5+ Top Strategies for Library Success

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Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
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.
The world is going to change with or without you...

Get ready.
CHANGED P Priorities Ahead
Forests and Trees

We get stuck here →
(implementation level)

Tree 2.0
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
The Big Picture

But this is what matters most
(meta level)

The right forest
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.
And You Feel Poor
The Post Office introduces the Card Callmaker. It remembers the numbers you need and dials them for you.
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 Facebook, 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.
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?
First Strategic Issue

Our Changing Users – Millennials, GenX, Boomers, Seniors
The Social Web
<table>
<thead>
<tr>
<th>Activity</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>Creators publish Web pages, write blogs, upload videos to sites like YouTube.</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 comment on blogs and post ratings and reviews.</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 use Really Simple Syndication (RSS) and tag Web pages to gather information.</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 use social networking sites.</td>
<td>51%</td>
<td>70%</td>
<td>57%</td>
<td>29%</td>
<td>18%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Spectators read blogs, watch peer-generated videos, and listen to podcasts.</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 are online but don’t yet participate in any form of social media.</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
Reminder:
200,000-250,000 A DAY!
A sustainable social network for life.

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

Over 80% of all college and University students In North America.
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!
80 hours/week
Reference
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 program, 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.

Lee Ball, 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 Hintt, 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.

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

See BOOK, Page 20
Context is King, not Content.
## Millennial Characteristics

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Millennial Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principled / Values</td>
<td>More Friends</td>
</tr>
<tr>
<td></td>
<td>More Diverse</td>
</tr>
<tr>
<td></td>
<td>Respect Intelligence</td>
</tr>
<tr>
<td>Optimistic / Positive</td>
<td>Internet Natives</td>
</tr>
<tr>
<td></td>
<td>More Choices</td>
</tr>
<tr>
<td></td>
<td>Format Agnostic</td>
</tr>
<tr>
<td>Balanced Lives</td>
<td>Adaptive / Flexible</td>
</tr>
<tr>
<td></td>
<td>Civic Minded</td>
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<tr>
<td></td>
<td>High Expectations</td>
</tr>
<tr>
<td>Collaborative</td>
<td>Nomadic</td>
</tr>
<tr>
<td></td>
<td>Gamers</td>
</tr>
<tr>
<td></td>
<td>Experiential</td>
</tr>
<tr>
<td>Independent</td>
<td>Confident</td>
</tr>
<tr>
<td></td>
<td>Direct</td>
</tr>
<tr>
<td></td>
<td>More Liberal and more</td>
</tr>
<tr>
<td></td>
<td>conservative</td>
</tr>
<tr>
<td>Multi-taskers</td>
<td>Inclusive</td>
</tr>
<tr>
<td>Healthy Lifestyle</td>
<td>Family Oriented</td>
</tr>
<tr>
<td></td>
<td>Patriotic</td>
</tr>
<tr>
<td></td>
<td>Entrepreneurial</td>
</tr>
<tr>
<td></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

In 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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Dr. David Bouchard, Associate Professor
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Dr. Anahid Dibaj, Associate Professor
School of Library and Information Science (SLIS)

Dr. Ming Zhang, Associate Professor
School of Library and Information Science (SLIS)

May 10, 2006
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.
Earth Science Room: The Amazing Sun

- CORONA - the sun's atmosphere
- CHROMOSPHERE
- PHOTOSPHERE - the light-producing layer
- CORE - where the nuclear fusion of helium and hydrogen takes place
- SUNSPOT - dark patch that makes cooler gases

Explore a new learning portal for the K-12 community

SchoolRooms™ by SirsiDynix is a new online portal that encourages K-12 students to explore, discover, and learn anywhere, anytime. Designed to meet students' needs and to be a tool for parents who play an integral role in helping their children continue learning outside the classroom.

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

Best of Web™ Results from high-quality, certified Web sites hand-picked by teachers and librarians. Search databases at the same time and find related articles. Learn more about BCW. Explore More.

News & Events
Catch up on the news about SchoolRooms. Check out the next place you can see SchoolRooms in action and find out more about how SchoolRooms can provide your students with an unparalleled learning experience. Discover More...

Case Study: Boston Public Library
Discover how Boston
Second Strategic Issue

Preserving Our Culture – (non-US, aboriginal), Repositories, standards, access
...is as important as this
Suppose there’re 250,000 books... Or 25,000,000 in less than 4 years?

How does that compare to your libraries?

