

Throw Off Your Policies and Expose Yourself

ALA Anaheim, June 27, 2008

Stephen Abram, MLS, FSLA

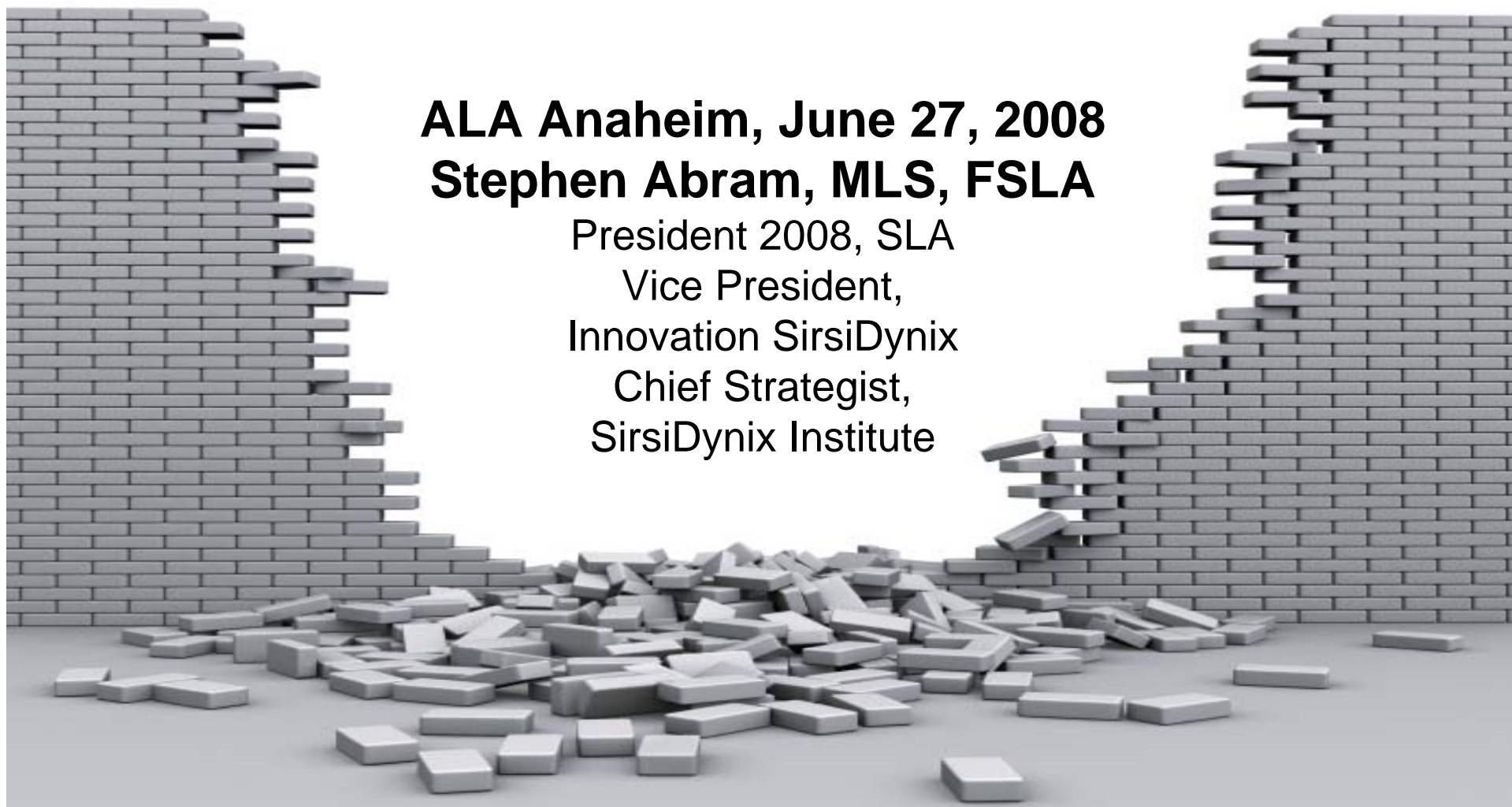
President 2008, SLA

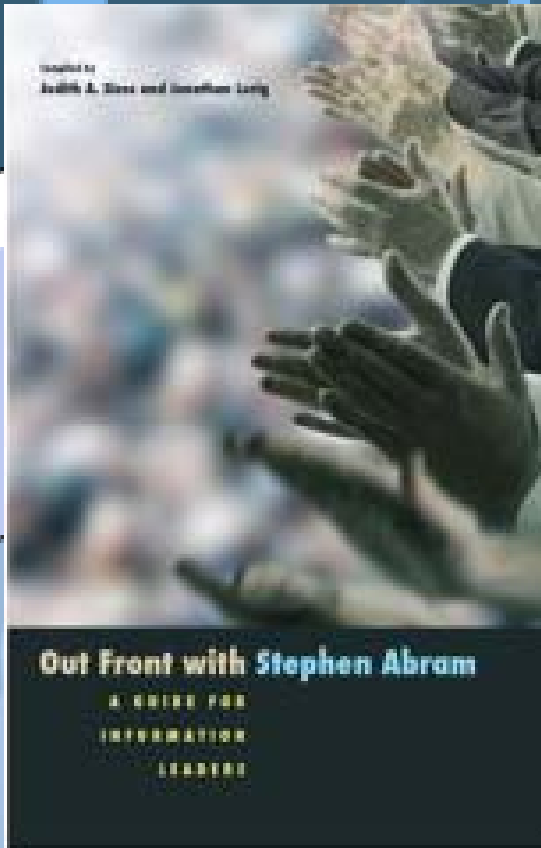
Vice President,

Innovation SirsiDynix

Chief Strategist,

SirsiDynix Institute





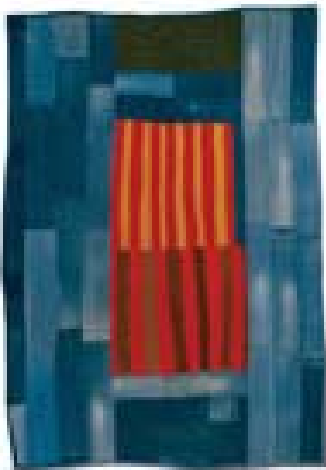
Stephen Abram

Going Green Slides

- These PPT slides will be at my blog:
- **Stephen's Lighthouse**
- <http://stephenslighthouse.sirsidynix.com>
- Or give me a USB drive and I'll give you a copy.



Gee's Bend and My Tie



Hmmmmmm...


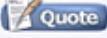

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Today, 11:20 AM #1

Selekta
Member
Join Date: Nov 2005
Posts: 913

book rental service?

was just thinking. my sister does -alot- of reading, and spends like \$1000 a year on just books alone. most of them she reads once then never looks at again. is there any kind of like...video rental store but for books? would make things alot cheaper, plus once one person has read one the next person can get enjoyment from it etc

FAIL

Three Stories

Sharon Terry is president and CEO of the Genetic Alliance and the founding executive director of PXE International, an advocacy group for the genetic condition pseudoxanthoma elasticum (PXE)

<http://www.ala.org/ala/acrl/acrlpubs/crlnews/backissues2005/julyaugust05/publicinterest.cfm>

Three Stories

Colorado and the evolution of
flowers and ILL.

Three Stories

Protecting habitat and rare plants
and creatures and ILL



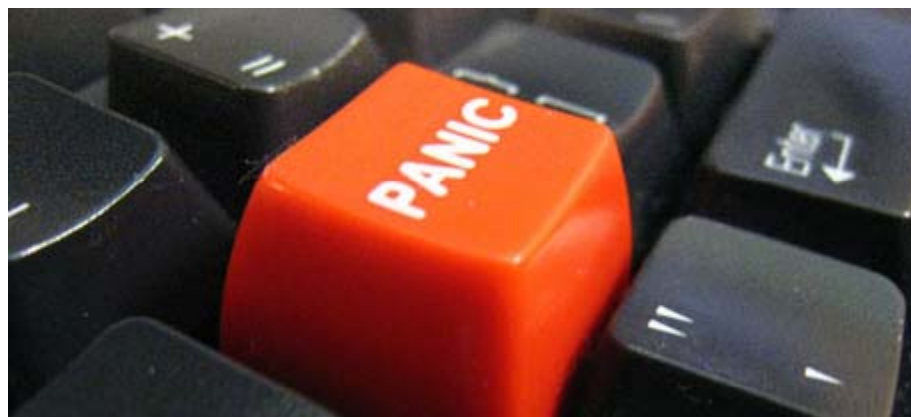
Technology Forecast

What will the world look like soon?

And what is the ILL/RS Spin?

What's New (or new enough)?

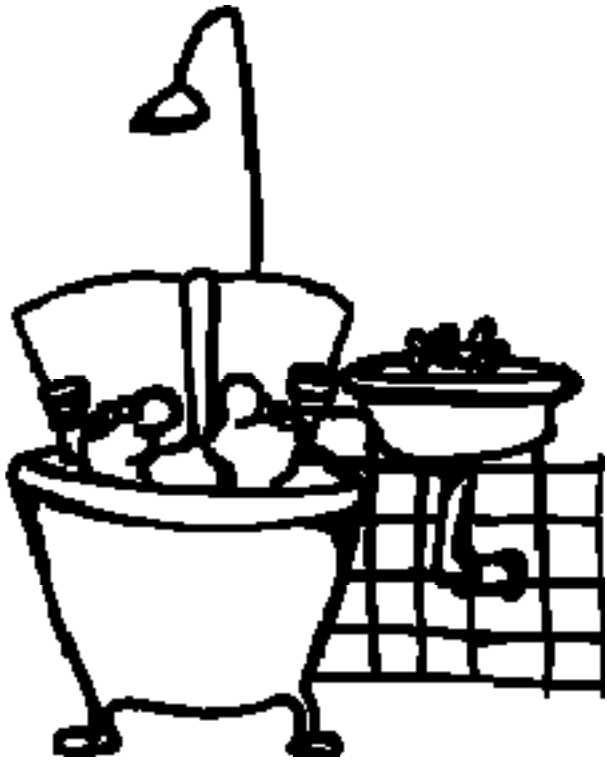
- Semantic Web (Twine)
- The Cloud (Google, Zoho and MS etc.)
- No choice search engines
- GIS oriented search and ads
- Registries
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging
- Device proliferation (Kindle, iPhones, etc.)
- What's old? Attacks on research, rights, intellectual freedom, access, copyright balance, privacy, DRM, patents, trademarks, voice, etc.
- Infinite fulltext books



The Google Challenge



Will Reading Matter?





Retail Sales Down?

NO

Titles Down?

NO

Circulation Down?

NO

Reading Down?

