



Top 10 Strategies for Library Success

April 25, 2008

Norweld – Bowling Green Ohio

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.



Who are you?

- Public Libraries
- Systems & Technical Services
- Management & Administration
- Reference and Research
- Programs
- Frontline Service Pros
- Children's & Teens
- Support Pros




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



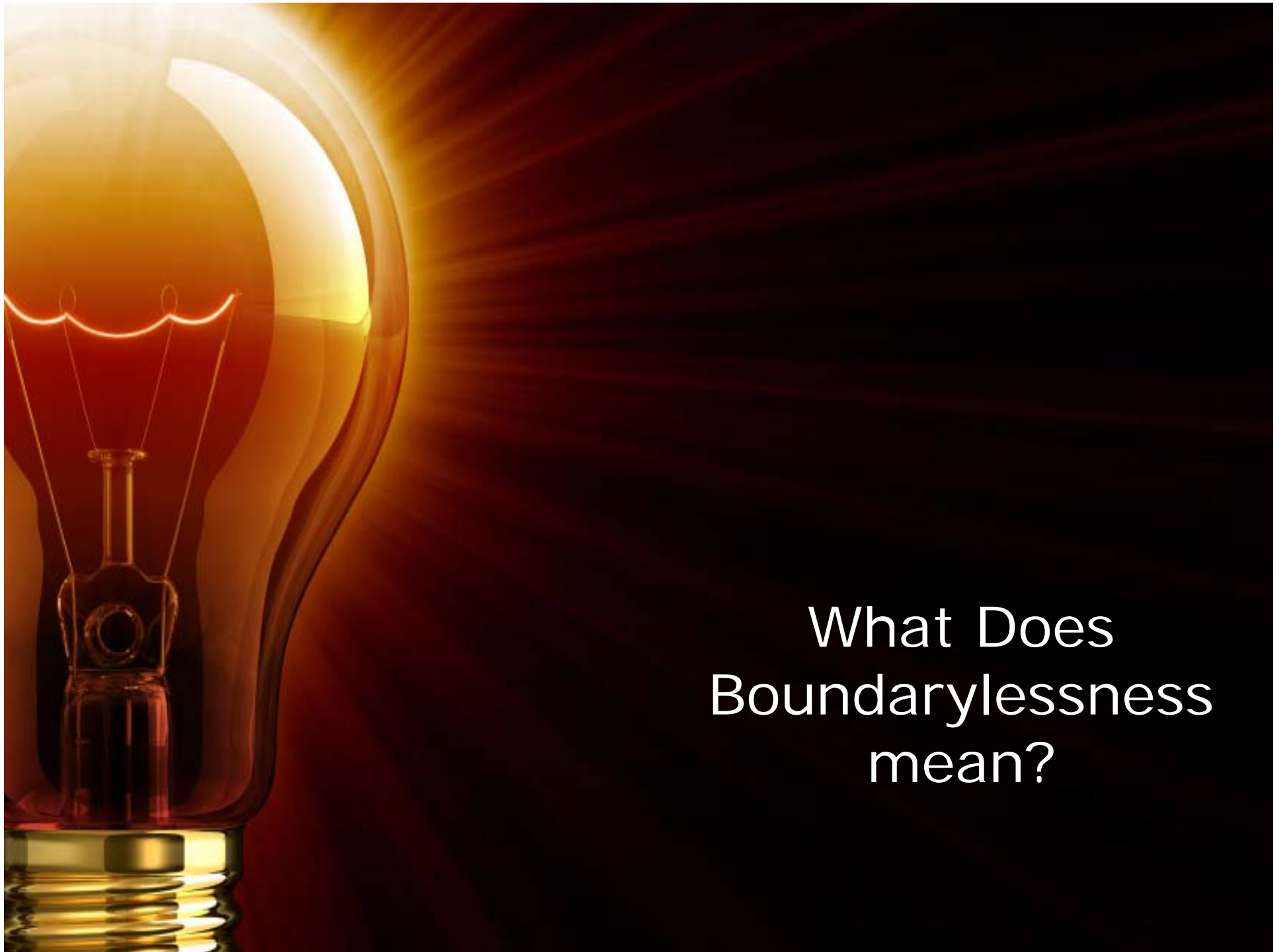
What Commitment Does It Take to Plan?





A golden key with a decorative head resting on a torn piece of paper with the words 'FUTURE' and 'REF' visible.

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



[Amazon](#)
[Chapters/Indigo](#)
[Barnes & Noble](#)
BN [BookBrowser](#)
[Borders](#)
[Suggestica](#)
[Inside a Dog \(teens\)](#)
[MySpace Books](#)
[Books We Like](#)
OCLC's [FictionFinder](#)
[All Consuming](#)
[LibraryThing](#)
[Next Favorite](#)
[StoryCode](#)
[Rating Zone](#)
[Hypatia and AlexLit](#)
[WhichBook.net](#)
[AllReaders.com](#)
[Reader's Robot](#)
[gnooks](#)



MySpace Books



The Pattern Effect





Optical Illusions





Top 10 Strategic Issues

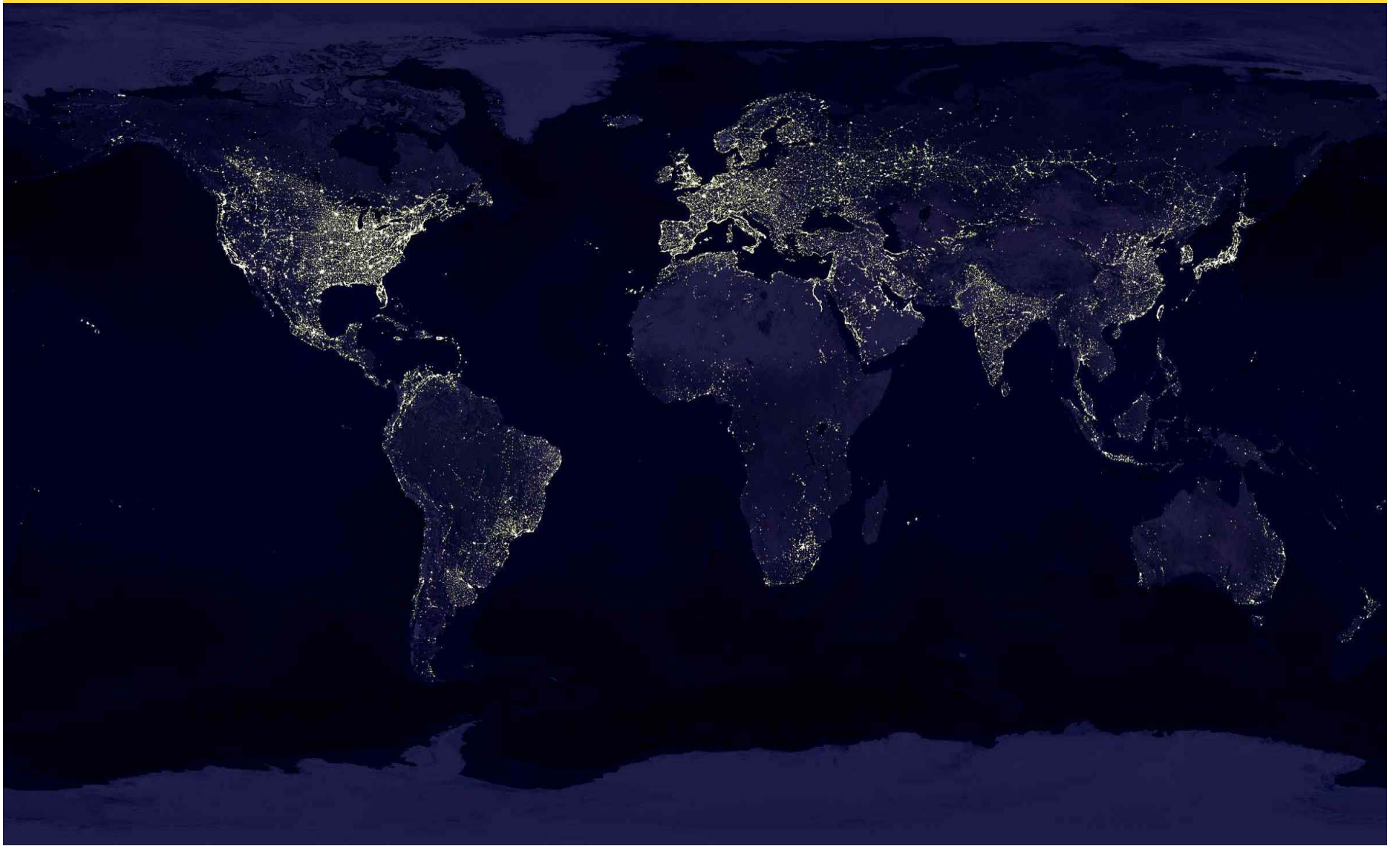
1. Our Changing Users – Millennials, GenX, Boomers, Seniors
2. Preserving Our Culture – (non-US, aboriginal), Repositories, standards, access
3. ME! – personalization, personal devices, “I matter more than you!”