Articles and Chapters ... 99¢ rentals...
Build in Format Agnosticism
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

Messenger
AOL Instant Messenger™
Yahoo! Messenger
icq
Meebo and Trillian
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 =
- Shared Knowledge =
- Shared Bookmarks =
- Shared News =
- Shared Videos =
- Shared Everything =
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
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

How many are we already using?

Top 10 Most Influential web tools for the 2008 US elections

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 inter-disciplinary research
Change?
Focus?
Focus?
Magazine Content Goes Social

Features of America's Top 50 Magazine Websites, 2007
News Content Goes Social

Online Features of America’s Top 100 Newspapers, 2007

<table>
<thead>
<tr>
<th>Features</th>
<th>Percent of Papers</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSS</td>
<td>97</td>
</tr>
<tr>
<td>RSS for different sections</td>
<td>97</td>
</tr>
<tr>
<td>RSS Includes Ads</td>
<td>96</td>
</tr>
<tr>
<td>Reporter Blogs</td>
<td>88</td>
</tr>
<tr>
<td>Reporter Blog Comments</td>
<td>21</td>
</tr>
<tr>
<td>Biog sls</td>
<td>51</td>
</tr>
<tr>
<td>Most Popular Comments on Articles</td>
<td>33</td>
</tr>
<tr>
<td>Tags</td>
<td>29</td>
</tr>
<tr>
<td>Registration</td>
<td>44</td>
</tr>
<tr>
<td>Bookmarking</td>
<td>53</td>
</tr>
<tr>
<td>User Generated Content</td>
<td>5</td>
</tr>
<tr>
<td>User Profiles</td>
<td>49</td>
</tr>
</tbody>
</table>
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 as well as a Learning 2.1 Wiki.
- Check it out and feel free to join. [explorediscoverplay.blogspot.com - mashing up 21st century skills with lifelong learning. ](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.
180+ 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
Play
Sixth Strategic Issue

Beyond Lists - Make me a picture, show me a visual, forget advanced search!
I ♥ 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.)
# LIBRARY 2.0 MATRIX

<table>
<thead>
<tr>
<th>Resource Environment</th>
<th>Web 2.0 as Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library catalogue</td>
<td>E-learning 2.0 environment</td>
</tr>
<tr>
<td></td>
<td>- LMS, ELGG, LAMS etc.</td>
</tr>
<tr>
<td>Web 2.0 platform 24/7</td>
<td>Social Networks</td>
</tr>
<tr>
<td>- adaptable user interface</td>
<td>- MySpace/Facebook</td>
</tr>
<tr>
<td>Information services</td>
<td>- Blogs &amp; Wikis</td>
</tr>
<tr>
<td>- Online, Virtual Learning spaces</td>
<td>- Read/Write web functionality</td>
</tr>
<tr>
<td>Blended digital Web Collections</td>
<td>- Social Bookmarking</td>
</tr>
<tr>
<td>Blended digital repository</td>
<td>- Images &amp; multimedia sharing</td>
</tr>
<tr>
<td>Digital access for personal organisation</td>
<td>- Podcasting &amp; vodcasting</td>
</tr>
<tr>
<td>- E-reserve</td>
<td>Folksonomy</td>
</tr>
<tr>
<td>- Borrower loan access</td>
<td>- Tagging for personalisation</td>
</tr>
<tr>
<td>Digital access for licensed collections</td>
<td>Searching</td>
</tr>
<tr>
<td>- e-books, videos &amp; multimedia, images, learning objects, etc</td>
<td>- Browser and desktop API</td>
</tr>
<tr>
<td>- specialist online databases</td>
<td>- Blogs &amp; social networks</td>
</tr>
<tr>
<td>Federated searching</td>
<td>- Visual &amp; metasearch engines</td>
</tr>
<tr>
<td>- Z39.50</td>
<td>Mobile computing</td>
</tr>
<tr>
<td>Taxonomy</td>
<td>RSS feeds and Mashups</td>
</tr>
<tr>
<td>- supported by global metadata standards</td>
<td></td>
</tr>
</tbody>
</table>

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 J2EE, widgets, gadgets, mashups, Oracle, etc.
We librarians must learn that when we study something to death, *Death was not our original goal*. Just do it!
Get on the Visual, OpenURL and Federated Search Wagon
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

[Image: A landscape diagram illustrating internet traffic with labels such as Yahoo, Microsoft, Google, MySpace, YouTube, and Facebook. The diagram also includes a note: "The Foothills have risen."]
The Emerging Landscape
“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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