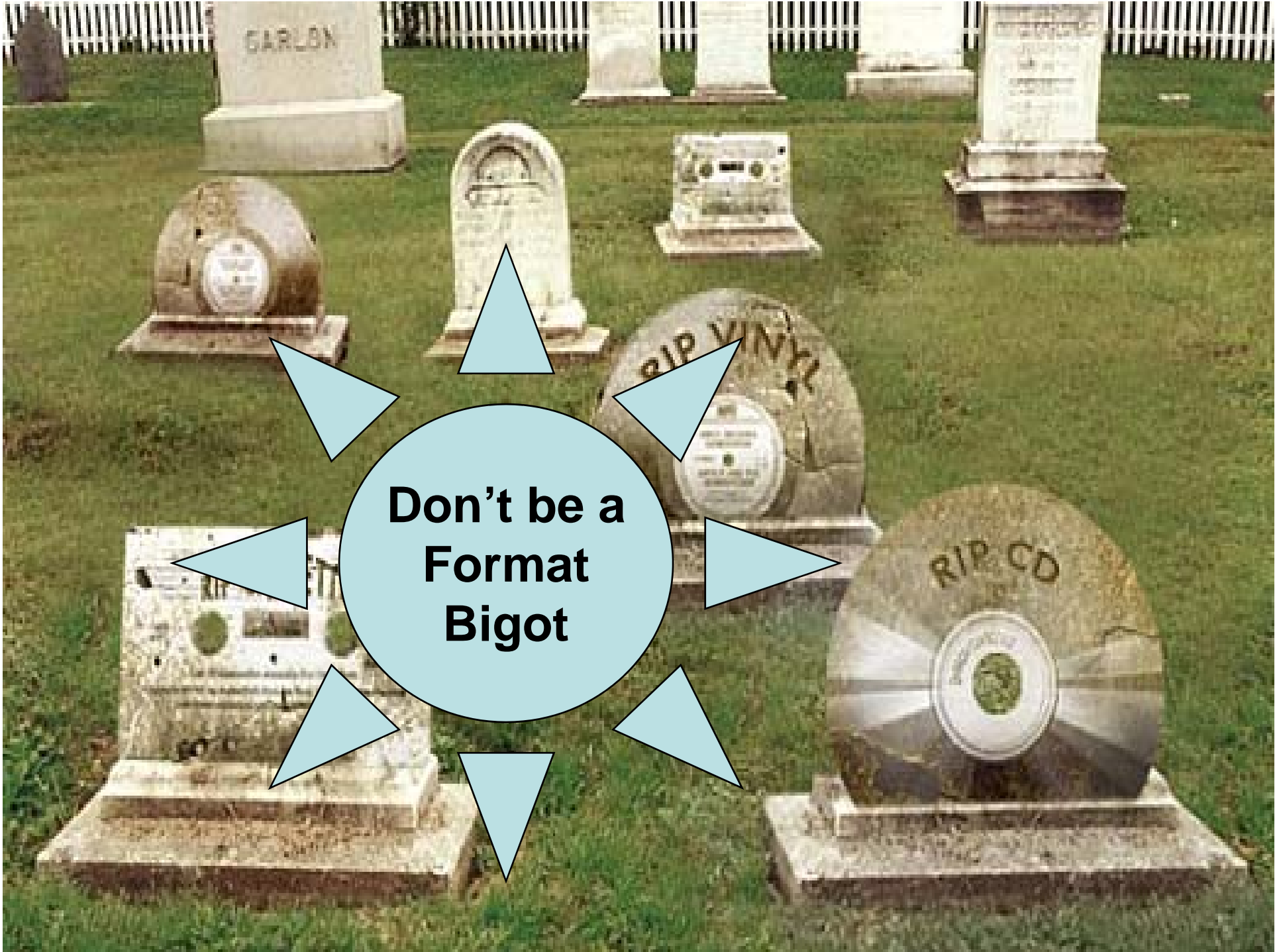
NO

Teen Reading Down?

NO

Academic Collections
Use Down

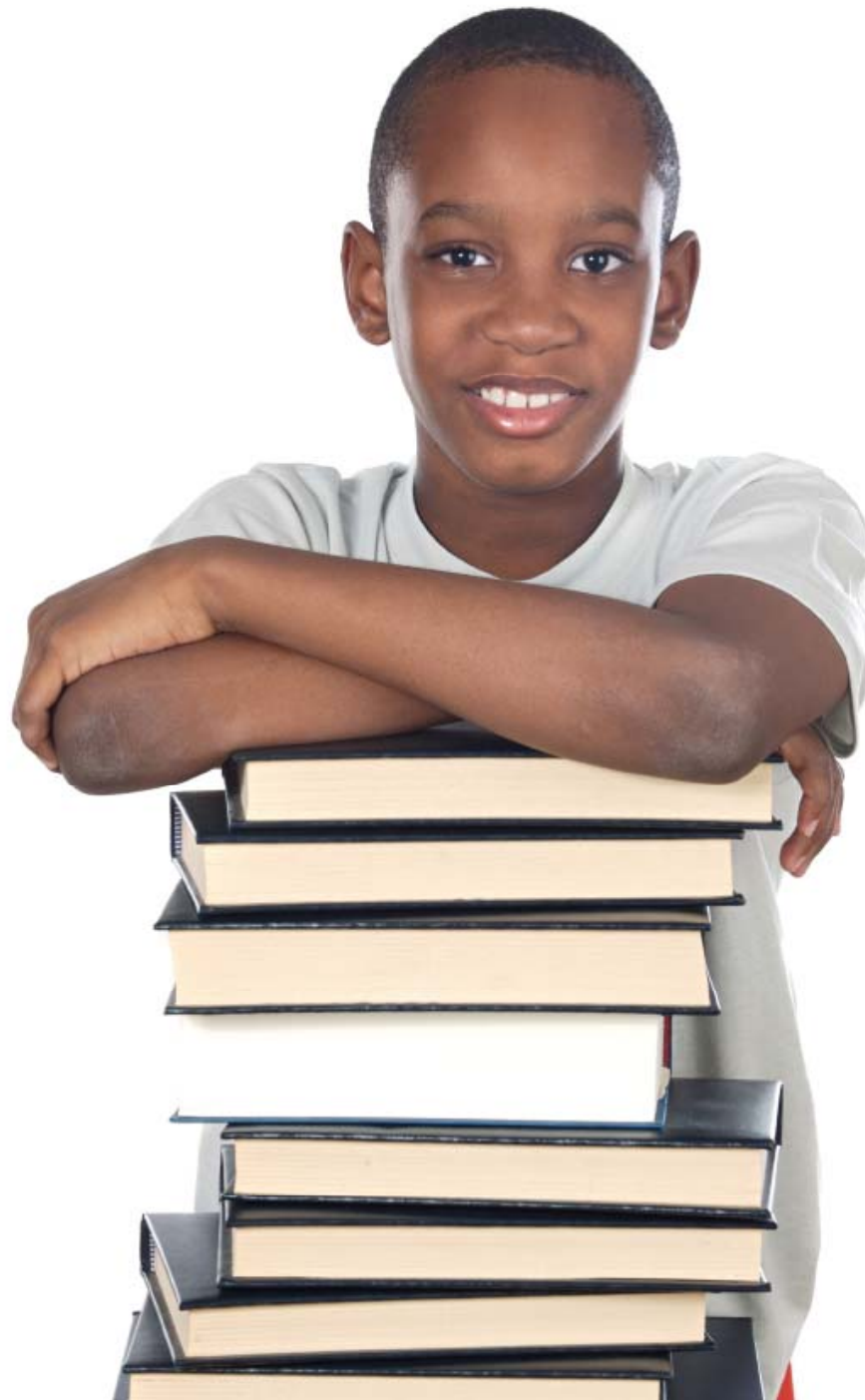
?



**Don't be a
Format
Bigot**



Library culture of poverty, victimization, risk aversion, and passive resistance







Can We
Predict the
Future
and Invent
New
Paradigms?



What does
Sustainability
Mean?



The WORLD IS
GOING TO CHANGE
WITH OR WITHOUT
YOU...

GET READY!

Or, sadly, there are a lot.

- National Debt and National Borrowing
- Sub-prime Mortgage Crises
- Gold Prices
- Oil Prices
- War and Famine
- Ignorance and Prejudice
- Globalization
- Global Warming
- Mergers and Acquisitions
- Techno-schism and Techolust

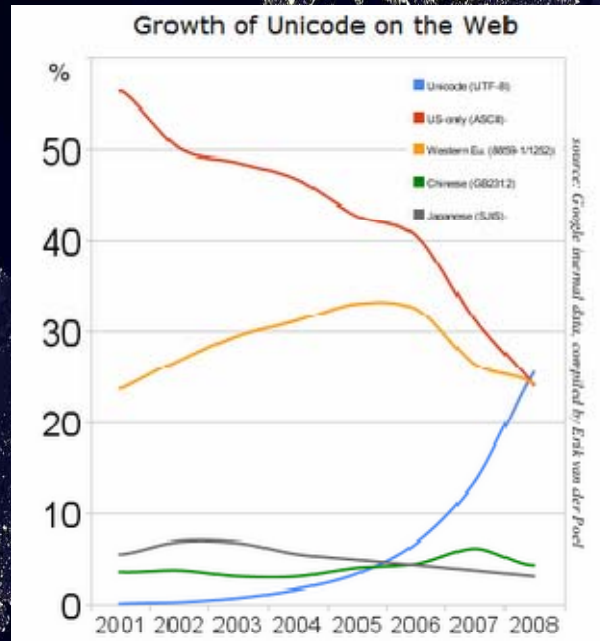


PAST

FUTURE

- When something needs to change...
- Do it.
- Take responsibility

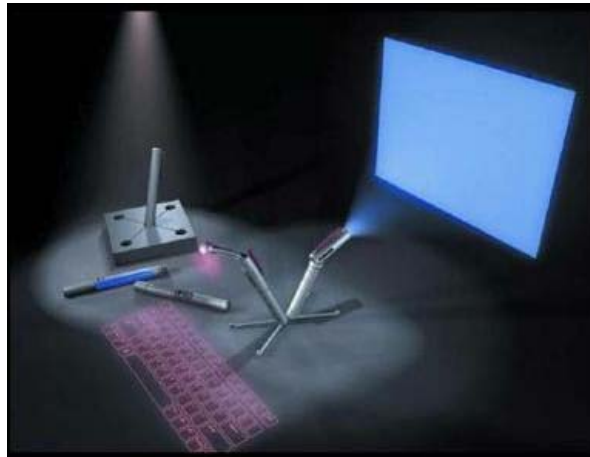
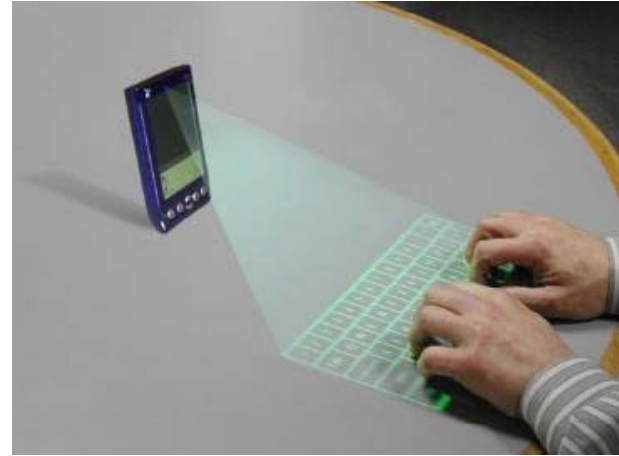