Top 10 Strategic Issues

4. Boundarylessness - Cross-disciplinary and inter-disciplinary research
5. Retreading and Replacing 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 AOL Yahoo!?, etc.) increase in Information sector
- CBS, CNN, Couric, etc. The News debacle
- 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?



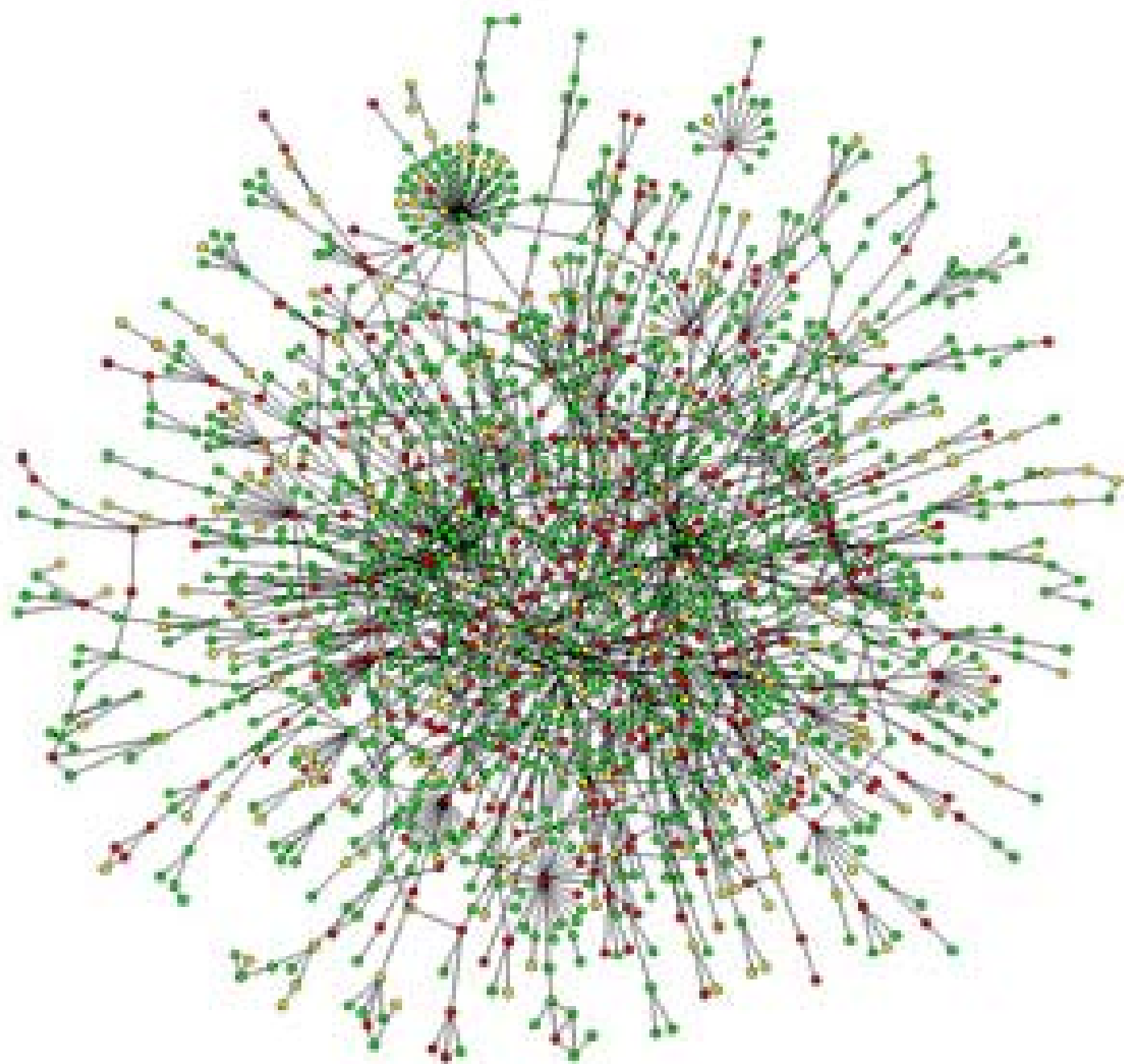
Why Libraries Need Strategic Focus

- Our *real* goals:
- Our community mission and vision
- 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

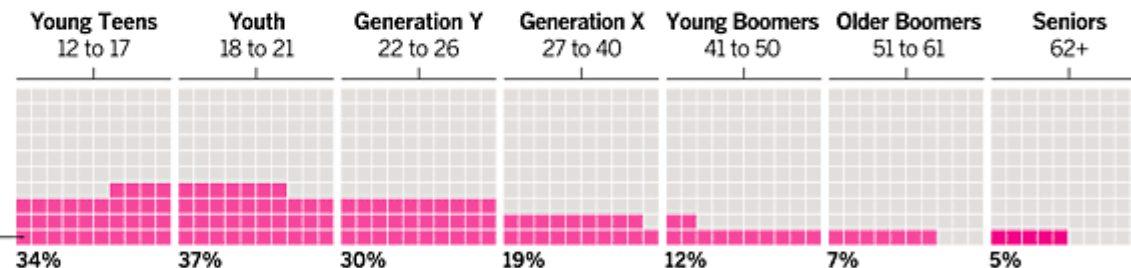
The Social Web



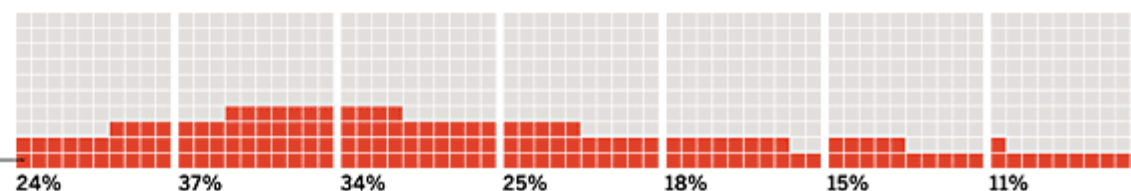
What people are doing

Who participates (U.S. online users)

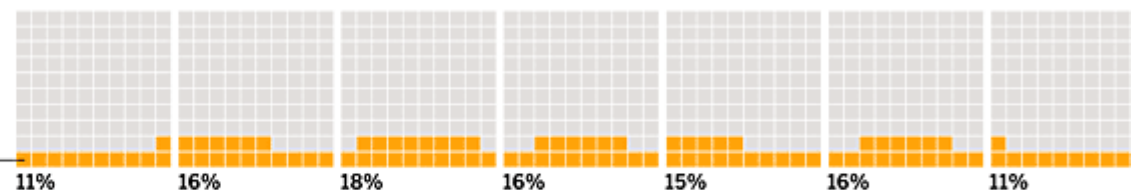
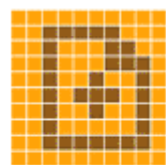
Creators publish Web pages, write blogs, upload videos to sites like YouTube.



