Top 10 Strategies for Library Success

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Out Front with Stephen Abram
A Guide for Information Leaders

Stephen Abram
Slides

• These PPT slides will be at:
• Stephen’s Lighthouse
• http://stephenslighthouse.sirsidynix.com
• Or give me a USB drive and I’ll give you a copy.
CHANGED PRIORITIES AHEAD
The Pattern Effect
Optical Illusions
Forests and Trees

"We get stuck here (implementation level)"

Tree 2.0
The Big Picture

But this is what matters most
(meta level)

The right forest
Top 10 Strategic Issues

1. Our Changing Users – Millennials, GenX, Boomers, Seniors
2. Preserving Our Culture – (non-US, aboriginal), Repositories, standards, access
3. ME! – personalization, personal devices, “I matter more than you!”
Top 10 Strategic Issues

4. Boundarylessness - Cross-disciplinary and inter-disciplinary research
5. Retreading Ourselves
6. Beyond Lists - Make me a picture, show me a visual, forget advanced search!
Top 10 Strategic Issues

7. eLearning – support or replace?
8. Reorganize – Consort, Teams, cross-functional, relationship management
9. Portlets – XML, portability, Unicode, J2EE, JSR168, mash-ups, etc.
10. Teaching Success and KM – the real role of information literacy
Do You Feel Poor?
Trends

- US National debt increases (affecting every economy)
- $4 gallon gas in US messes biggest consumer economy ($150 barrel)
- Google (Search, Ads, & Apps) Dominance?
- Global Change (China, India, EMEA)
- Generations turtle driving user behaviour changes
- Mergers (Reuters, Dow Jones, Gale, MS Yahoo!?, etc.) increase in Information sector
- Multi-type Consortia increase of necessity
- New standards (XML, JSR168, etc.) drive portalization and personalization of the web
- New social and local competitors emerge to Google, MS, Yahoo, Ask, etc.
Pew 2020 Predictions

• Very low cost, ubiquitous and fast global network
• Humans remain in charge of technology in the near term but automated “smart agents” will proliferate
• Virtual reality will be compelling enough to enhance worker productivity (Gartner predicts that by 2012 80% of Internet users will use an avatar.
• Technological addiction problems will arise
• Tech “refuseniks” will emerge as a cultural group
• Privacy will emerge as a more balanced issue
• English will be a universal language of global communications, but other languages will not be displaced.
2020 Prediction from Peter Kaufman

- Over the next **13 years** an iPod size device will hold:
  - 1 year’s worth of **video** (8,760 hours) by **2012** (5 years from now)
  - ALL the commercial **music** ever created by **2015** (8 years), and
  - ALL the **content** ever created (in all media) by **2020** (13 years).

- This will drive a new global phase of large informational hubs on the web and massive aggregations of content and services.
- What does this Internet and personal device hybrid world look like?
Why Libraries Need Strategic Focus

- Our real goals:
- Our community mission and vision
- Entertainment is not trivial
- Cultural preservation and use/re-use
- Learning, Scholarship, Recommendations
- Homework support & the Question economy
- Bridging the divide
- Decisions and action/policy
- Discovery, Creativity, Invention, Innovation
- A FUTURE orientation based on respecting the past.
First Strategic Issue

Our Changing Users – Millennials, GenX, Boomers, Seniors

The Social Web
<table>
<thead>
<tr>
<th>What people are doing</th>
<th>Who participates (U.S. online users)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Creators</strong> publish Web pages, write blogs, upload videos to sites like YouTube.</td>
<td>Young Teens  12 to 17  34%  Youth  18 to 21  37%  Generation Y  22 to 26  30%  Generation X  27 to 40  19%  Young Boomers  41 to 50  12%  Older Boomers  51 to 61  7%  Seniors  62+  5%</td>
</tr>
<tr>
<td><strong>Critics</strong> comment on blogs and post ratings and reviews.</td>
<td></td>
</tr>
<tr>
<td><strong>Collectors</strong> use Really Simple Syndication (RSS) and tag Web pages to gather information.</td>
<td>24%  Youth  18 to 21  37%  Generation Y  22 to 26  34%  Generation X  27 to 40  25%  Young Boomers  41 to 50  18%  Older Boomers  51 to 61  15%  Seniors  62+  11%</td>
</tr>
<tr>
<td><strong>Joiners</strong> use social networking sites.</td>
<td></td>
</tr>
<tr>
<td><strong>Spectators</strong> read blogs, watch peer-generated videos, and listen to podcasts.</td>
<td>51%  Youth  18 to 21  70%  Generation Y  22 to 26  57%  Generation X  27 to 40  29%  Young Boomers  41 to 50  18%  Older Boomers  51 to 61  8%  Seniors  62+  6%</td>
</tr>
<tr>
<td><strong>Inactives</strong> are online but don’t yet participate in any form of social media.</td>
<td></td>
</tr>
</tbody>
</table>

Data: Forrester Research
Reminder: 200,000-250,000 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.