Becoming More Open to a Global Reality

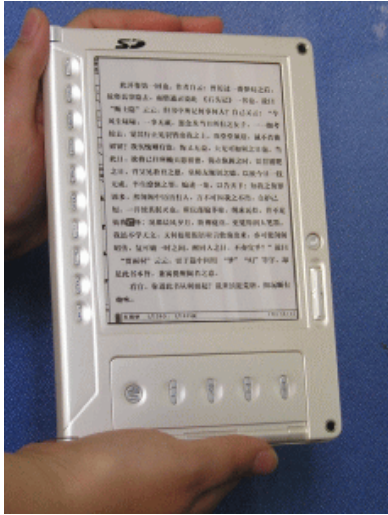


Watch the Next Steps



This is normal





**Device
Agnostic &
DRM Wars**

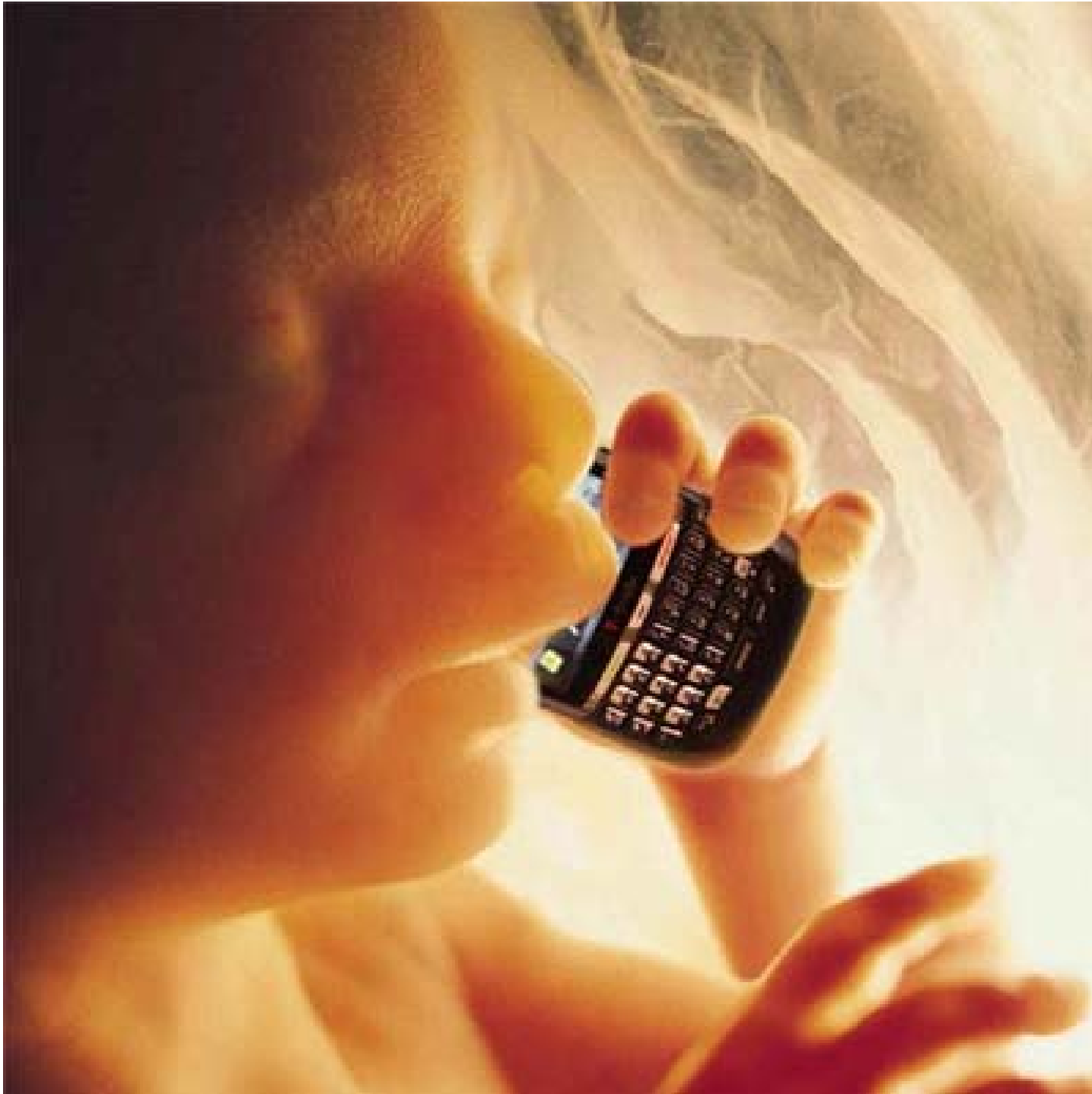




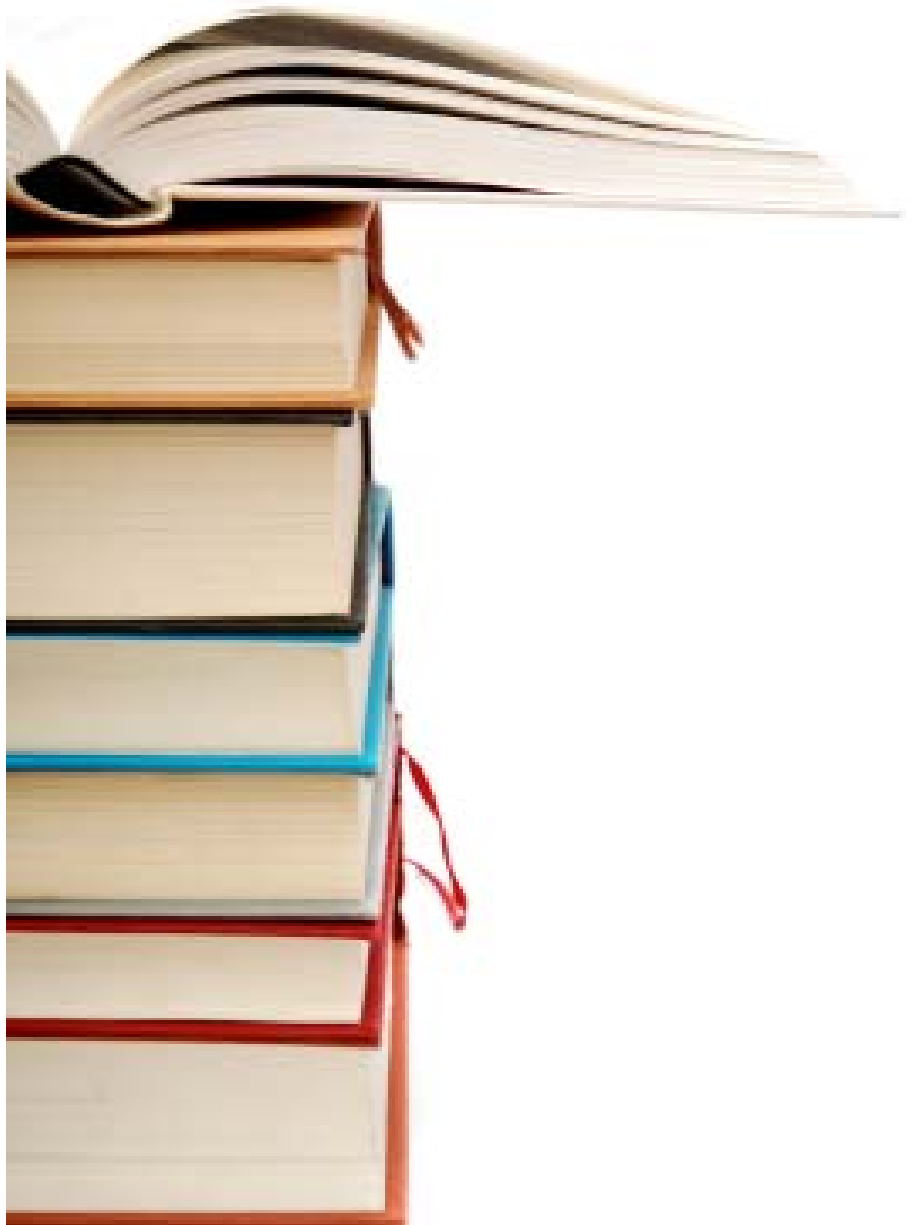
XML

Click & Sketch

Everything's getting smaller



A Mainly Mobile Focus



Being More
Open to
Comment



Being More Open to Criticism
and Feedback



Being More Open to
Recommendations

Being More Open to Change



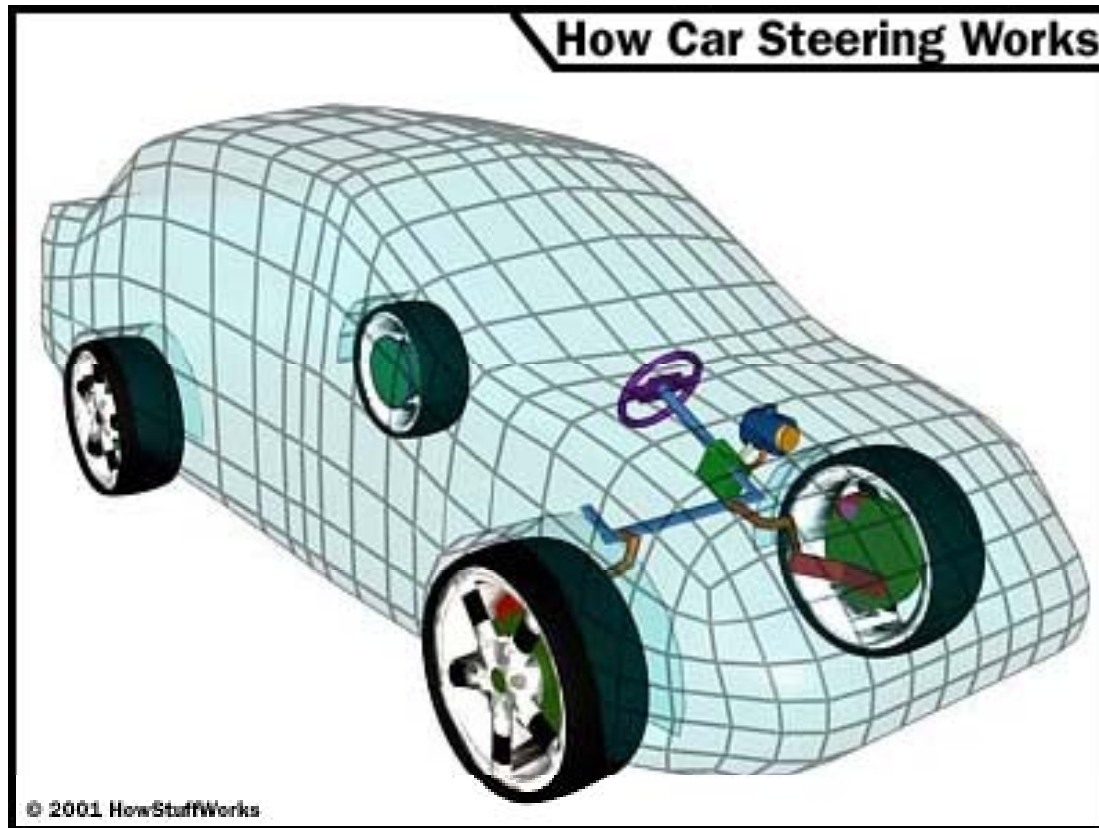
Change?

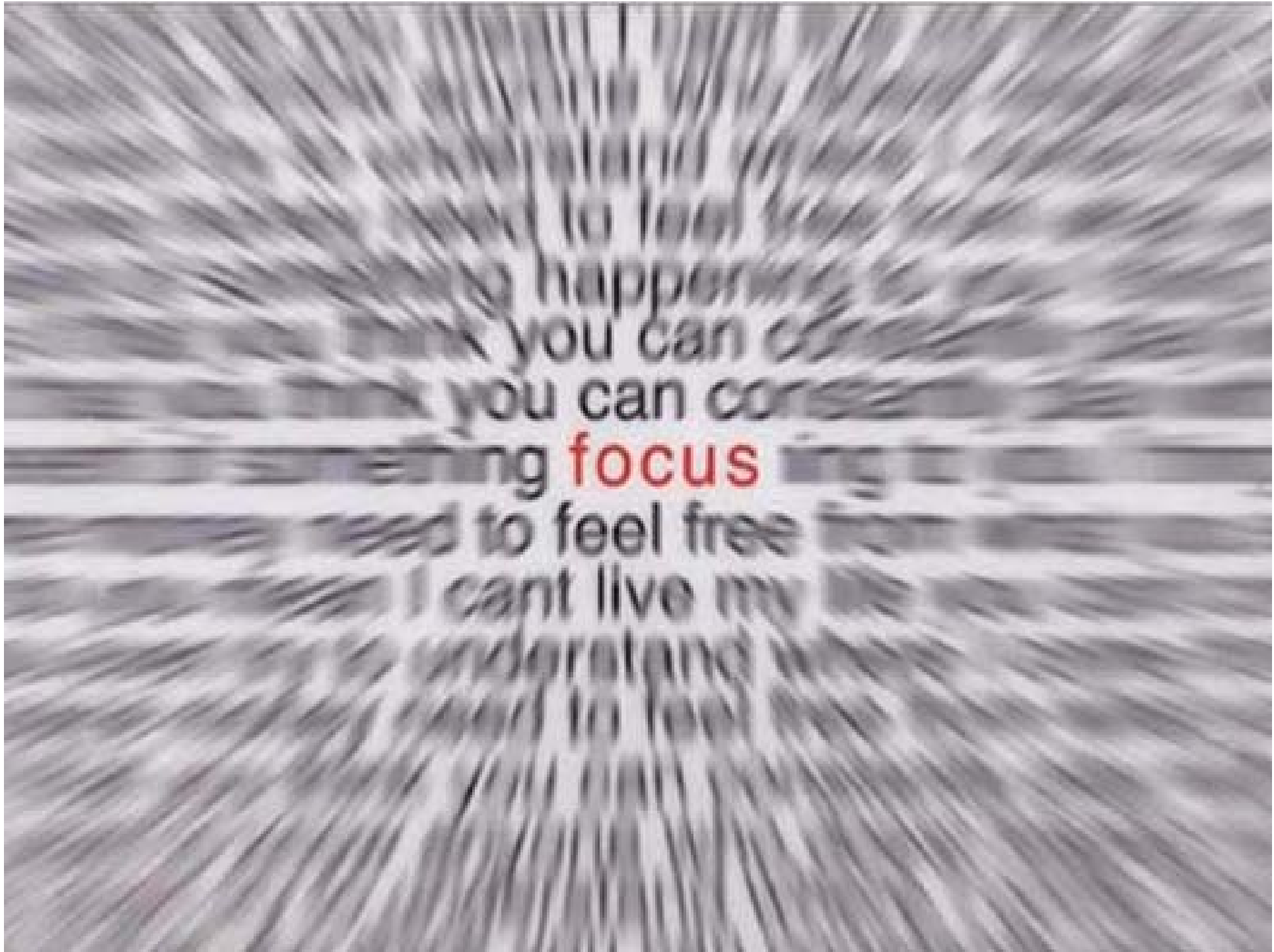


Focus?