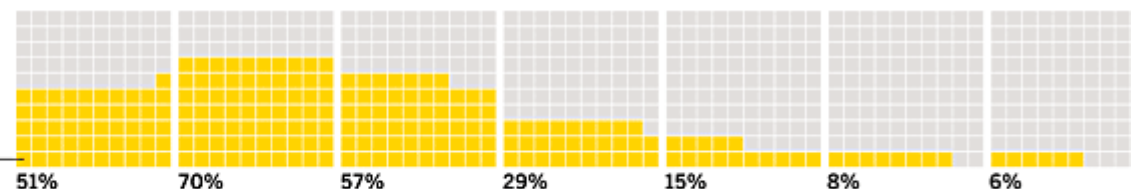
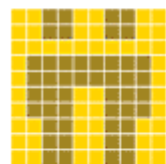
Critics comment on blogs and post ratings and reviews.



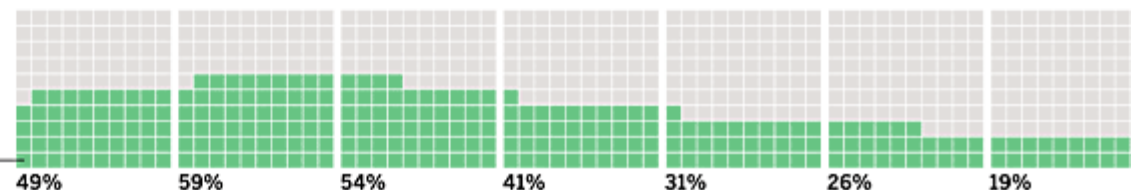
Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.



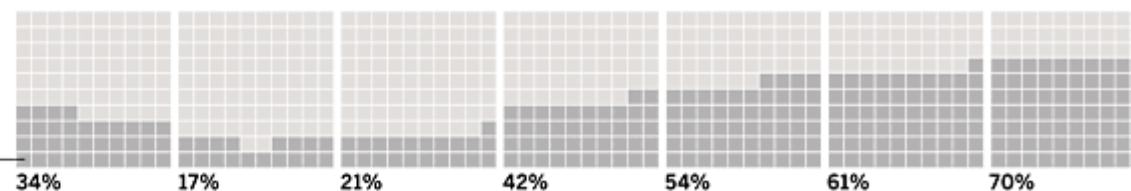
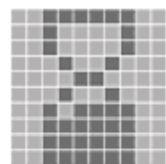
Joiners use social networking sites.



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.

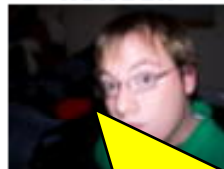


Data: Forrester Research

CHART BY ARNO GHELF

**VONAGE**
vonage.ca

▶ Save now

Premium Unlimited
\$39.99
/monthUnlimited local & long-distance
throughout Canada & the U.S.VoIP 9-1-1 service has certain
limitations versus traditional 9-1-1.
See vonage.ca for details.[Home](#) | [Browse](#) | [Search](#) | [Invite](#) | [Rank](#) | [Mail](#) | [Blog](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Games](#) | [Music](#) | [Classifieds](#)**Cool New People****Virginia****Katrina****Kendall****Gordon****Member Login**E-Mail: Password: ☐ Remember my E-mail[LOGIN](#)[SIGN UP!](#)[Forgot your password?](#)[Blogs](#)
[Browse](#)
[Chat Rooms](#)[Classifieds](#)
[Filmmakers](#)
[Forums](#)[Groups](#)**Reminder:**
200,000-250,000
A DAY!

▼ advertisement

MySpace Music**Two Gallants**

Indie

San Francisco, CA

Two Gallants bring us an infusion of body-knuckled punk energy to storytelling epics and tear-in-your-eyes honky-tonk. They've crafted a surprisingly original sound out of their timeworn influences.

» [Listen Now](#)**ING DIRECT**
save your money®**Open an ING DIRECT
Investment Savings
Account.**[START SAVING](#)**MySpace Specials**

MySpace URL:
<http://www.myspace.com/hennepincountylibrary>

Hennepin County Library's Interests

General [library](#), [css](#), [rss feeds](#), [books](#)

Music Check out the [new music](#) CDs on order or recently arrived at the library.

Movies Want to reserve the [new dvds](#) at the library? How about [teen dvds](#)? We update them daily as we order them.

Books We've got lots of [new teen fiction](#). Not sure what to read next? Take a look at our [book lists](#).

Groups: [Teen Lit, YA/Teen Books Discussion Group](#)

[View All Hennepin County Library's Groups](#)

Hennepin County Library's Details

Status: Single

Zodiac Sign: [Capricorn](#)

Smoke / Drink: No / No

Hennepin County Library's Blurbs

About me:

Library Search

Find books & more

go

[add Hennepin County Library Catalog search to your MySpace!](#)

[26 libraries](#) in suburbs of Hennepin County, MN.

Check out the [blog](#) on our [TeenLinks website](#).

[Need homework help?](#)

Love books? So do we! [Find the next good book you're going to read, share a book review & more.](#)

College? Dating? Health? [Get sound advice.](#)

Question? [Ask us online 24/7.](#)

[hennepin county library](#)

Who I'd like to meet:

[Library Users](#), [Authors](#), [Volunteers](#), [Teens...](#)

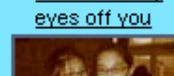
Hennepin County Library's Friend Space

Hennepin County Library has 293 friends.

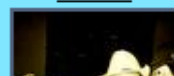
[eVolver](#)



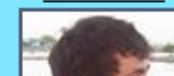
[I can't take my eyes off you](#)



[.:Steen.:](#)



[Charbonneau](#)



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.

My Privacy



Study where you want.

[View More Photos of](#)
[View All Zachary's Friends](#)
[Send Zachary a Message](#)
[Poke Him!](#)

Friend Details

[edit](#)

You are friends with Zachary.

Mutual Friends

21 friends in common.

[See All](#)



Personal Info

Political Views:

Activities:

Interests:

Liberal

Assistant Op

Cinemas (I get

Coordinator for

Hockey Club est. 20

the model United Natio

I have two hobbies that I

collect rare photographs... I have

Houdini locking his keys in his car... the

rare picture of Norman Rockwell beating up a child.

Also, I have a vast seashell collection that I keep

Facebook | Engineering Information & Reference Service - U Alberta - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Reload Print Mail Address Book

Address <http://www.facebook.com/group.php?gid=2244905594> Go Links

Google Search web... Go Bookmarks 65 blocked Check AutoLink AutoFill Send Settings

Facebook | Engineeri...



Search

My Profile edit

My Friends

My Photos

My Shares

My Notes

My Groups

My Events


My Messages


My Mobile


My Account

My Privacy

IQ QUESTION:
Which does not belong in the group?

☒ 

☐ 

☐ 

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



View Discussion Board

Report Group

Share +

Officers

Diane Clark (Alberta)
Engineering Librarian (Civil Environmental Mining Petroleum)

Jerry Kowalyk (Alberta)
Engineering Librarian (Mechanical, Electrical/Computer)

Randy Reichardt (Alberta)
Engineering Librarian (Chemical/Materials, Nanotechnology)

Related Groups

The Engineers
Student Groups - Academic Groups

U of A Comprehensive
Student Groups - General

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

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

Done

start iTunes Facebook | Engineeri... Microsoft PowerPoint ... Search with Google 7:23 PM

Library 2.0 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address <http://library20.ning.com/> Go Links

Google Search web... Go

Bookmarks 65 blocked ABC Check AutoLink AutoFill Send to Settings

Search web... Favorites PC Health Form Fill Spaces

Ning sabram Create Your Own Social Network! Search Sign Out

Library 2.0

This network is for Library 2.0 Stuff

Main My Page Members Videos Photos Forum Invite

This network is for librarians and others interested in Library 2.0.

LibWorm Search

Submit

L2 Feeds via SuprGlu

[More on ning and the library 2.0 network](#)

[Bibliotek 2.0 in stockholm](#)

Welcome:

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.

