos/mthiesson/17
Do your users like your video author interviews?

Your YouTube DVD trailers?

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

Do you record every story time?
Are you making sense of your collections in a community context:

- BiblioCommons
- LibraryThing for Libraries
- Delicious
- Digg
- YouTube

http://www.flickr.com/photos/lorian/319433802/in/photostream/
Can you circulate books from anywhere?

Like the parking lot, sidewalk sale, or nursing home?

http://www.flickr.com/photos/library_mistress/525385533/
Will Reading Matter?

Audiobooks and eBooks . . . And Google
Growing up from books,
But bringing them along…
Solve a Problem for Your Readers
Who Are Your Staff Stars?

Do Your Users Know Their Names?
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
Five Weeks to a Social Library

• About Five Weeks to a Social Library
• Blogs
• RSS
• Wikis
• Social Networking Software and Second Life
• Flickr
• Social Bookmarking Software
• Selling Social Software @ Your Library
• 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.
Do no evil... or, Search, Ads and Apps

I ♥ my customers
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.
Re-Energizing Libraries
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
METABOLISM
The slower it gets, the faster it catches up with you.
Have You Updated Your Training?
2.0 is about *play*
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• Week 5: Play Week

• Week 6: Tagging, Folksonomies & Technorati

• Week 7: Wikis

• Week 8: Online Applications & Tools

• Week 9: Podcasts, Video & Downloadable audio
Five Weeks to a Social Library

• About Five Weeks to a Social Library
• Blogs
• RSS
• Wikis
• Social Networking Software and Second Life
• Flickr
• Social Bookmarking Software
• Selling Social Software @ Your Library
• 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
What do we have?

• 21 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
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
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
Sirsidynix User Experience

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

- SirsiDynix Directors Station (*Walmart)
- SirsiDynix Web Reporter
Customer Service Innovation

- Stephen’s Lighthouse Blog
- Two New Blogs
- SirsiDynix Institute (webcasts, MP3’s. iTunes)
- Customer Care Wiki
- Customer Communities
- Customer Tracking from all facets of contact
- App Store
- Customer satisfaction metrics
Why should anyone collaborate with you?
Positioning SLA for the Future: Alignment Initiative Results and Recommendations

Presented Tuesday, January 13, 2009, in Savannah, GA
“[I]t 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”
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>TOTALS</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>250</td>
<td>750</td>
</tr>
</tbody>
</table>
Demographics

Geographic Representation

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

Market Sectors

- High Tech: 15%
- Business Svcs.: 25%
- Government: 8%
- Health Care: 6%
- Other: 10%
- Manuf.: 18%
- Consumer Svcs.: 6%
- Education: 12%
Key Findings

• Information Roles

• Information Habits

• Perceptions of Value

• Perceptions of Role
Information Habits

Top information categories

- Company Information: 43%
- Market Research Reports & Services: 36%
- Education & Training: 35%
- Scientific, Technical & Medical: 30%
- News: 27%
- Human Resources: 26%
- Legal & Regulatory: 19%
- Credit & Financial: 15%
- B2B Trade: 15%
- Yellow Pages & Directories: 8%
- Do not use information: 5%
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>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Conducting research on users' behalf</td>
<td>22%</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>13%</td>
</tr>
<tr>
<td>Analyzing research results on users' behalf</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Helping locate information/experts</td>
<td>16%</td>
<td>8%</td>
</tr>
<tr>
<td>Research staff working on project teams</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>Conducting research on users' behalf</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Providing training on search/use of information</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>Managing a portal or intranet</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Integrating content into work processes</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Managing a physical library and print collection</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>Evaluating and purchasing content sources</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Staffing a reference desk, call center, etc.</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Consultation on organizing information</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Providing customized information products</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Document delivery</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Managing external content</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Information architecture</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Copyright compliance</td>
<td>4%</td>
<td>2%</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>Rating</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>Ease 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%
It is easy to find info I use to make daily decisions  67%
Info helps me make strategic decisions  66%
Info is easy to find  66%
The info I need is effectively integrated into my workflow  66%
Quality/credibility/accuracy is clearly discernable  65%
I have had adequate training on how to search for/use info  65%
Info is timely/frequently updated  63%
Info saves me time  60%
It is easy to find info I use to make critical, high-risk decisions  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