Focus





to feel
happening
you can
you can
losing **focus**
to feel free
I cant live my
understand
to feel

Being More Open Experimentation, Pilots and Innovation



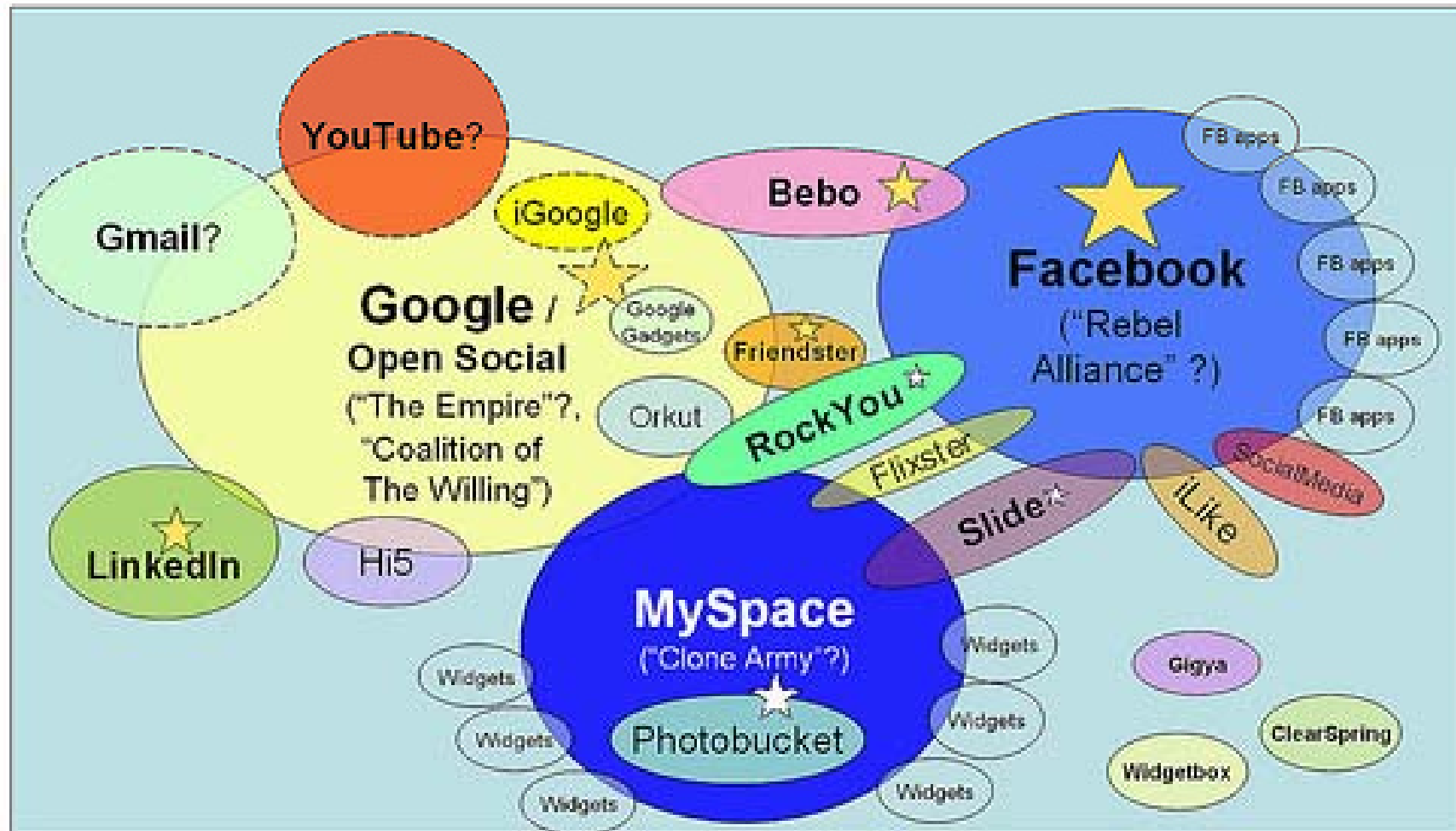
Be More Open to New Paths



Be More Open to the Users' Paths




Social Graph Platform Wars



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


How does your presence appear?

Personal, Professional, Departmental, Institutional



Search

- My Profile edit
- My Friends
- My Photos
- My Groups
- My Events
- My Messages
- My Account
- My Privacy



Search

- My Profile edit
- My Friends
- My Photos
- My Shares
- My Notes
- My Groups
- My Events
- My Messages
- My Mobile
- My Account
- My Privacy

facebook [home](#) [search](#) [browse](#) [invite](#) [help](#) [logout](#)

Engineering Information & Reference Service - U Alberta Alberta

Information

Group Info

Name: Engineering Information & Reference Service - U Alberta

Type: Organizations - Academic Organizations

Description: The Engineering Librarians at the University of Alberta are available to help all engineering students, staff, and professors in the Faculty of Engineering with their research and information needs. If you are working on an assignment, paper, design project, thesis or dissertation, tracking down a hard-to-find paper, please feel free to contact us for help.

Contact Info

Email: randy.reichardt@ualberta.ca

Website: <http://www.library.ualberta.ca/scitech/index.cfm>

Office: 1-26 Cameron SciTech Library


Province: Alberta

Recent News

Need help searching Compendex (Engineering Index)? Please check our narrated and non-narrated screencasts:

Narrated: http://www.library.ualberta.ca/screencast/engineerin/g/compendex_narrated/compendex_narrated.html

Non-narrated: http://www.library.ualberta.ca/screencast/engineerin/g/compendex_nonnarrated/compendex_nonnarrated.html



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Related Groups

The Engineers
Student Groups - Academic Groups

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Student Groups - General

U of A MatE's
Student Groups - Classes & Departments


The legendary UofA Facebook
Kegger Xperiment (FKX)
Student Groups - Social Groups

network

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Enrichment for four motifs include 100 sequences and primer design



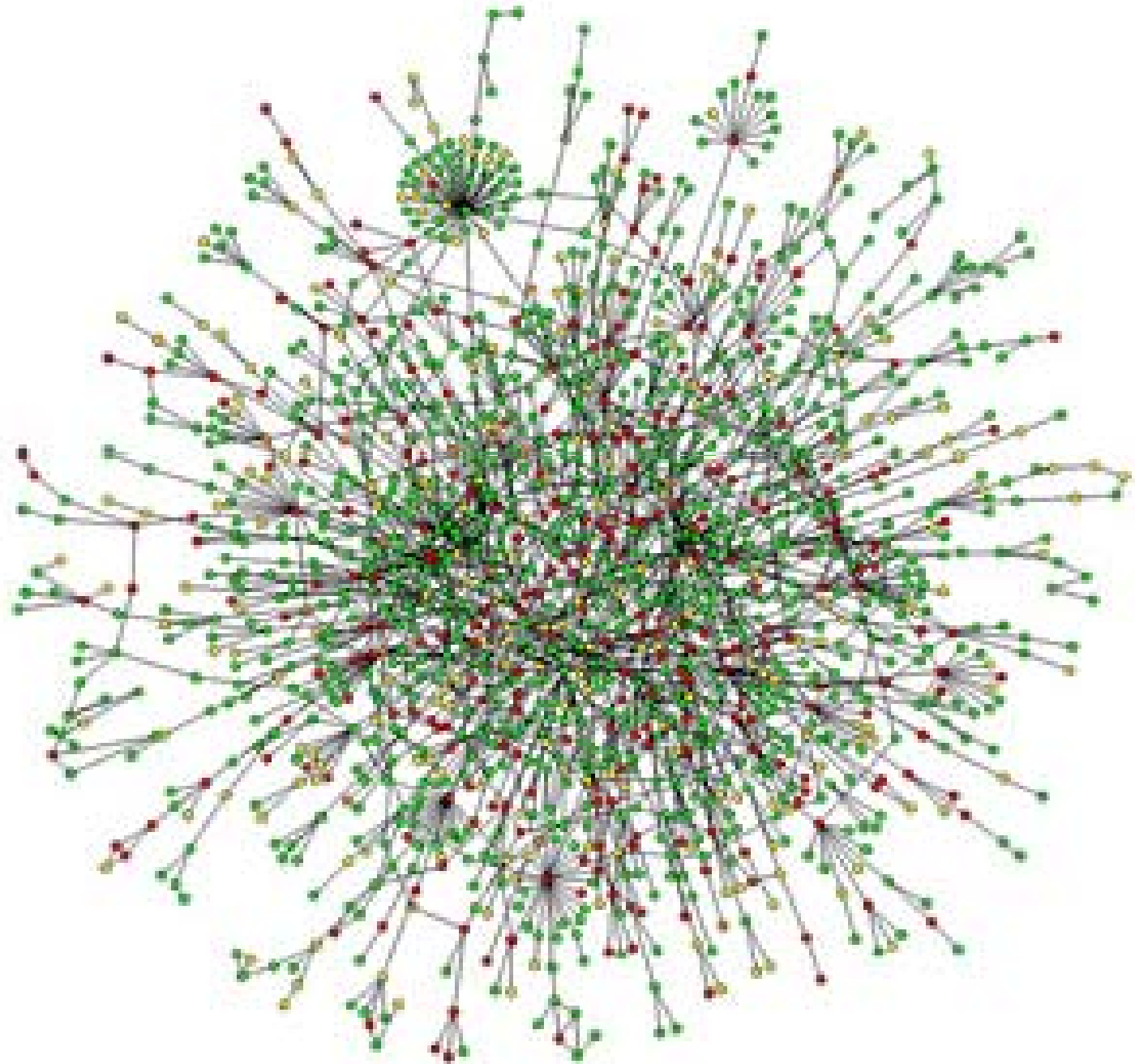
Study where you want.