Pop-Up for Library 2.0 Chat

Library 2.0

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

Administrator login

Go

Get your own chat at [Chatcreator.com](#)

Hello, [Stephen K Abram](#) (sign out)

[My Friends](#) (Invite More)

[Edit My Profile](#)

[Change My Profile Photo](#)

[Email & Privacy Settings](#)

Ads by Goooooogle

Future of Libraries

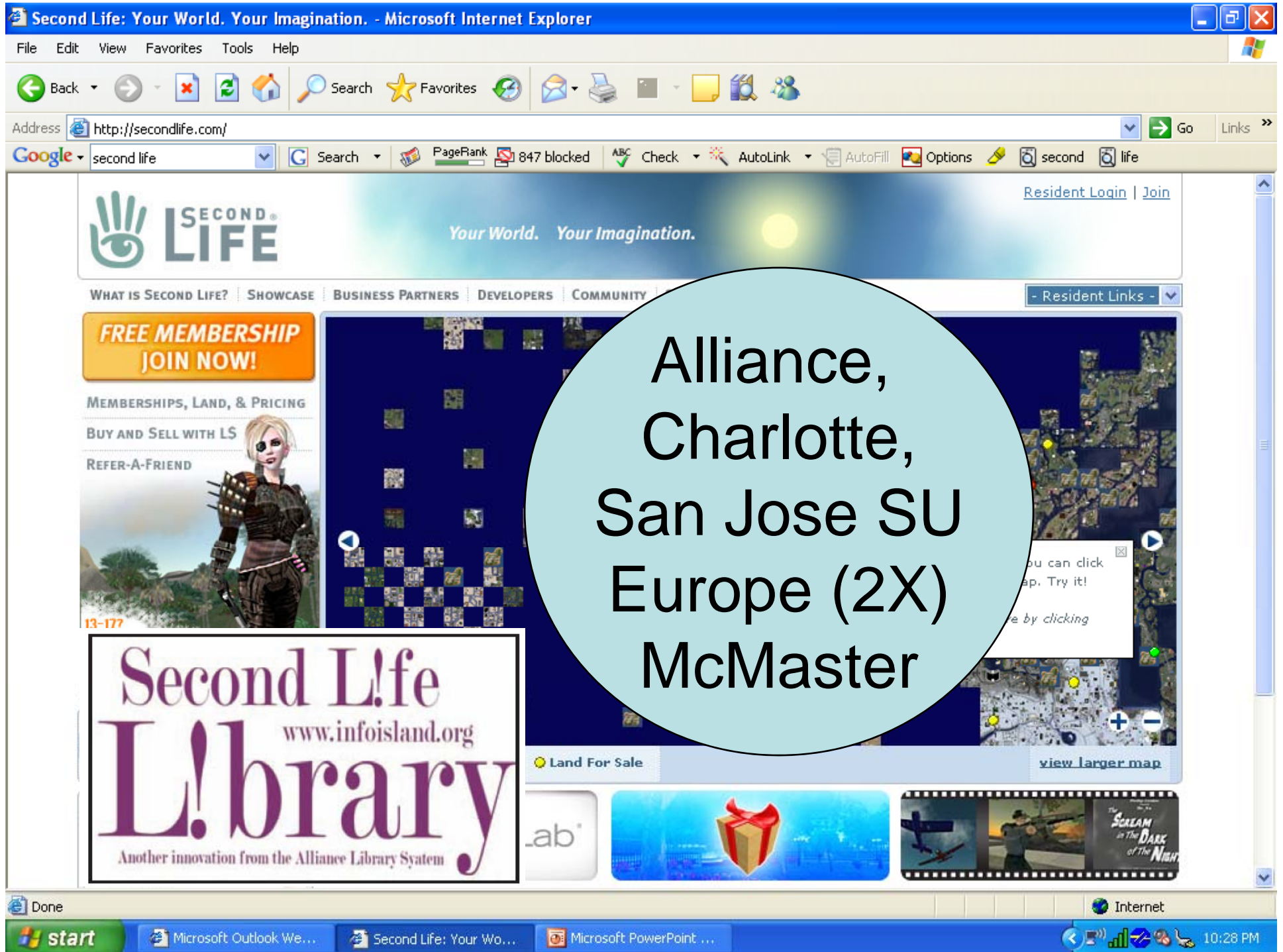
Visionary Futurist - Thomas Frey Keynote Speaker - Library Trends www.davinciinstitute.com

Microsatellite Libraries

Enrichment for four motifs include 100 sequences and primer design

Done

start iTunes Library 2.0 - Microsof... Microsoft PowerPoint ... Search with Google 7:27 PM



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



Adobe Reader - [MM-2006-04-25.pdf]

File Edit View Document Tools Window Help

Save a Copy

Search

Select

126%

Help

Y!W

YAHOO! TOOLBAR
Get it free

Pages

Attachments

Comments



Intro to Library Research

Zack Mortal, Instructor

ZACK MORTAL HOSTED A class titled "Introduction to Library Research" yesterday at the new Second Life Library 2.0. The class covered the fundamentals of using real-life online library resources. Mortal covered how to use library catalogs, subject headings to improve searches; use research databases to locate articles and more. - COURTESY PHOTO.

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 staff 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 286 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 concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

See BOOK, Page 20

1 of 21

start

The Metaverse Mes...

Metaverse Messen...

Web 2.0 Overview ...

Active Worlds - VBI ...

MM-2006-04-25.pdf

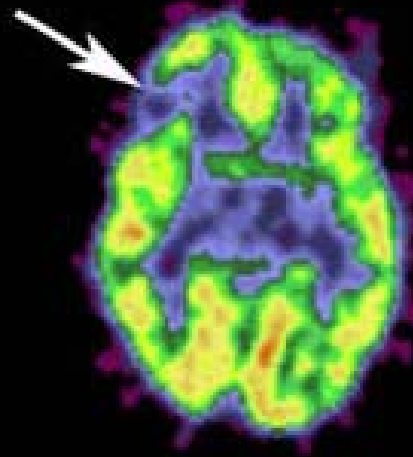
9:38 PM

Learning Styles

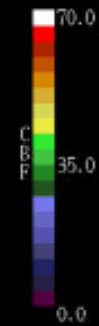
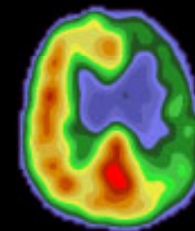
- Visual/Spatial (**P**icture Smart)
- Verbal/Linguistic (**W**ord Smart)
- Musical/Rhythmic (**M**usic Smart)
- Logical/Mathematical (**N**umber Smart)
- Bodily/Kinesthetic (**B**ody Smart)
- Interpersonal (**P**eople Smart)
- Intrapersonal (**S**elf Smart)
 - Piaget, Bloom, Gardner, etc.



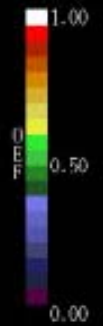
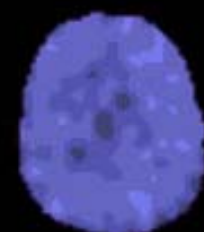
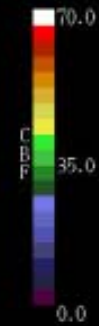
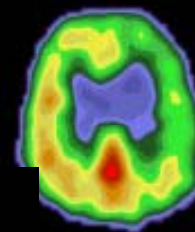
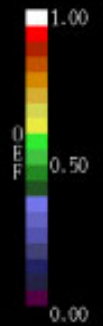
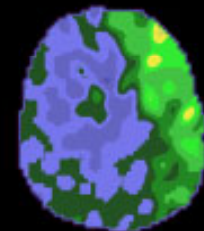
*Context is
King,
not Content.*



CBF



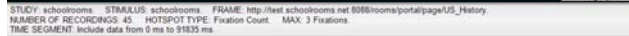
OEF



Millennial Characteristics

Principled / Values	More Friends	More Diverse	Respect Intelligence
Optimistic / Positive	Internet Natives	More Choices	Format Agnostic
Balanced Lives	Adaptive / Flexible	Civic Minded	High Expectations
Collaborative	Nomadic	Gamers	Experiential
Independent	Confident	Direct	More Liberal and more conservative
Multi-taskers	Inclusive	Patriotic	Entrepreneurial
Healthy Lifestyle	Family Oriented	Graphical	Achievement Oriented

Credit: Richard Sweeney, NJIT



May 22, 2006





SCHOOLROOMS

EXPLORE
DISCOVER
LEARN

A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

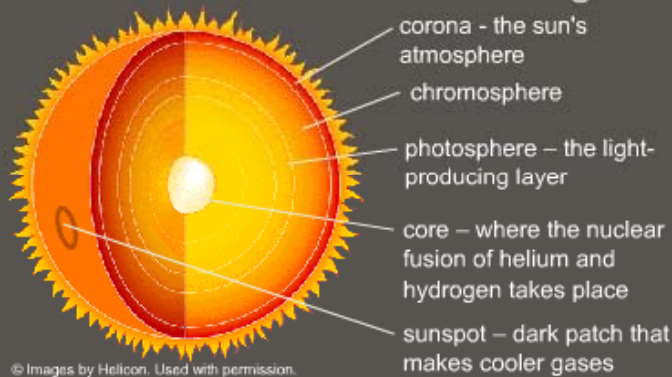
Explore Learn

Discover More...