A sustainable social network for life.
Alliance, Charlotte, San Jose SU Europe (2X) McMaster
Second Life Library eBooks

- 9 storey Library
- Law Library
- Consumer Health Library
- Medical Library
- Teen Library
- Public Library
- Engineering Library
- Science Fiction
- Mystery Island Castle
- ALA
- SLA members
- Education Islands
- Amphitheatre
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 platform 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.

Lisa 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 Imhot, 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
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.
Context is King, not Content.
# Millennial Characteristics

<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 and more 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
Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

1st Quarter - 2006
Conducted under the auspices of the Kent State University School of Library and Information Science and the Information Architecture/Knowledge Management Program (IAKM)

by

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May 2, 2006
Second Strategic Issue

Preserving Our Culture – (non-US, aboriginal), Repositories, standards, access
...is as important as this
Build in Format Agnosticity
Third Strategic Issue

*ME!* – personalization,
personal devices,
“*I matter more than you!*”
Simple Collaboration

90%+ of people from ages 15-25 have at least one IM account vs. only 5% of over 30’s
IM: Instant Messaging

- Thomas Ford Memorial Library – 50%!
- Pennsylvania State University IM pilots now 28 site campus-wide
- SirsiDynix Docutek VRLPlus K-12 experience in New Zealand
“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://en.wikipedia.org)
- Shared Bookmarks = ![del.icio.us](https://del.ico.us)
- Shared News = ![Technorati](https://technorati.com)
- Shared Videos = ![YouTube](https://www.youtube.com)
- Shared Everything = ![MySpace](https://www.myspace.com)
What is the Magic Sauce?

YouTube, Blogger, MySpace, Facebook, Bebo, Flickr, Wikipedia, etc.
Top 13 2.0 Apps for Librarians

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

All FREE
2.0 Influencers

1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog

Top 10 Most Influential web tools for the 2008 US elections

How many are we already using?

All FREE
A projector the size of a sugar cube
Everything’s getting smaller
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
Fourth Strategic Issue

Boundarylessness - Cross-disciplinary and interdisciplinary research
Change?
Focus?
Focus?
Magazine Content Goes Social

**Features of America's Top 50 Magazine Websites, 2007**

<table>
<thead>
<tr>
<th>Web Feature</th>
<th>Percent of Magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSS Feeds</td>
<td>64%</td>
</tr>
<tr>
<td>RSS for Different Sections</td>
<td>44%</td>
</tr>
<tr>
<td>RSS Ads</td>
<td>18%</td>
</tr>
<tr>
<td>Most Popular</td>
<td>34%</td>
</tr>
<tr>
<td>Mobile</td>
<td>26%</td>
</tr>
<tr>
<td>Video</td>
<td>48%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>42%</td>
</tr>
<tr>
<td>Message Boards</td>
<td>36%</td>
</tr>
<tr>
<td>Registration</td>
<td>4%</td>
</tr>
<tr>
<td>Bookmarking</td>
<td>20%</td>
</tr>
<tr>
<td>Article Comments</td>
<td>18%</td>
</tr>
<tr>
<td>Blogs</td>
<td>54%</td>
</tr>
<tr>
<td>Blog Roll</td>
<td>58%</td>
</tr>
<tr>
<td>Comments on Blogs</td>
<td>58%</td>
</tr>
</tbody>
</table>

*Source: 2007*
News Content Goes Social
Scholars’ Citations Go Social
Fifth Strategic Issue

Retreading Ourselves
2.0 is about play
Two Key Interventions
23 Things Learning 2.0

- Week 1: Introduction
- Week 2: Blogging
- Week 3: Photos & Images
- Week 4: RSS & Newsreaders
- Week 5: Play Week
- Week 6: Tagging, Folksonomies & Technorati
- Week 7: Wikis
- Week 8: Online Applications & Tools
- Week 9: Podcasts, Video & Downloadable audio
Learning 2.1