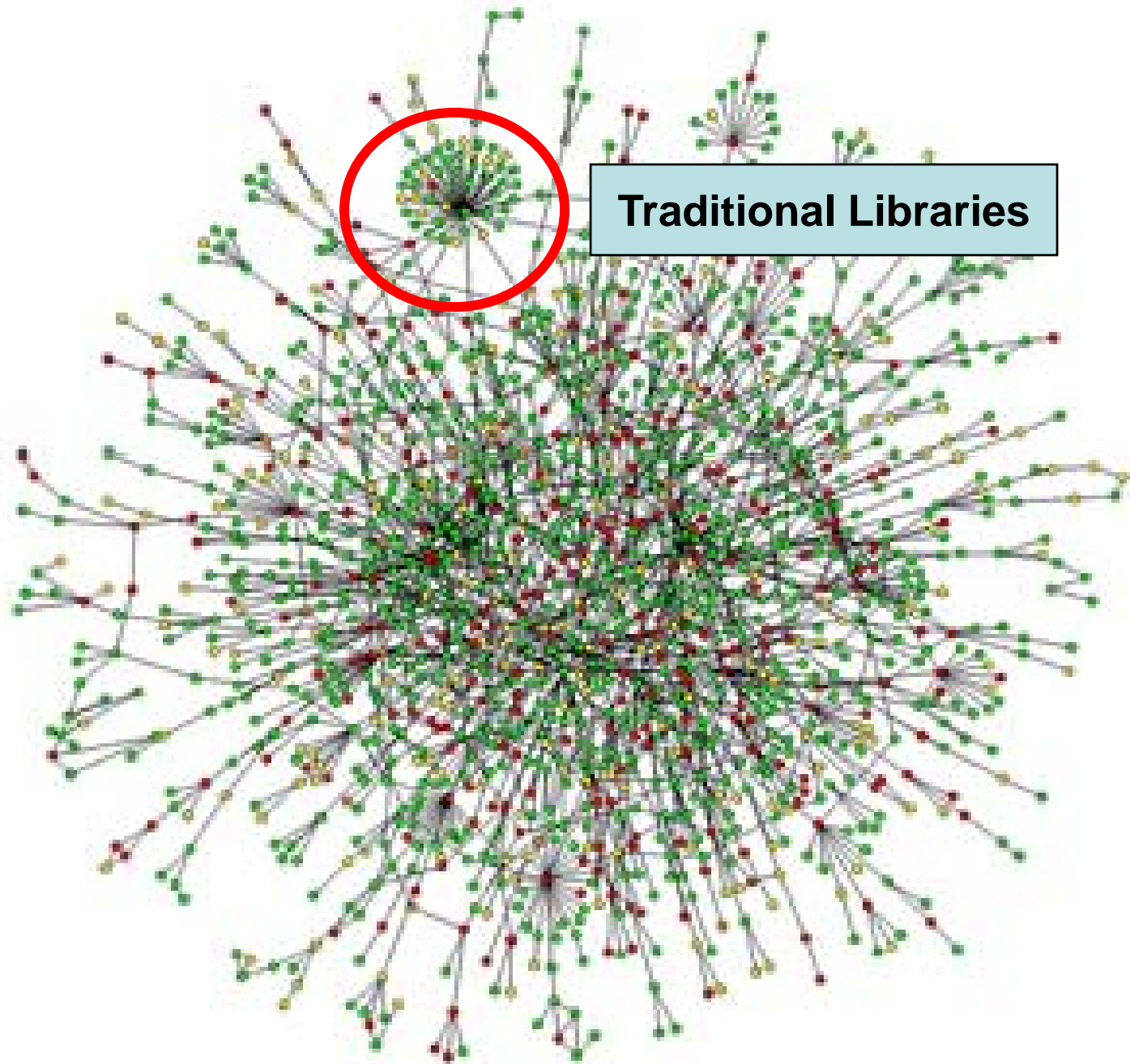
IQ QUESTION:
Which does not belong in the group?