- What is SchoolRooms
- What's in SchoolRooms
- Who Uses SchoolRooms
- Why Students Like SchoolRooms
- How Does SchoolRooms Work
- Press & Events
- Home



Earth Science Room: The Amazing Sun



© Images by Helicon. Used with permission.

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!):



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 BOW.

[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



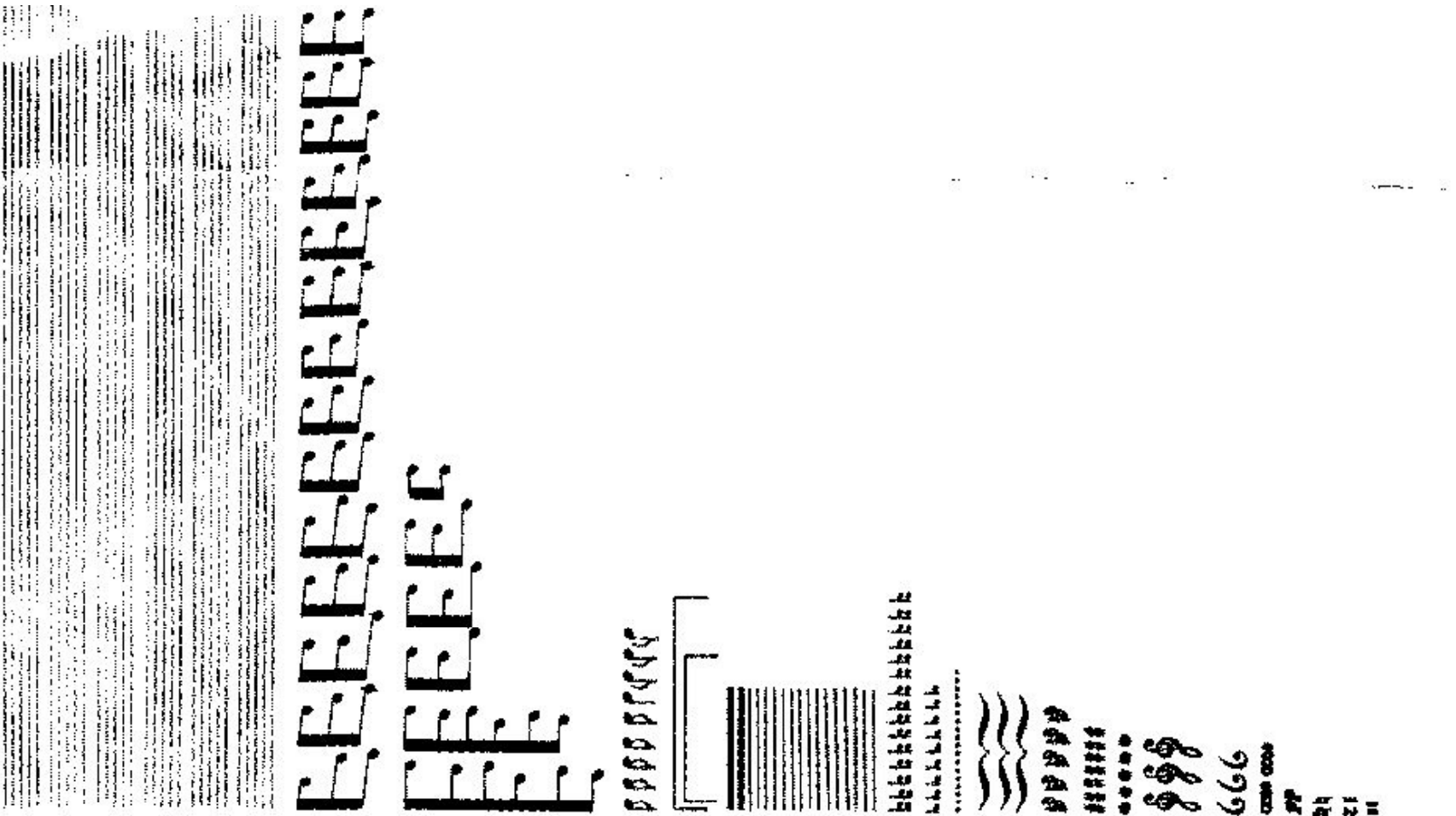


this



...is as important as this

The image displays a musical score for piano, consisting of three systems of music. Each system is written for a grand piano, with a treble staff and a bass staff. The first system begins with a *pp* (pianissimo) dynamic marking. The second system features a *f* (forte) dynamic marking. The third system includes a first ending (marked '1.') and a second ending (marked '2.'). The score is characterized by complex rhythmic patterns, including sixteenth and thirty-second notes, and various rests. Repeat signs and first/second ending brackets are used to indicate repeated sections of the music. The notation is in black ink on a white background.





➡ Information ⬅

Noun

➡ Inform ⬅

Verb

➡ Informed ⬅

Results and Impact



Retail Sales Down?

NO

Titles Down?

NO

Circulation Down?


NO

Reading Down?

NO

Teen Reading Down?

NO



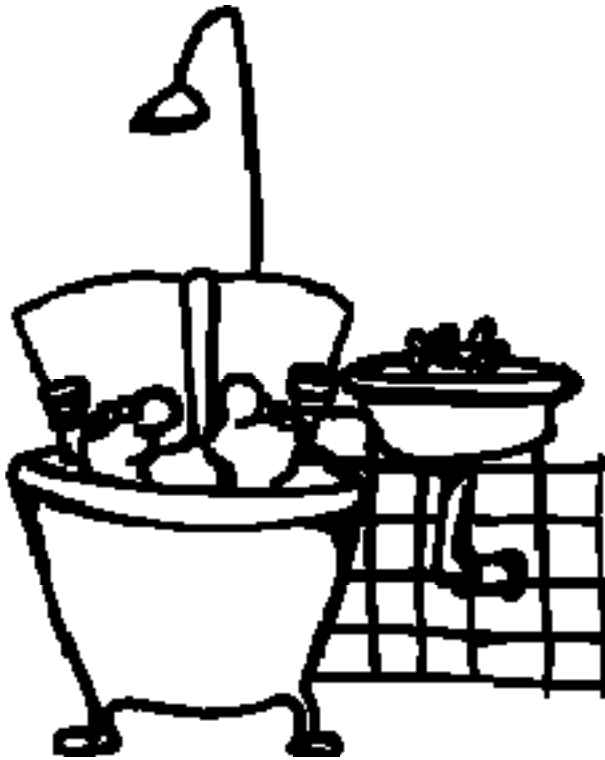
Articles and Chapters ... 99¢ rentals...

Suppose there are 100 books . . . Or
25,000,000 in less than 4 years?

How does that compare to your libraries?



Will Reading Matter?







Third Strategic Issue

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

Google™

facebook.

Your
Five
Year
Plan?

Who
Are
You
Targeting?