- Helen Blowers latest PLCMC innovation
- **Learning 2.1: Explore... Discover... Play!** is the continuation of Learning 2.0
- Requested by staff very often. It is an ongoing list of ‘things’ with guest bloggers rotating and taking the helm each month as Learning Guides.
- There is a public [Learning 2.1 Ning network](http://www.ning.com) as well as a Learning 2.1 Wiki.
- Check it out and feel free to join. [explorediscoverplay.blogspot.com](http://explorediscoverplay.blogspot.com) - mashing up 21st century skills with lifelong learning. :)


5 Weeks to a Social Library

- [http://www.sociallibraries.com/course/week1](http://www.sociallibraries.com/course/week1)

- Credit: Amanda Etches-Johnson, Meredith Farkas, et al and the entire 5 weeks team.
100+ Things

• "If you are up for a challenge and would like to learn something NEW every day? Keep an eye on this fascinating Blog by a Reference Librarian located in Guam!

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

• It's not too late to catch up...

• http://rameyerguam.blogspot.com/
Build a Petting Zoo

• Real devices: iPods, MP3 players, video, smart phones, texters, etc.
• Special PC’s: disability compliance, streaming media, IM groups, VR (both kinds)
• Gaming stations
• Virtual worlds PC’s
Two SDI Sessions

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

- **Learning 2.0: Make "play" your New Year's resolution**

- Jan 09, 2007

Two SDI Sessions

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

- **Hopping into Library 2.0: Experiencing Lifelong Learning**

- **Feb 05, 2007**

Resources

• PLCMC Learning 2.0 Blog
  • http://plcmcl2-about.blogspot.com/
• 43 Things I might want to do this year
  *Information Outlook* (Feb. 2006) by
  Stephen Abram
  • http://www.findarticles.com/p/articles/mi_m0FW
    E/is_2_10/ai_n16133338
• Yarra Plenty Online Learning
  • http://yarraplentyonlinelearning.blogspot.
    com/2006/09/learning-20-begins.html
Sixth Strategic Issue

Beyond Lists - Make me a picture, show me a visual, forget advanced search!
I love my customers
Seventh Strategic Issue

eLearning – support or replace?
Opportunities

- E-Learning
- SaaS or ASP – Hosted Solutions
- Information Commons, Learning Commons
- Meta-Learning metadata
- Community Integration
- CRM and partnerships
- Learning Object Repositories (SCORM)
Eighth Strategic Issue

Reorganize – Consort, Teams, cross-functional, relationship management
The Reference Transformation

- Reference Cowboys
- Virtual Operations and Branches
- Trans-generational mentoring
- Inter-generational support (tags, wikis, etc.)
Libraries core skill is not delivering *information*

Libraries improve the quality of the *question* and the *user experience*.

Libraries are about learning and building communities.
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

Ninth Strategic Issue

Portlets – XML, portability, Unicode, J2EE, JSR168, mash-ups, etc.
Intention Paths
You can make it too simple and that’s not good.
Understand JSR168, Portlets and RSS
Adopt API ’s, AJAX, Java J 2EE, widgets, gadgets, mashups, Oracle, etc.
We librarians must learn that when we study something to death, *Death was not our original goal.*
Suppose there are 250,000 books... Or 25,000,000 in less than 4 years? How does that compare to your libraries?

Articles and Chapters... 99¢ rentals...
Google States for free
Google Librarian
Google Educator Certification
Fool me once …
Evil?

Google Docs and Spreadsheets
Google Calendar
Google Base
Google Maps
Google Wallet / Cart
G-Mail
GTalk
Google Scholar
GooglePhone
iGoogle
Google ‘Presently’
Get on the Visual, OpenURL and Federated Search Wagon
40% Tag 7% Daily!
Visual Ideas

- Grokker
- Aquabrowser
- KartOO
- Folksonomies
- Etc.
Tenth Strategic Issue

Teaching ‘Success’ and Aligning with Knowledge Behaviours – the real role of information literacy.
Believing in our users.
We’re looking too close
The Landscape Today
The Emerging Landscape
• Rebuild the ILS
• Visual, Unicode and OPAC changes
• Portals and Portlets
• Federated Search & OpenURL
• Resource Sharing
• Rooms, SchoolRooms, etc.
“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
Change Week starts Monday!
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