- 
- 
- 

The Cloud

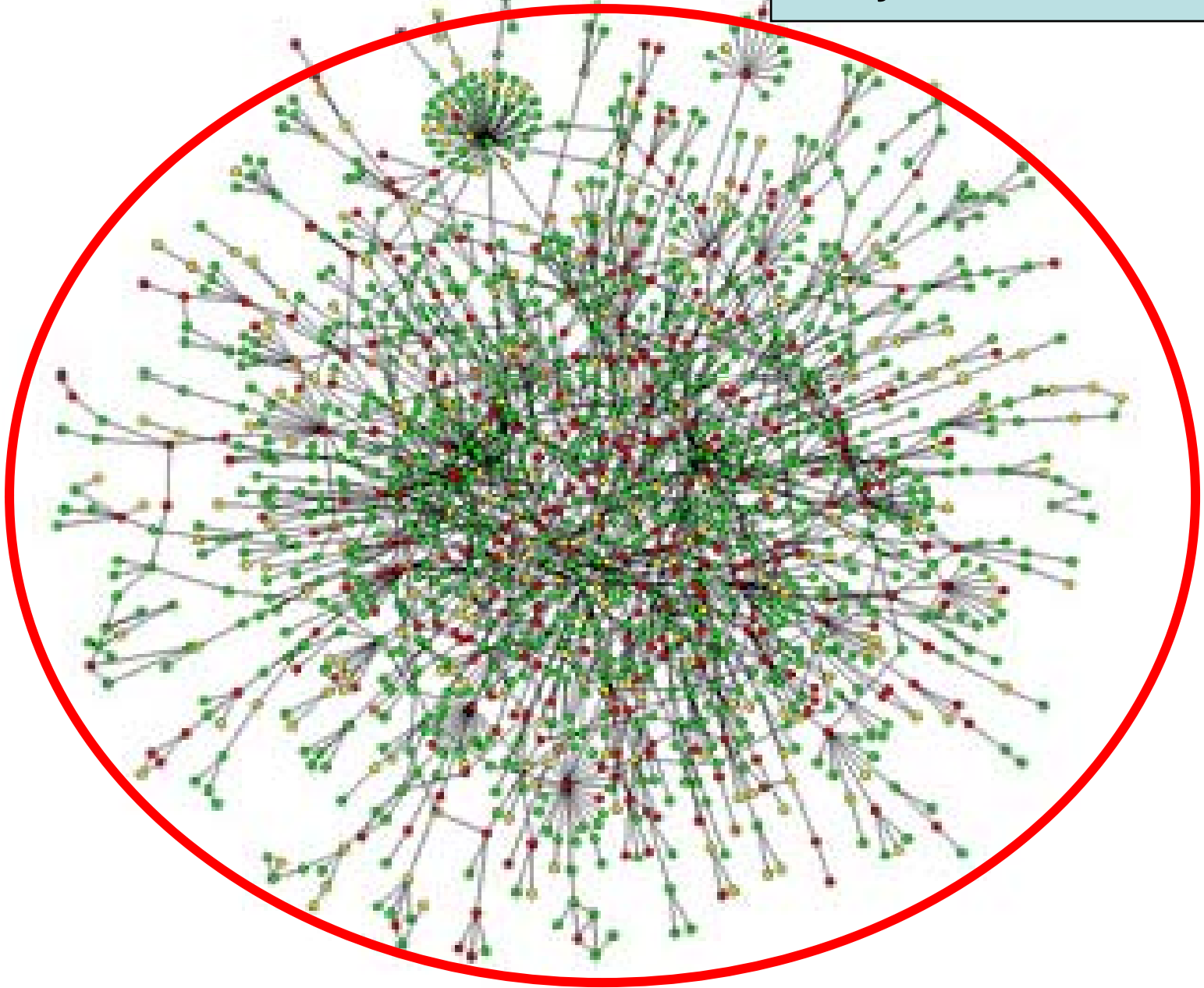




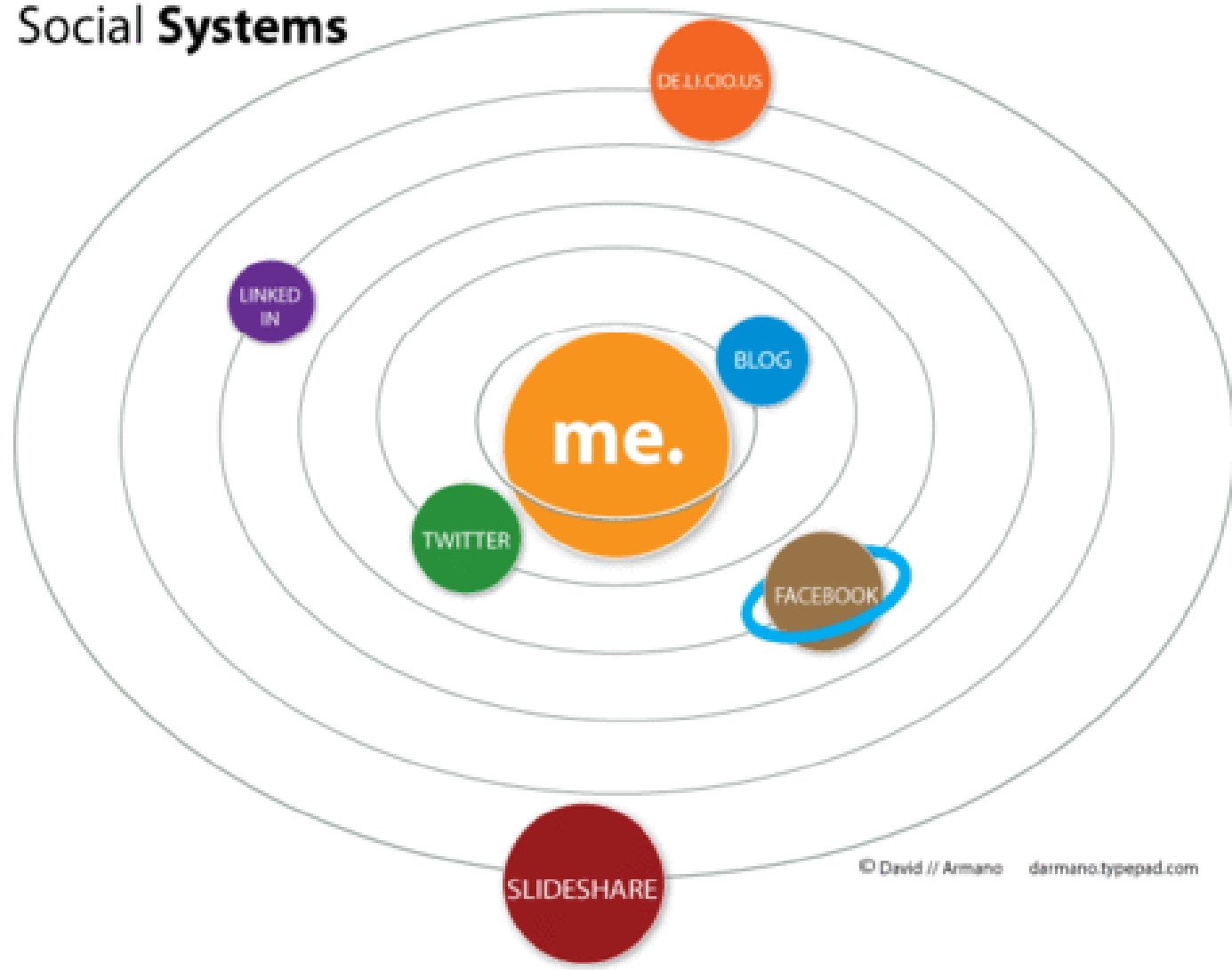


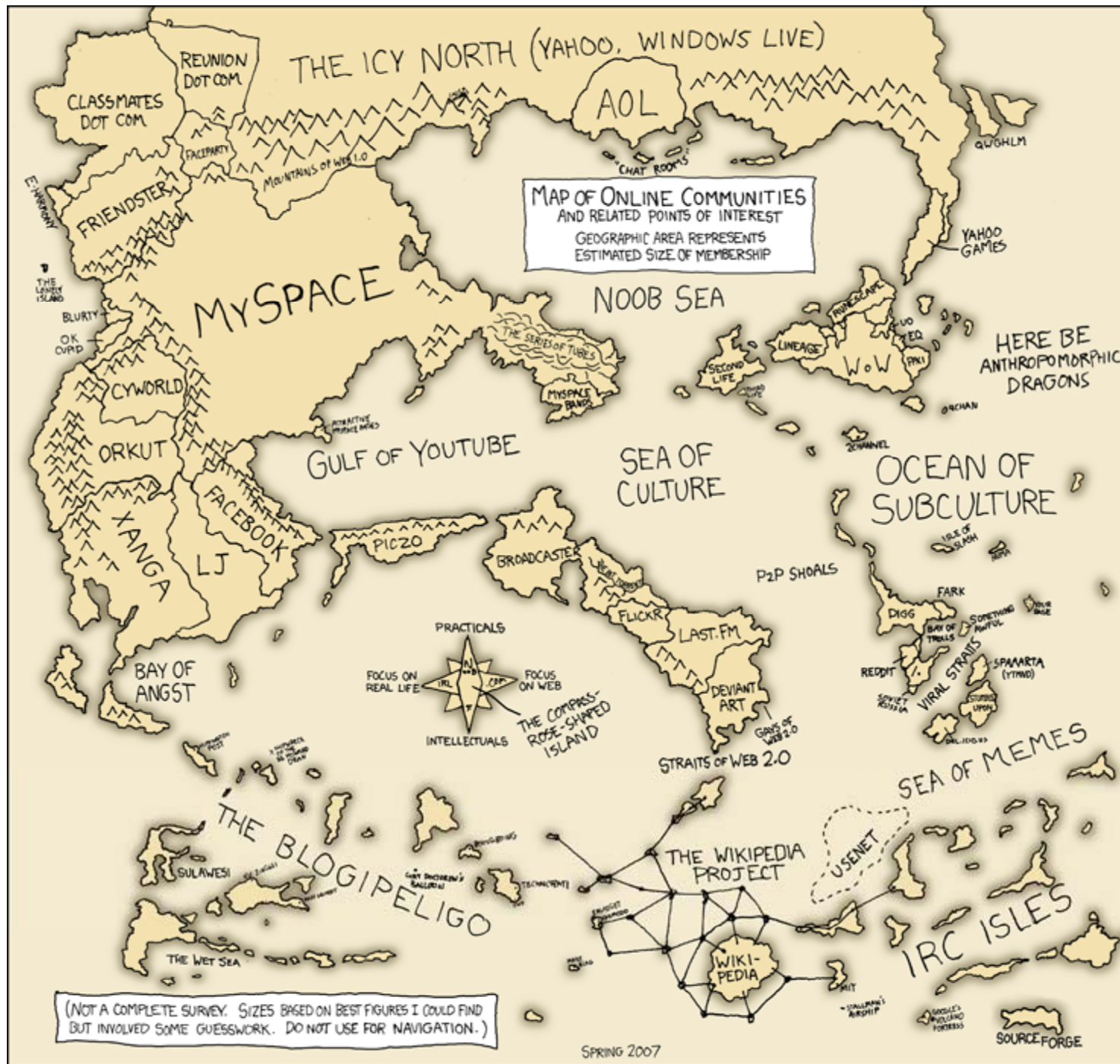
Traditional Libraries

Everywhere Libraries



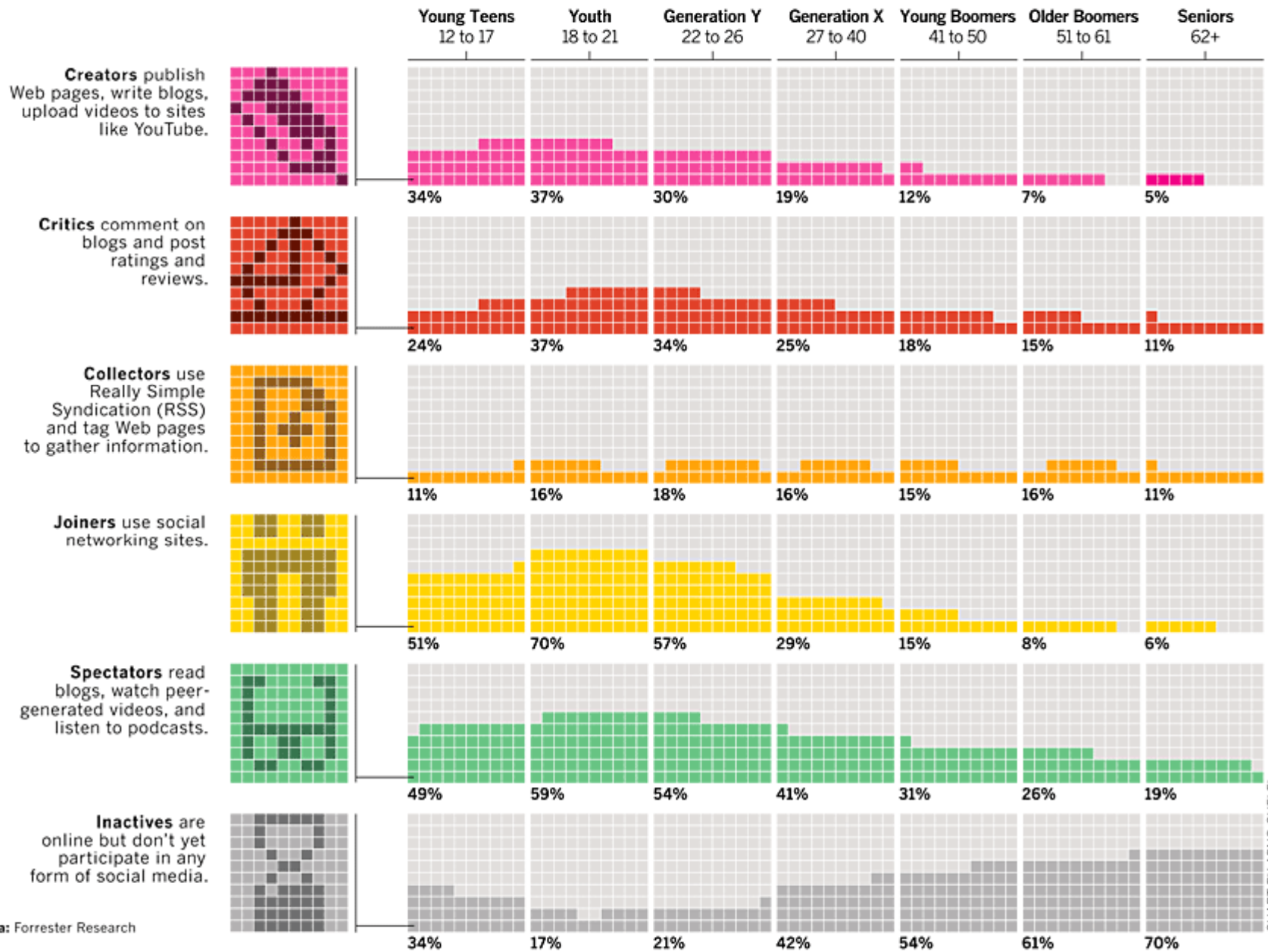
Social Systems





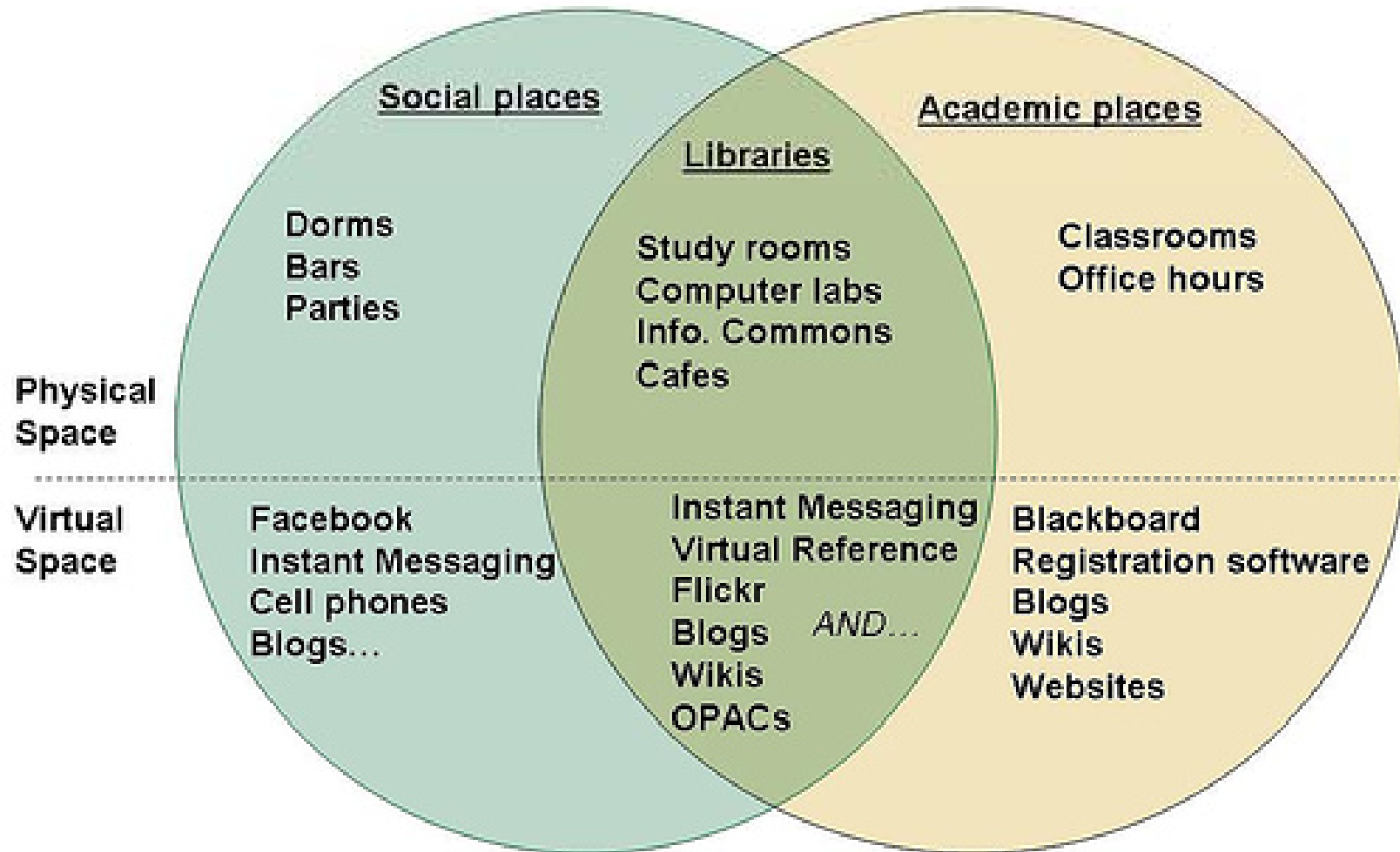
What people are doing

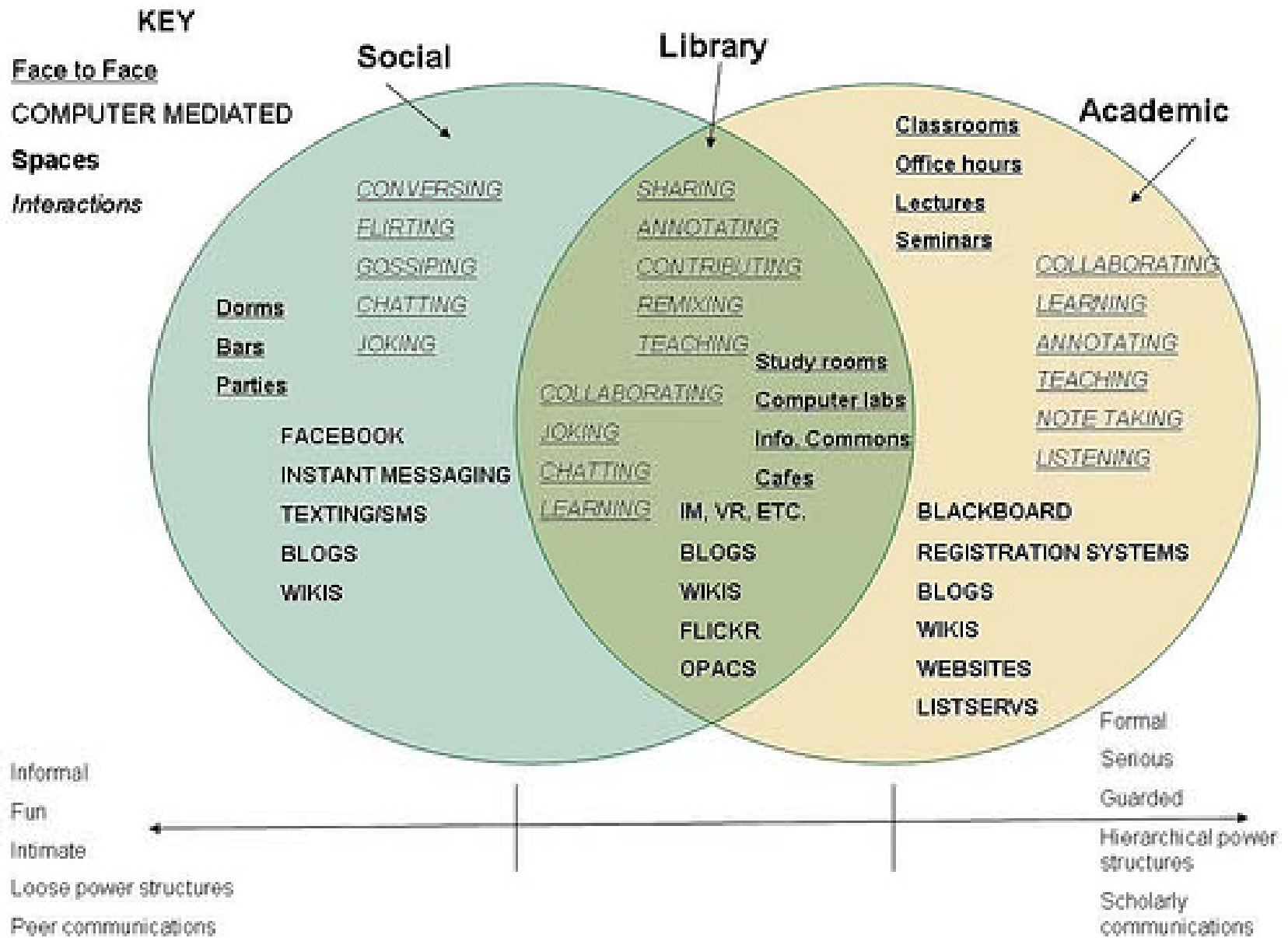