Simple Collaboration



Messenger



YAHOO! MESSENGER










Meebo and Trillian

**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 = 
- Shared Knowledge =  
- Shared Bookmarks =  del.icio.us
- Shared News =  **Technorati**TM
- Shared Videos = 
Broadcast YourselfTM
- Shared Everything = 

facebook

LibraryThing BETA



amazon.com



AJAX



OVERDRIVE



ELF - *keeping tabs on your library material*









What is the Magic Sauce?

YouTube, Blogger, MySpace,
Facebook, Bebo, Flickr,
Wikipedia, etc.

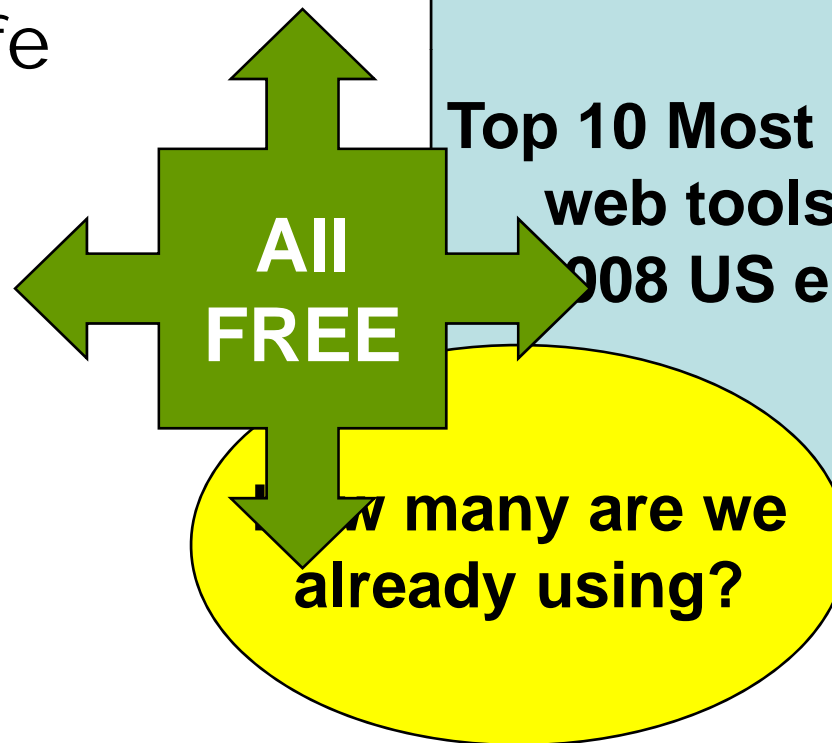
Top 13 2.0 Apps for Librarians