<table>
<thead>
<tr>
<th>Role Perception</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>
Perceptions of Role

Role of Association/Organization

- 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%
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

- Accessible in timely, convenient and secure manner
- Innovative and informed decisions
- Efficiently and effectively obtaining valuable information
- Comprehensive understanding
- Credible, customized and contextualized information

Intelligence

Value-added intelligence

Knowledge navigators

Management and dissemination

Embrace and incorporate Web 2.0 technologies
#3: Strategic Advisors/Growth Drivers

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

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

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

- Global exchange of knowledge, experience and ideas
- Interaction
- Knowledge sharing
- Collaboration
- Enhances professional and personal development
- Share new ideas, trends and cutting-edge developments
- Across disciplines and geographies
- A network, virtually and globally
- Global networks
- Comprehensive professional communities
- The collective evolution of the profession
- Collegiality
Champions of the Profession

- Advocates and sets best practices
- Shaping information policy
- Unified voice of the profession
- Represents the interest of the industry
- Promoting members as critical assets
- Global business community
- Partners with key stakeholders in the information industry
- Global organization of information professionals and librarians
- Leaders in their organizations and communities
- Promoting and strengthening the role and value of our members
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
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

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- Customer Care Wiki
- Customer Communities
- Customer Tracking from all facets of contact
- App Store
- Customer satisfaction metrics
Docutek ERes

Main Menu

General
- Accounts: Add, modify, or delete system accounts.
- Account Group: Specify different levels of system access for account holders.
- Departments: Manage department names stored within the system.
- Internet Resource: Create lists of web-resources organized by department.

Courses, Documents, & Copyright
- Course Reserves Page: Add, modify or delete pages of information used to store materials.
- Document: Add, modify, or delete materials.
- Copyright Management: Manage copyright permissions for documents in the system.
- View / Edit Reserve Workflow items: Place and manage reserve workflow items.
- Request a Reserve Item: Request a Reserve Item
- Manage Request Forms: Create, modify, and delete the forms that are used by faculty to submit reserve workflow items.
- Publisher: Manage rightsholder information used for copyright permissions and reporting.

System Tools & Settings
- Homepage Item: Customize the links available from the homepage.
- News Announcement: Add, modify, or delete news announcements on the homepage.
- Reports: Generate real-time reports regarding system usage.
- Language: Add, modify, and delete available languages
- System Configuration: System Configuration

Questions? Comments? Please contact the system managers.
Docutek ERes v5.5.1 - © 2000-2009 Docutek, a SirsiDynix Company.
Docutek ERes and DocuFax are trademarks of Docutek, a SirsiDynix Company.
Enterprise 3.0 Features

• **Search Enhancements**
  – Matching term highlighting
  – Availability information in search results

• **New search targets (data harvesting)**
  – Library catalogs
  – Library favorites web sites
  – Local rooms content

• **Federated Searching**
  – Z39.50
  – Serials Solutions
  – Muse Global
  – Federated “facets”, Results tab
Enterprise 3.0 Features

• **Guided Discovery**
  – New Room wizard
  – Room editing (WYSIWYG or HTML)
  – Search within room
  – Patron-selected filters
  – Administrator-selected filters for rooms and profiles

• **Configuration Enhancements**
  – Reviews and Ratings (ChiliFresh as an option)
  – Bib detail display
  – Search target assignment for rooms and profiles
  – Content tree assignment for rooms and profiles
Select Search Targets for Profile

Discovery Search Targets

Choose from the available non-federated search targets

Available
- Rooms Content
- Library Favorites
- Main Catalog
- North Ridge Catalog

Selected

Federated Search Targets

Choose from the available federated search targets and order them
Discovering the real world of Harry Potter

AUTHOR: Laurie, Hugh, 1959- Ouestar Video, Inc.