Who participates (U.S. online users)

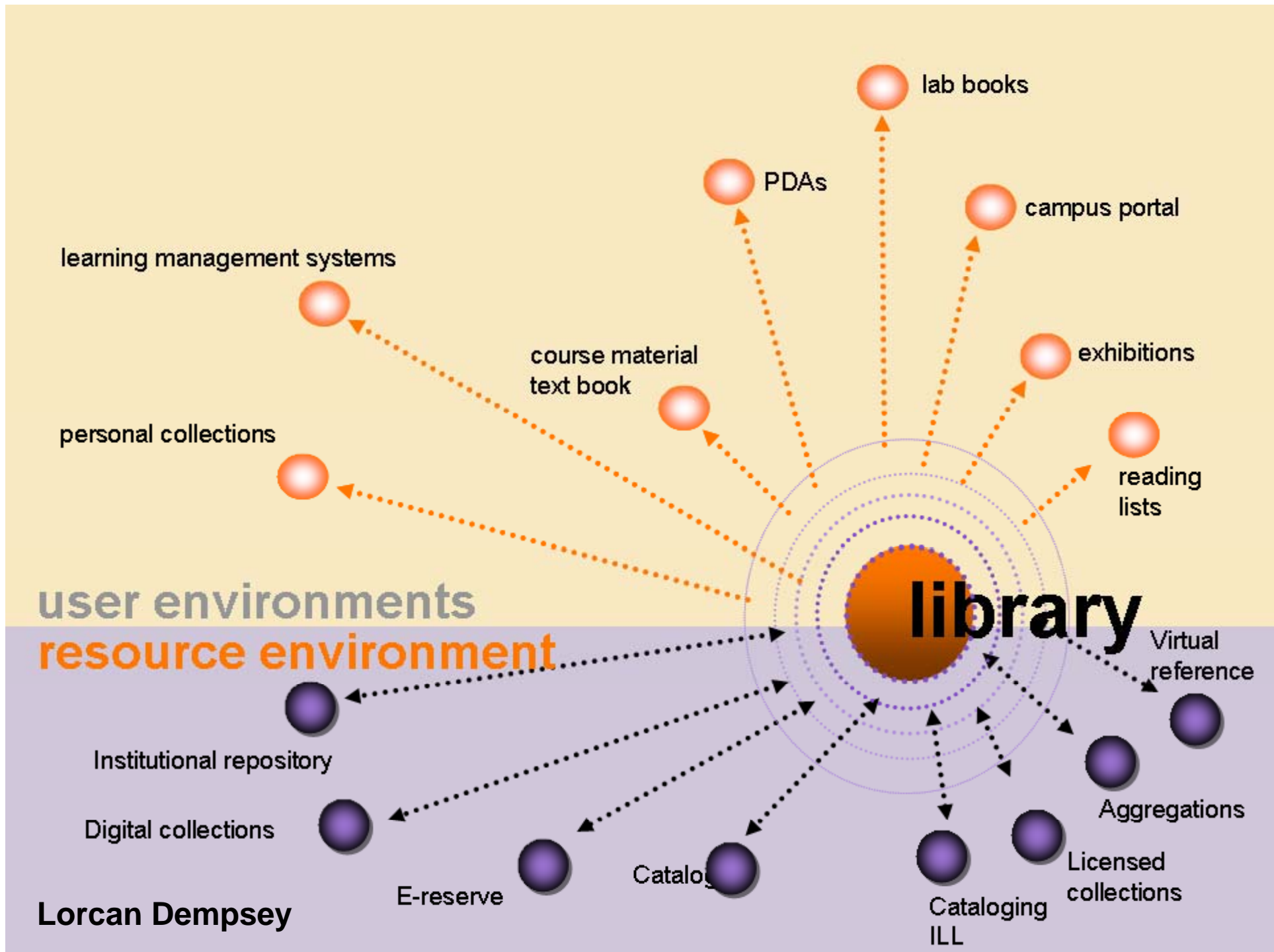


Data: Forrester Research

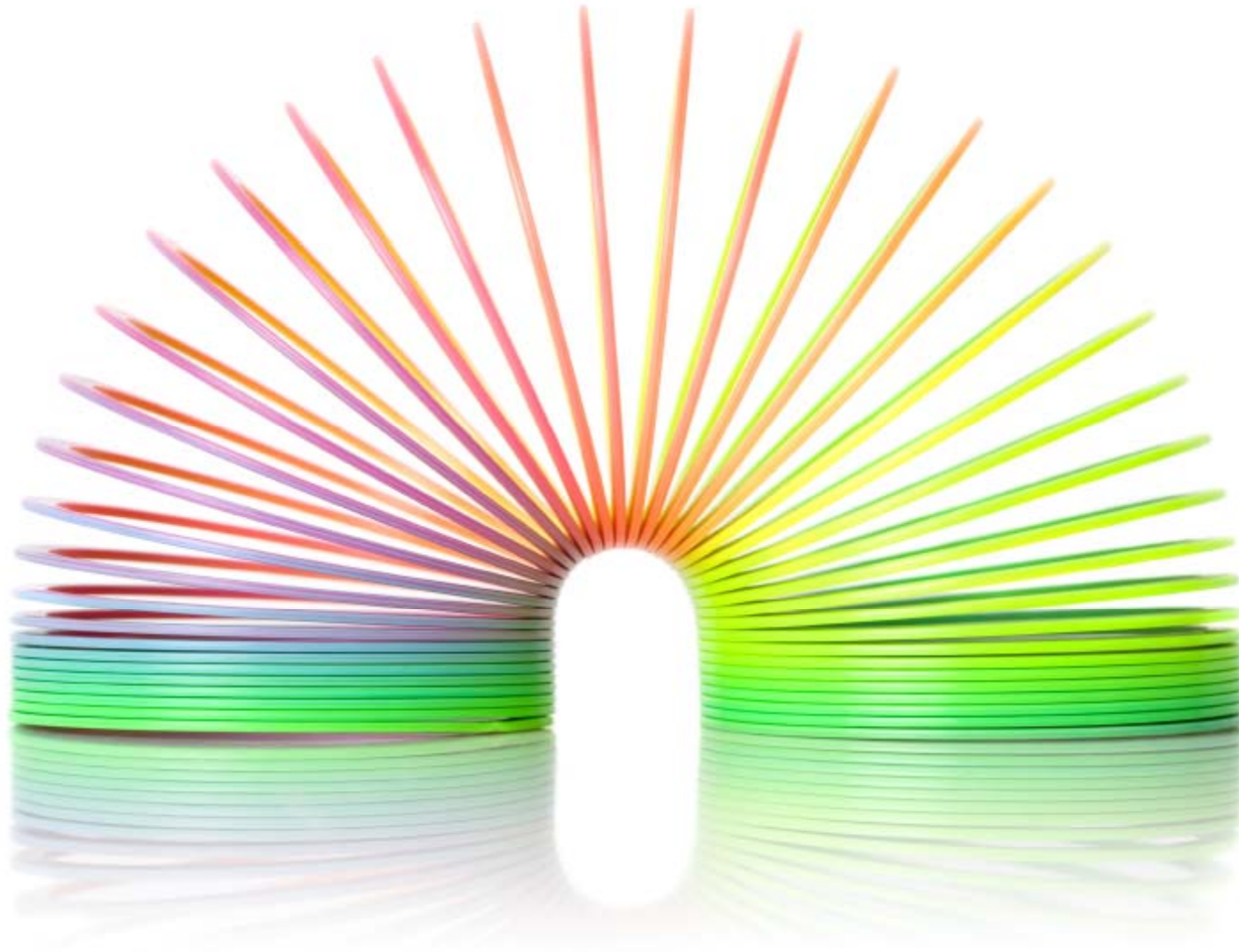
CHART BY ARNO GHELFI





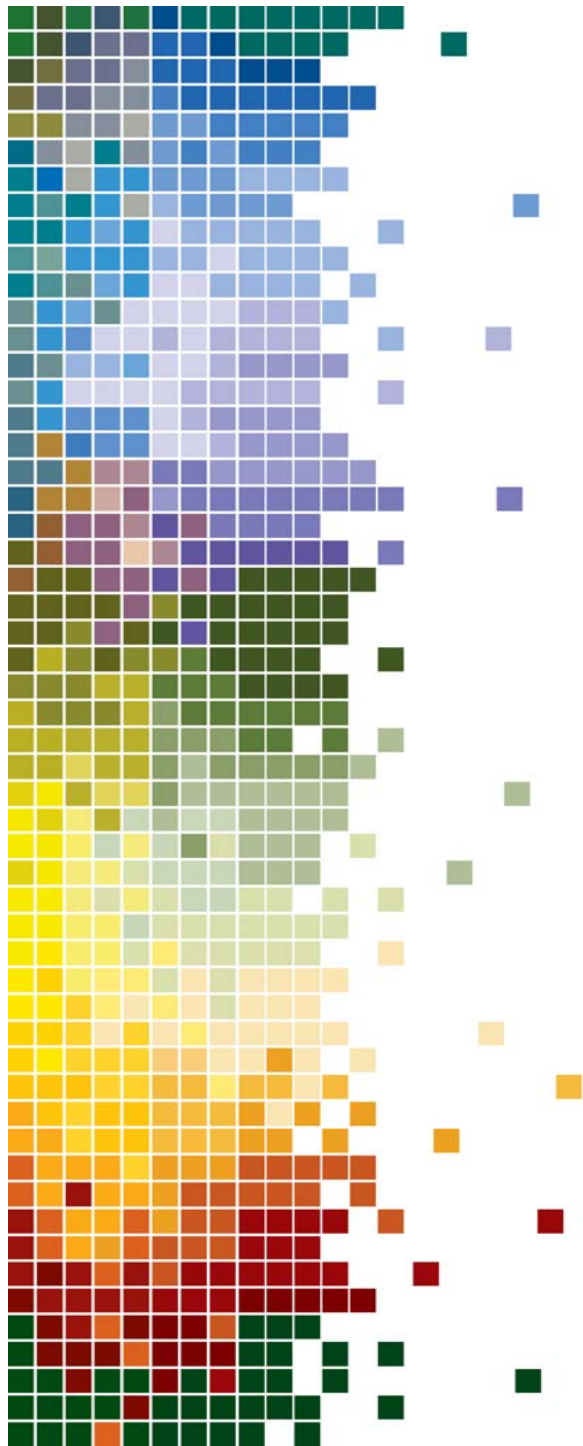


Being More Flexible



Being More Open to Risk





Being Open
to a Mosaic
of Solutions

Google™

facebook.