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

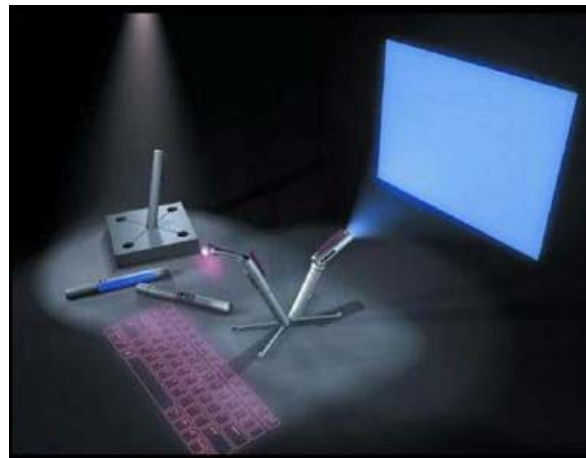


2.0 Influencers

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

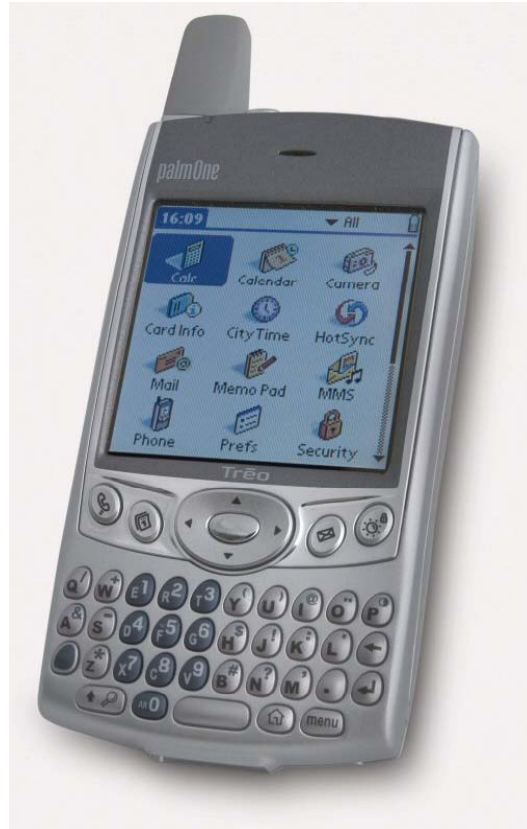


**Top 10 Most Influential
web tools for the
2008 US elections**



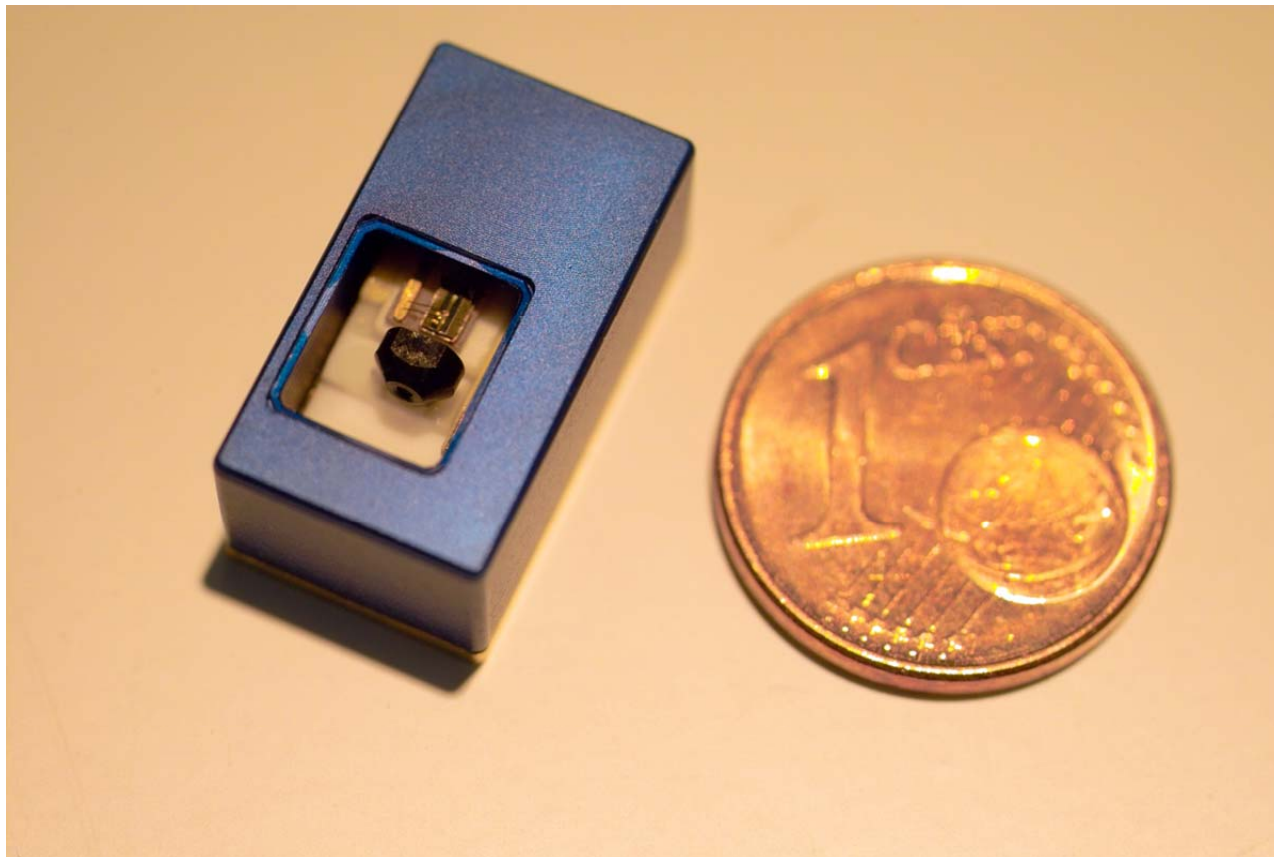


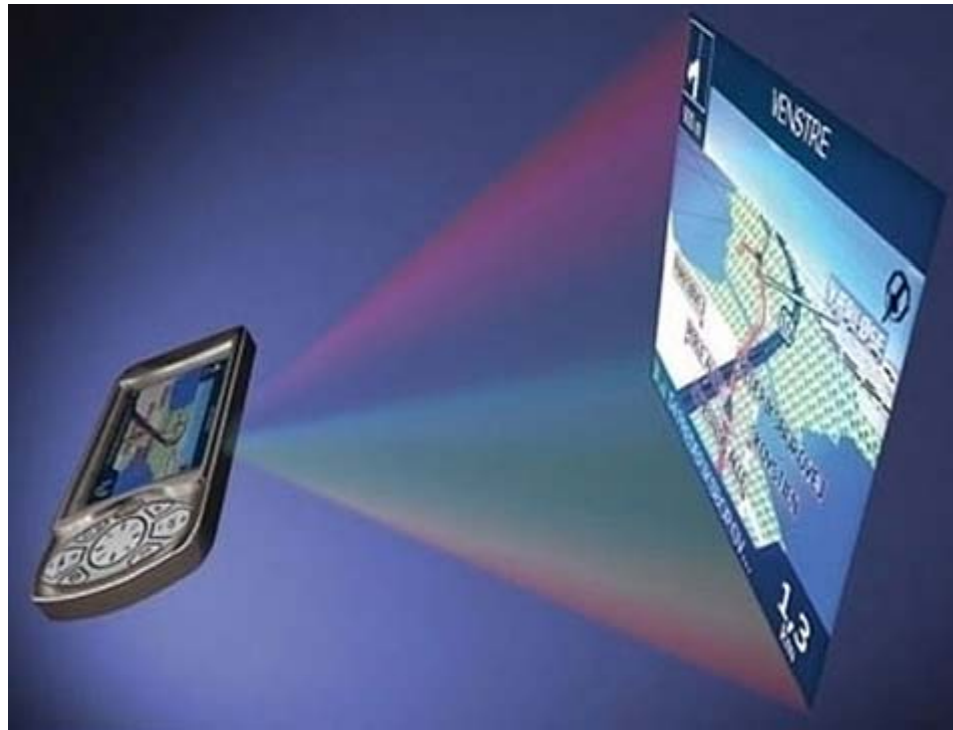


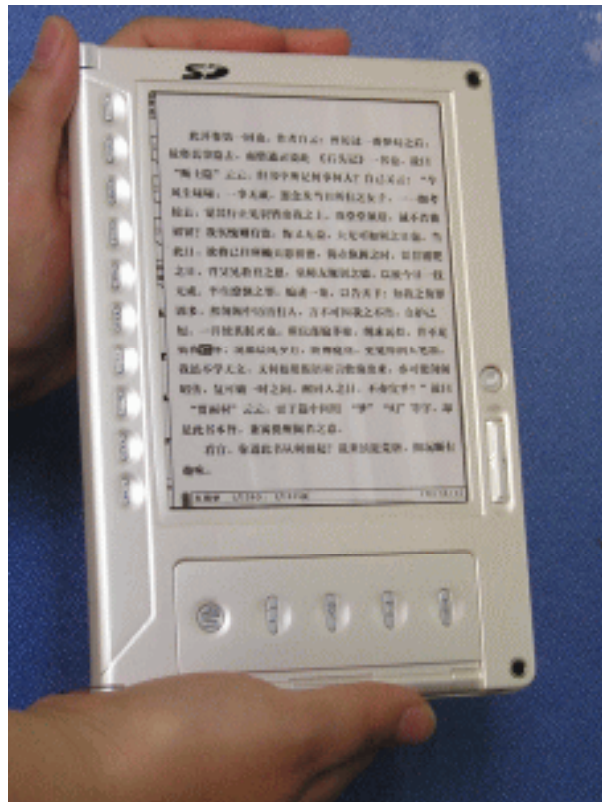




A projector the size of a sugar cube



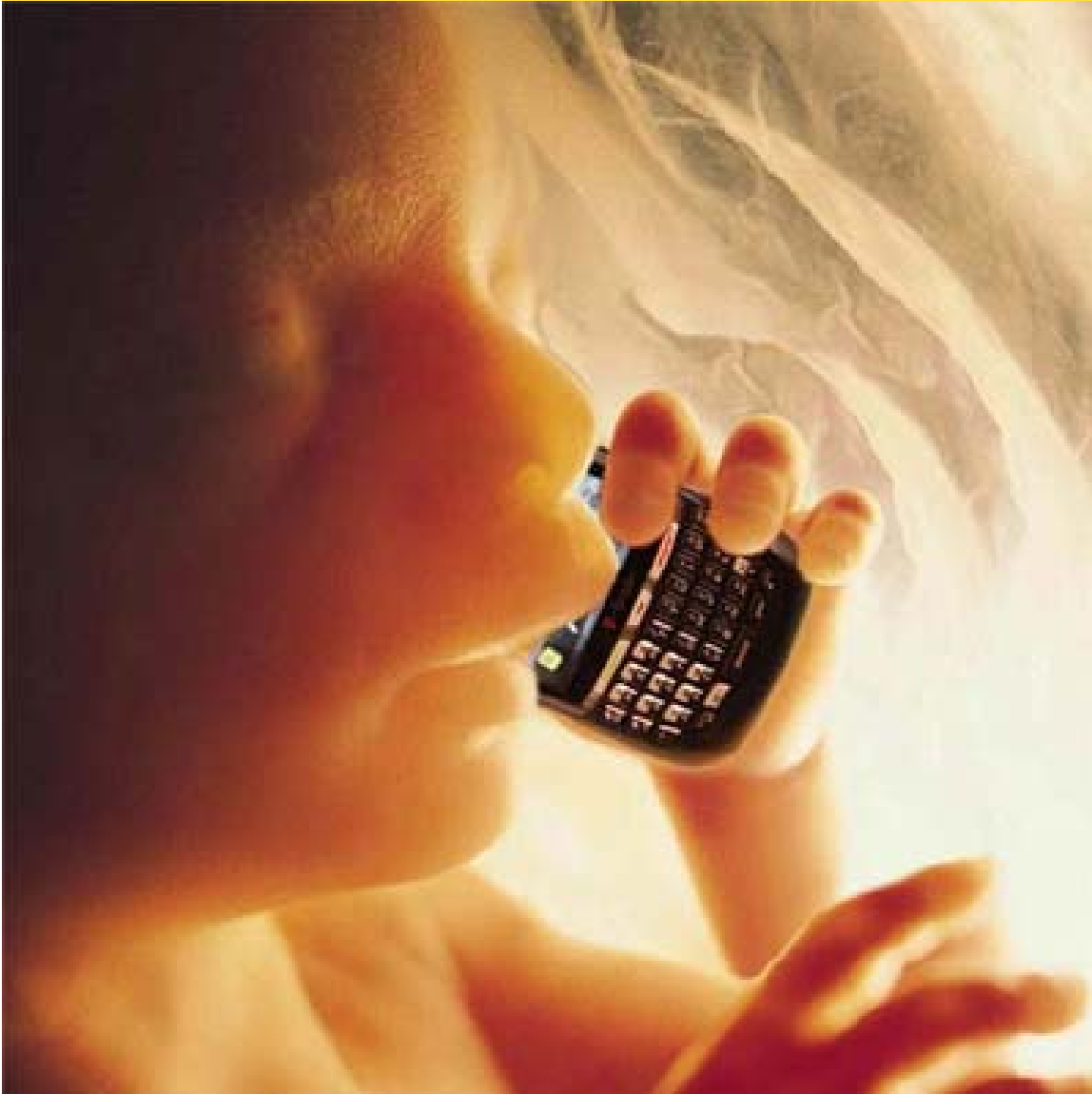






Everything's getting smaller





Pay Attention to Mobile



Google invests in wired ...