BIBSsummary: Explore the myths and legends that inhabit the world of Harry Potter: learn about witches and wizards, Greek gods, the Celts, ghosts, magical creatures and ancient spells. Discover where a school like Hogwarts is located, what lies beneath Platform 9 3/4 at King's Cross Station, what ancient civilization had a 3-headed dog like Fluffy, what are the real origins of the Philosopher's Stone, and what links Harry Potter to the journeys made by King Arthur and Odysseus.
Share...when you feel like it!

• Enterprise Version 3
  – Intuitive Discovery layer
  – Did you mean based on YOUR catalog
  – Fuzzy logic
  – Best of Web
  – Guided Discovery
  – And Union Catalog capabilities for SirsiDynix Symphony and Horizon catalogs
  – Simplify resource discovery/retain autonomy
<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Summary</th>
<th>Publication Date</th>
<th>Library</th>
<th>Relevance</th>
</tr>
</thead>
<tbody>
<tr>
<td>America the beautiful. South Carolina</td>
<td>Kent, Deborah.</td>
<td>Introduces the geography, history, government, culture, recreation, and people of the Palmetto state.</td>
<td>1992 1990</td>
<td>Public Library - W.S. Parker Branch</td>
<td>100.0</td>
</tr>
<tr>
<td>South Carolina in words and pictures</td>
<td>Fradin, Dennis B. Wahl, Richard, 1839- Meents, Len W.</td>
<td>Briefly explores the Palmetto State's history, geography, and interesting places to visit.</td>
<td>1980</td>
<td>Public Library - Green Street Branch K12 - Elementary School K12 - Elementary School</td>
<td>100.0</td>
</tr>
<tr>
<td>South Carolina</td>
<td>Carpenter, Allan, 1917-</td>
<td>An introduction to the Palmetto State, including its history, natural resources, famous citizens, and places of interest.</td>
<td>1979</td>
<td>SireKion Memorial Library - SireKion Memorial Library K12 - Middle School K12 - Elementary School</td>
<td>100.0</td>
</tr>
<tr>
<td>South Carolina</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Carolina</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Web Services & APIs

• **SIP API**—Industry standard for self-service circulation used by Horizon and Symphony
  – Support 15 standard SIP messages
  – Support 5 proprietary SIP messages

• **NCIP API**—Next generation of SIP
  – Support 15 standard messages

• **Symphony API** (HAT Protocol)—Full access to Symphony
  – 415 supported HAT commands

• **Symphony Web Services** — Simplification of HAT API
  – Version 1: Support 30-40 Web service methods
  – Version 2: Roadmap – target e-Library and JWF APIs

• **Platform Web Services**— Used by Enterprise, SchoolRooms and Hyperion applications
  – 9 Web Services (WSDLs): 146 methods
SirsiDynix API/Web Service Strategy

- Continue SirsiDynix commitment to open systems
- Enhance Symphony HAT API in Web Services
- Invite partnerships – Come With Us
- Foster developer community
- Provide training and SDK

Patron UI
(Enterprise, SchoolRooms, Hyperion, e-Library, …)

Admin UI
(Enterprise, JWF, StaffWeb, eRes, …)

Patron UI (Customer-specific UIs, 3rd Party vendors)

Symphony
Crawled Web
Enterprise Content
Federated Targets

Symphony Web Services
Platform Web Services
SIP/NCIP API
Prototype Mobile Applications

• Staff Mobile Applications
  – BI: Business Intelligence
  – SIP Barcode & RFID Holds Management

• Patron & User Mobile Applications
  – iPhone Application
  – Enterprise & SchoolRooms V3 iPhone Support
Free Resources

- SirsiDynix Institute – Now with podcasts
- SirsiDynix OneSource Newsletter
- My columns in Information Outlook and Multimedia and Internet@Schools
- Stephen’s Lighthouse blog
Recommended Books

- **Designing the Digital Experience: How to Use Experience Design Tools & Techniques to Build Websites Customers Love** by David Lee King
- **The Information Commons Handbook** [ILLUSTRATED] by Donald Robert Beagle
- Anything from Pew or Jakob Nielsen
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