Top 7 Strategies for Library Success

May 14, 2008
NHEMA

Stephen Abram
President 2008, SLA

Vice President, Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
Going Green Slides

• These PPT slides will be at my blog:

• **Stephen’s Lighthouse**

  • [http://stephenslighthouse.sirsidynix.com](http://stephenslighthouse.sirsidynix.com)

• Or give me a USB drive and I’ll give you a copy.
We librarians must learn that when we study something to death, *Death was not* our original goal.
People Have Seasons
What is their future?

- Unlimited electronic content
- Mobile
- Social connectivity
- Authenticity gap
- Presence ubiquity
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
- Infinite fulltext books
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging
- Device proliferation (Kindle, iPhones, etc.)
- What’s old? Banning social spaces and attacks on research, rights, intellectual freedom, access, copyright balance, privacy, DRM, patents, trademarks, voice, etc.
METABOLISM
The slower it gets, the faster it catches up with you.
Studying the Future

- What are these folks like? Are they different than us?
- What world will they experience and what skills do they need?
What are your goals?

- What are their goals?
Building blocks

- Information
- Communication
- Media
- Social
- Numeracy
- Visual
- Literacies
CHANGED PRIORITIES AHEAD
What does Sustainability Mean?
What Does Boundarylessness mean?
The world is going to change with or without you...

Get ready
Let’s Look At the Supposed Limits to the Future
Happily, There Are None.
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 Techno-Lust
- Emerging new legal frameworks
• When something needs to change...

• Do it.

• Take responsibility
Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity
Be More Open to New Paths
Be More Open to the Users’ Paths
Top 7 Strategic Issues

1. Our Changing Learners – Millennials, GenX, Boomers, Seniors
2. ME! – personalization, personal devices, “I matter more than you!”
3. Boundarylessness - Cross-disciplinary and inter-disciplinary research
Top 10 Strategic Issues

5. Beyond Lists - Make me a picture, show me a visual, forget advanced search!

6. The Emergent Social Web

7. eLearning

8. 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 AOL Yahoo!?, etc.) increase in Information sector
- CBS, CNN, Couric, etc.
- Multi-type Consortia increase of necessity
- New social and local competitors emerge to Google, MS, Yahoo, Ask, etc.
Diversity of Voice

- Newspapers - ownership
- Media - ownership
- Web - neutrality
- Search Engines – 2!
- SEO, Ads,
- Expression and anonymity
- Censorship
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
• Creating the ‘right’ next generation
• 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 Learners – Millennials, GenX, Boomers, Seniors
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>
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<tr>
<td>Collaborative</td>
<td>Nomadic</td>
<td>Gamers</td>
<td>Experiential</td>
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<tr>
<td>Independent</td>
<td>Confident</td>
<td>Direct</td>
<td>More Liberal and more conservative</td>
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<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>
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</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

Dr. Jacek Holuba, Associate Professor
School of Library and Information Science (SLIS)

Dr. Ching-Chen, Associate Professor
Information Architecture/Knowledge Management Program (IAKM)

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

Dr. Ahmad Naficy, Associate Professor
School of Library and Information Science (SLIS)

Dr. Weiping Yang, Associate Professor
School of Library and Information Science (SLIS)

July 11, 2006
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 SirsDynix 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.

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.

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

ME! – personalization, personal devices, “I matter more than you!”
...is as important as this
Information

Noun

Inform

Verb

Informed

Results and Impact
Social Systems

- Delicious
- LinkedIn
- Twitter
- Blog
- Facebook
- Slideshare

© David Armano darmano.typepad.com
Articles and Chapters … 99¢ rentals…

Suppose there are 250,000 books … Or 25,000,000 in less than 4 years? How does that compare to your libraries?
Will Reading Matter?
Build in Format Agnosticity
Who Are You Targeting?
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
• Shared Knowledge = Wikipedia
• Shared Bookmarks = del.icio.us
• Shared News = Technorati
• Shared Videos = YouTube
• Shared Everything = 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?
A projector the size of a sugar cube
Everything’s getting smaller
Pay Attention to Mobile
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
Third Strategic Issue

Boundarylessness - Cross-disciplinary and inter-disciplinary research
Magazine Content Goes Social
News Content Goes Social

Online Features of America’s Top 100 Newspapers, 2007

Features

RSS
RSS for different sections
RSS Invoices Ads
Reporter Blogs
Reporter Blog Comments
Biographies
Most Popular Comments on Articles
Tags
Registration
Bookmarking
User Generated Content
Social Networking
User Profiles
Mobile Content
Video
Podcasts

Percent of Papers

0 20 40 60 80 100

97 97 96 88 51 33 44 53 49 92
Scholars’ Citations Go Social
Fourth Strategic Issue

The Emergent Social Web
MAP OF ONLINE COMMUNITIES
AND RELATED POINTS OF INTEREST

- THE Icy NORTH (YAHOO, WINDOWS LIVE)
- AOL
- NOOB SEA
- OCEAN OF SUBCULTURE
- SEA OF MEMES
- SEA OF CULTURE
- BAY OF ANGST
- THE BLOG/PELIGRO

(Not a complete survey. Sizes based on best figures I could find, but involved some guesswork. Do not use for navigation.)