Your
Five
Year
Plan?

Who
Are
You
Targeting?



 Information 

Noun

 Inform 

Verb

 Informed 

Results and Impact

Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity



Be Important



EXPENDABILITY

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

Being Open to Standing Out



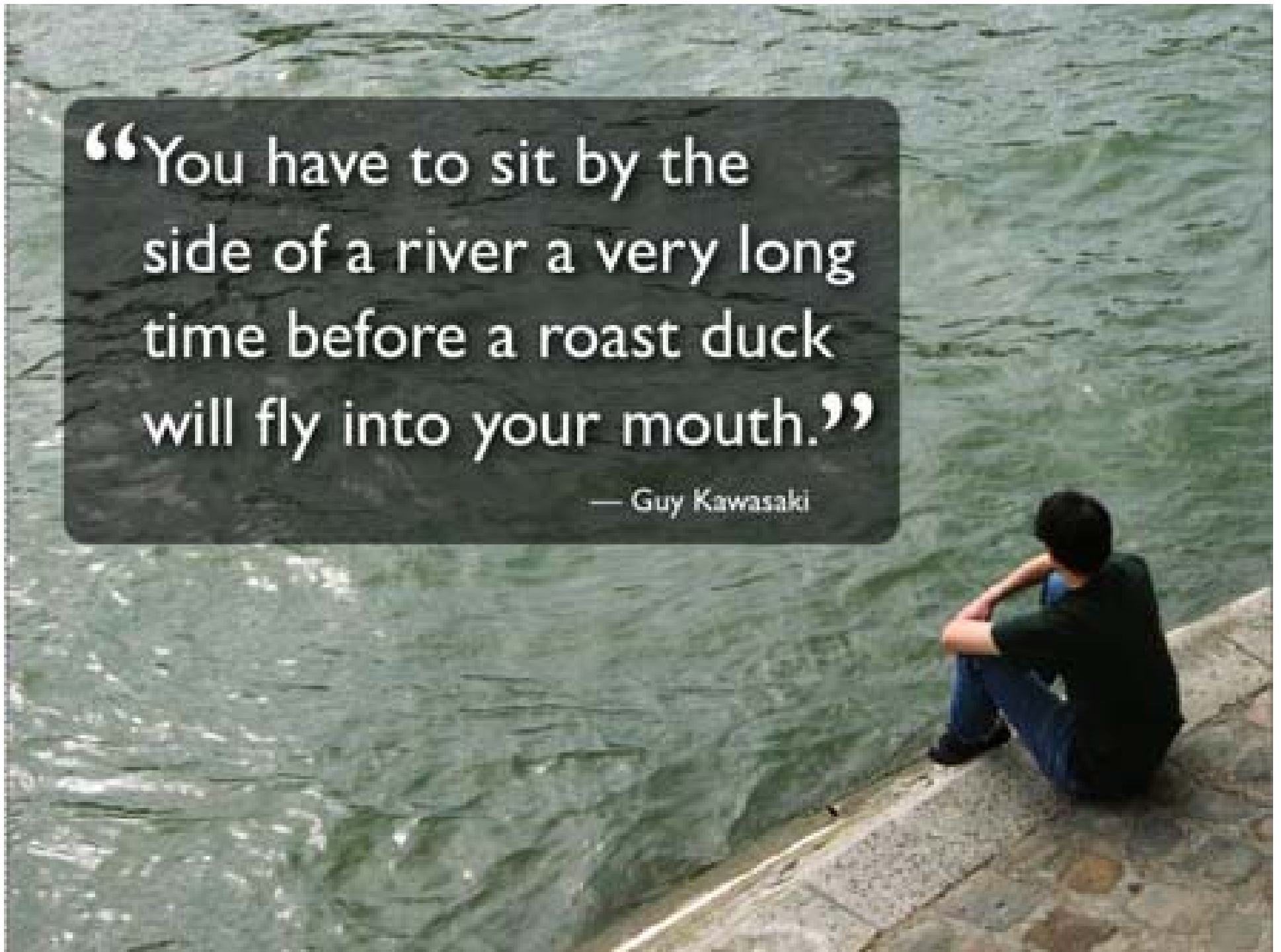


A Third Path



“You have to sit by the side of a river a very long time before a roast duck will fly into your mouth.”

— Guy Kawasaki



It is time to start talking about removing some of the sacred cows of ILL.





Sacred Cow #1

ILL can add value by giving personal service.



Happy Cow #1

Get out of the way!



Sacred Cow #2

Users mostly want articles, in fulltext and for free.



Happy Cow #2

Let the users decide.



Sacred Cow #3

We must track our net-lender and net-borrower status.



Happy Cow #3

SHARE!



Sacred Cow #4

We have some control over what happens, especially with students.



Happy Cow #4

Get over yourself.
You don't.



Sacred Cow #5

We own our metadata and catalogue records.



Happy Cow #5

Can you say cognitive
dissonance?.



Sacred Cow #6

We can build interoperability.



Happy Cow #6

Yes we can. But we need to give stuff up to make this stuff happen.



Sacred Cow #7

Digitization is expensive.



Happy Cow #7

Not always.



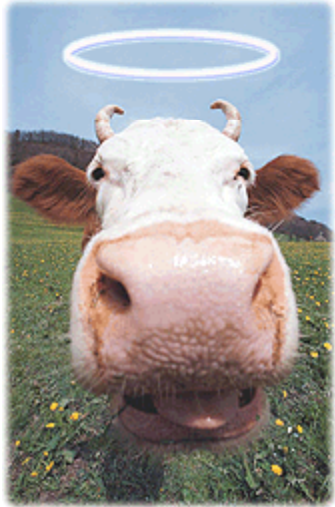
Sacred Cow #8

ILL is a separate operation from
reference, circulation, collection
development, technical services,...



Happy Cow #8

The powerful pay-offs are in the synergies.



Sacred Cow #9

The world of technology and software and the Internet will stabilize soon.



Happy Cow #9

You're dreaming.



Sacred Cow #10

Our suppliers are stable.

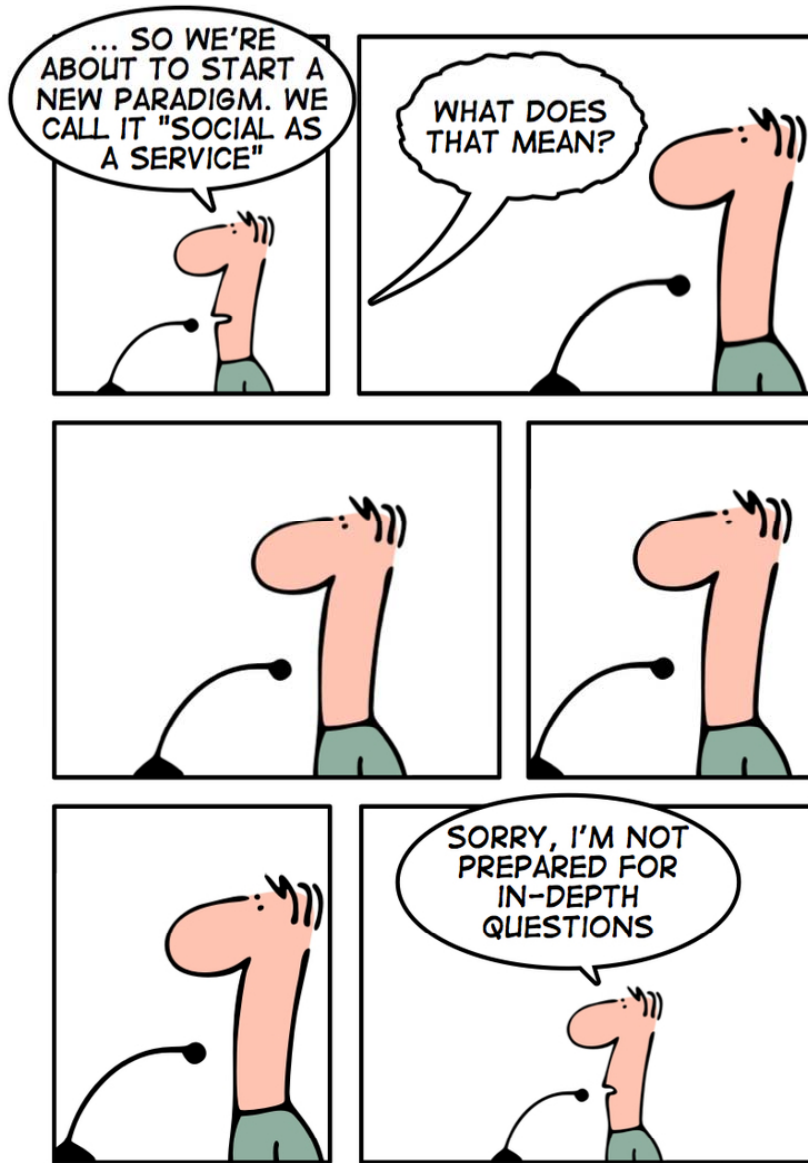


Happy Cow #10

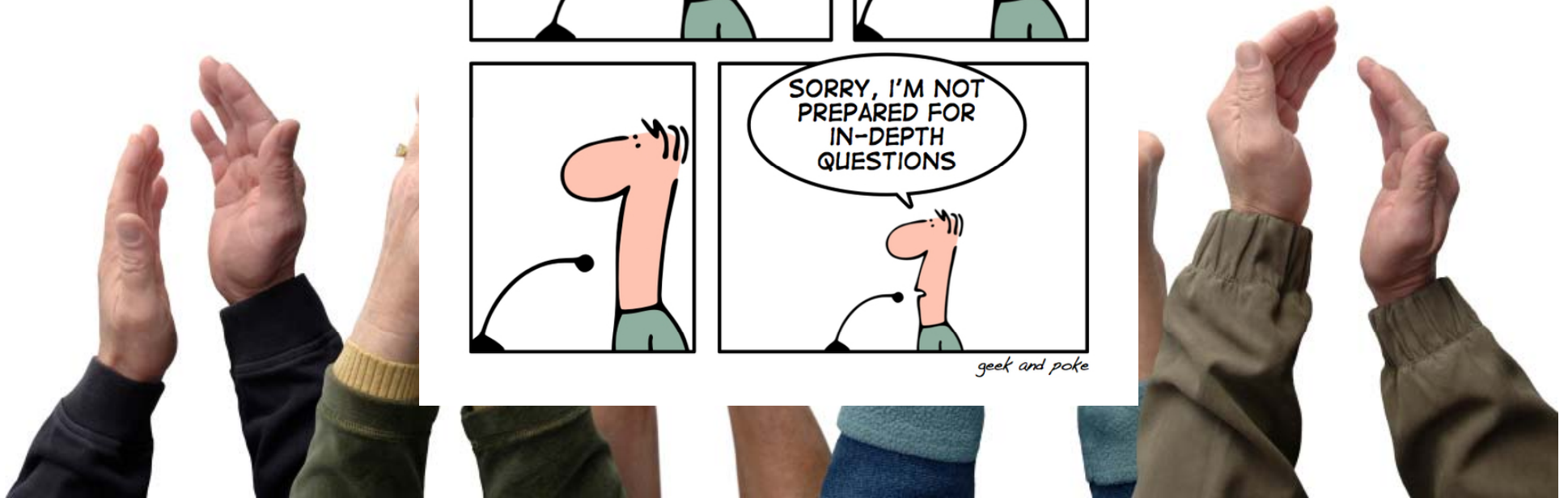
Sorry, nope.

We librarians must learn that when we study something to death, *Death was not our original goal.*





geek and poke





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

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