Spring 2007
<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>
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<tr>
<td>Creatives publish</td>
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<td>Web pages, write blogs,</td>
<td>34%</td>
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<td>30%</td>
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<td>upload videos to sites</td>
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<td>Critics comment on</td>
<td>24%</td>
<td>37%</td>
<td>34%</td>
<td>25%</td>
<td>18%</td>
<td>15%</td>
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<td>blogs and post ratings</td>
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<td>Really Simple Syndication (RSS)</td>
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<td>Joiners use social</td>
<td>51%</td>
<td>70%</td>
<td>57%</td>
<td>29%</td>
<td>15%</td>
<td>8%</td>
<td>6%</td>
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<td>networking sites.</td>
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<td>Spectators read</td>
<td>49%</td>
<td>59%</td>
<td>54%</td>
<td>41%</td>
<td>31%</td>
<td>26%</td>
<td>19%</td>
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<td>blogs, watch peer-generated videos, and</td>
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<td>Inactives are online</td>
<td>34%</td>
<td>17%</td>
<td>21%</td>
<td>42%</td>
<td>54%</td>
<td>61%</td>
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<td>but don’t yet</td>
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<td>form of social media.</td>
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Data: Forrester Research
Reminder:
300,000 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.
Library 2.0

This network is for Library 2.0 Stuff

Welcome to Library 2.0. Once you join, please introduce yourself by going to the introductions topic in the forum or clicking on the link.

Library 2.0

Welcome to this chat. Please enter your nickname to continue.

Library 2.0, in Stockholm
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 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.

Lori 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 concluded, saying, “The response has been enthusiastic. People are volunteering and doing a

See BOOK, Page 20
Social Graph Platform Wars

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

Facebook
("Rebel Alliance"?)

MySpace
("Clone Army"?)

YouTube?

Gmail?

iGoogle

Bebo

RockYou

LinkedIn

Hi5

Friendster

Flixster

Slide4

iLike

Photobucket

Gigya

ClearSpring

Widgetbox

FB apps

SocialMedia

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

☆ = announced Platform / API
☆☆ = unannounced Platform / API
The diagram illustrates the key differences between face-to-face and computer-mediated social spaces and library spaces, highlighting overlapping activities and technologies.

**KEY**
- Face to Face
- Computer Mediated
- Spaces
- Interactions

**Social**
- Conversing
- Flirting
- Gossiping
- Chatting
- Joking

**Library**
- Sharing
- Annotating
- Contributing
- Remixing
- Teaching

**Academic**
- Classrooms
- Office hours
- Lectures
- Seminars

**Spaces**
- Dorms
- Bars
- Parties

**Technologies**
- Facebook
- Instant Messaging
- Texting/SMS
- Blogs
- Wikis

**Activities**
- Collaborating
- Chatting
- Learning

**Study rooms**
- Computer labs
- Info. Commons
- Cafes

**Blackboard**
- Registration systems
- Blogs
- Wikis
- Websites
- LISTSERVs

**Informal**
- Fun
- Intimate
- Loose power structures
- Peer communications

**Formal**
- Serious
- Guarded
- Hierarchical power structures
- Scholarly communications
## LIBRARY 2.0 MATRIX

### Resource Environment
- **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
- **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**

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The Sharing Economy
Being More Open to Comment
Being More Open to Criticism and Feedback
Being More Open to Recommendations
Get on the Visual, OpenURL and Federated Search Wagon
Faceted Search

Languages: 中文 | català | français (Canada) | English (United States) | français (France) | español | 中文 (中国) | 中文 (台灣) | English (UK) | Deutsch |
Recipe yearbook.
Recipe yearbook (Los Angeles, Calif.) Bon appétit.

500 five ingredient recipes / [editor, Jan Miller].
c2002.

Our best quick & easy recipes / compiled by Jean Wickstrom Liles ; edited by Lisa Hooper Talley.
c1996.

Taste of home's simple & delicious : quick, easy recipes, everyday ingredients.
Taste of home.
c2000.
Visual Ideas

- SirsiDynix Enterprise (faceted search)
- Grokker
- Aquabrowser
- KartOO
- Folksonomies
- Etc.
Fifth Strategic Issue

eLearning
Sixth Strategic Issue

Teaching ‘Success’ and Aligning with Knowledge Behaviours – the real role of information literacy.
Believing in our users.
Bonus Strategic Issue

Retreading Ourselves
2.0 is about *play*
Two Key Interventions
Your Career Has Seasons
Being More Open to Change
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](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
Build a Sandbox
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**

- **http://sirsidynixinstitute.com/**
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_m0FWE/is_2_10/ai_n16133338
- Yarra Plenty Online Learning
Being More Open
Experimentation, Pilots and Innovation
Being More Flexible
Being More Open to Risk
Being Open to a Mosaic of Solutions
Being Open to Ambiguity
Be More Open to Technology and Unintended Consequences
Being Comfortable with Speed
Being Open to New Ideas
Letting Go of Control
Remove the Borders Inside Libraries

Be the Change We Want to See
Remove the Borders In the Library Community

Be the Change We Want to See.
Remove the Borders Between Libraries and Users

Be the Change We Want to See.
Be The Change We Want to See

Remove the Borders Between Libraries and Influencers
Be Inspirational
Be Important

EXPENDABILITY

Kirk, Spock, McCoy, and Ensign Ricky are beaming down to the planet. Guess who's not coming back.
Know What Makes Us Different
Find Our Voice and Using It
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
Honest to G*d – Let’s Encourage Fun
“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
I've got my tinfoil hat on
Every Day in every way
libraries are throwing pebbles
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