Bidirectional wireless module



Hydro Broadband



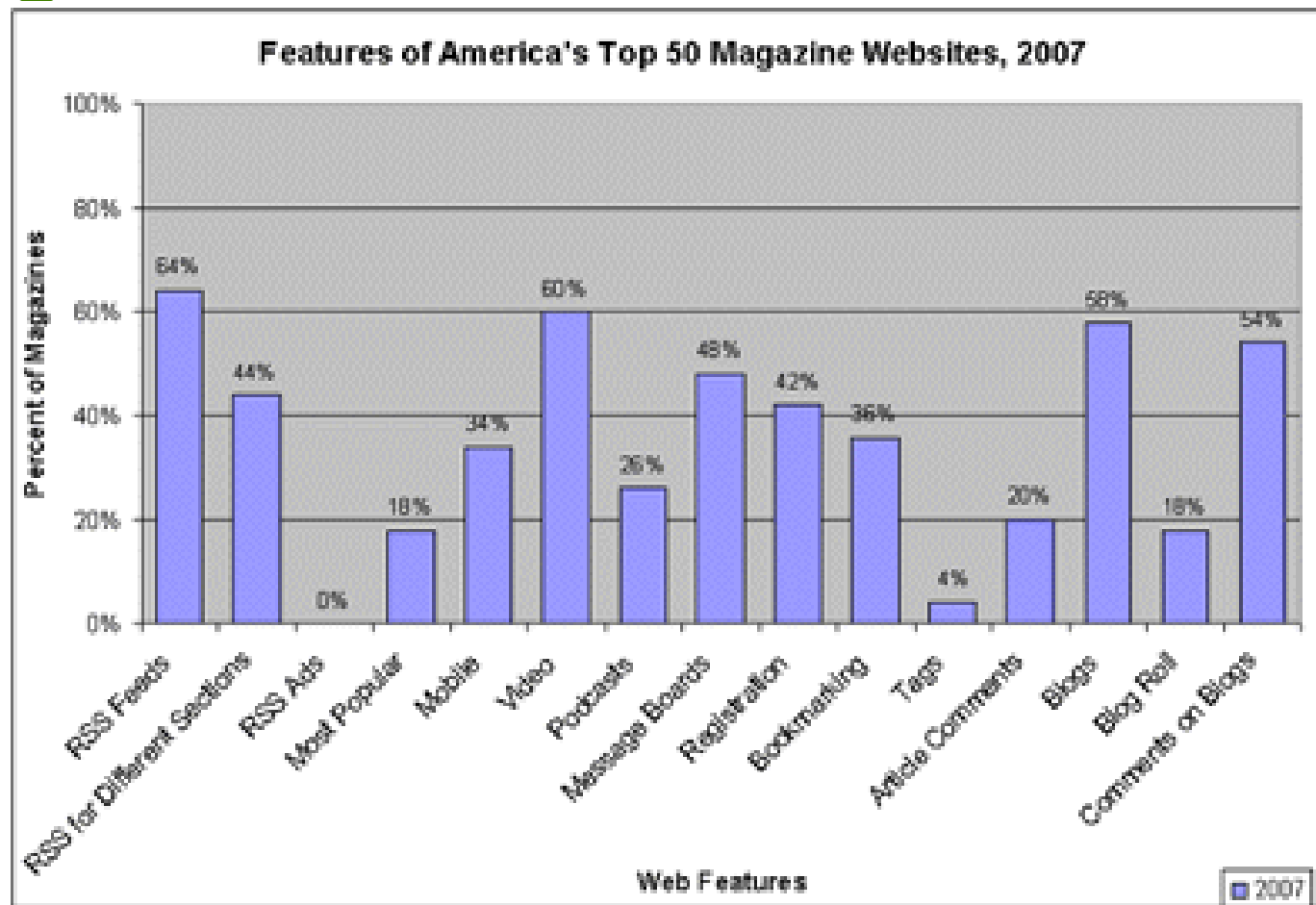


Fourth Strategic Issue

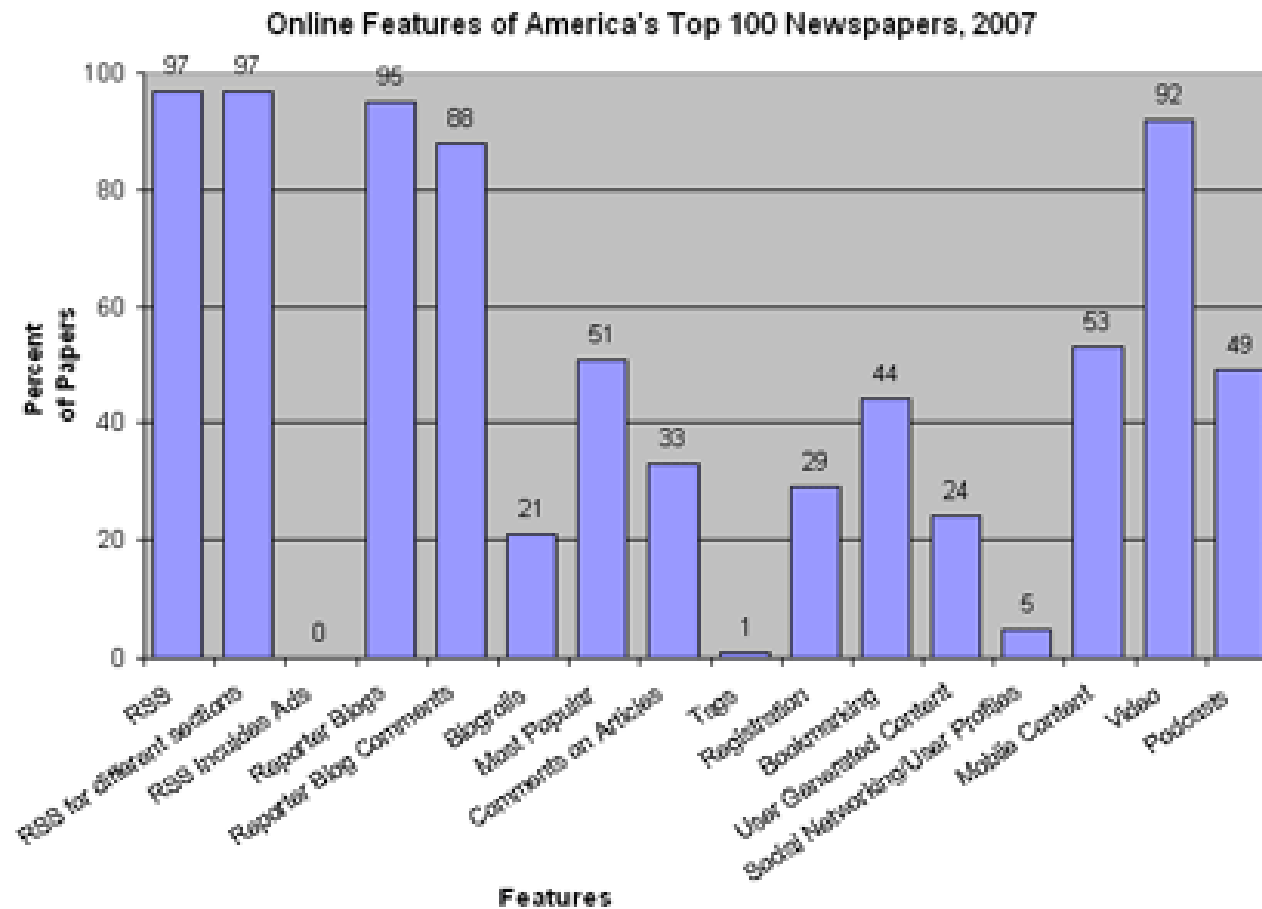
Boundarylessness - Cross-
disciplinary and inter-
disciplinary research



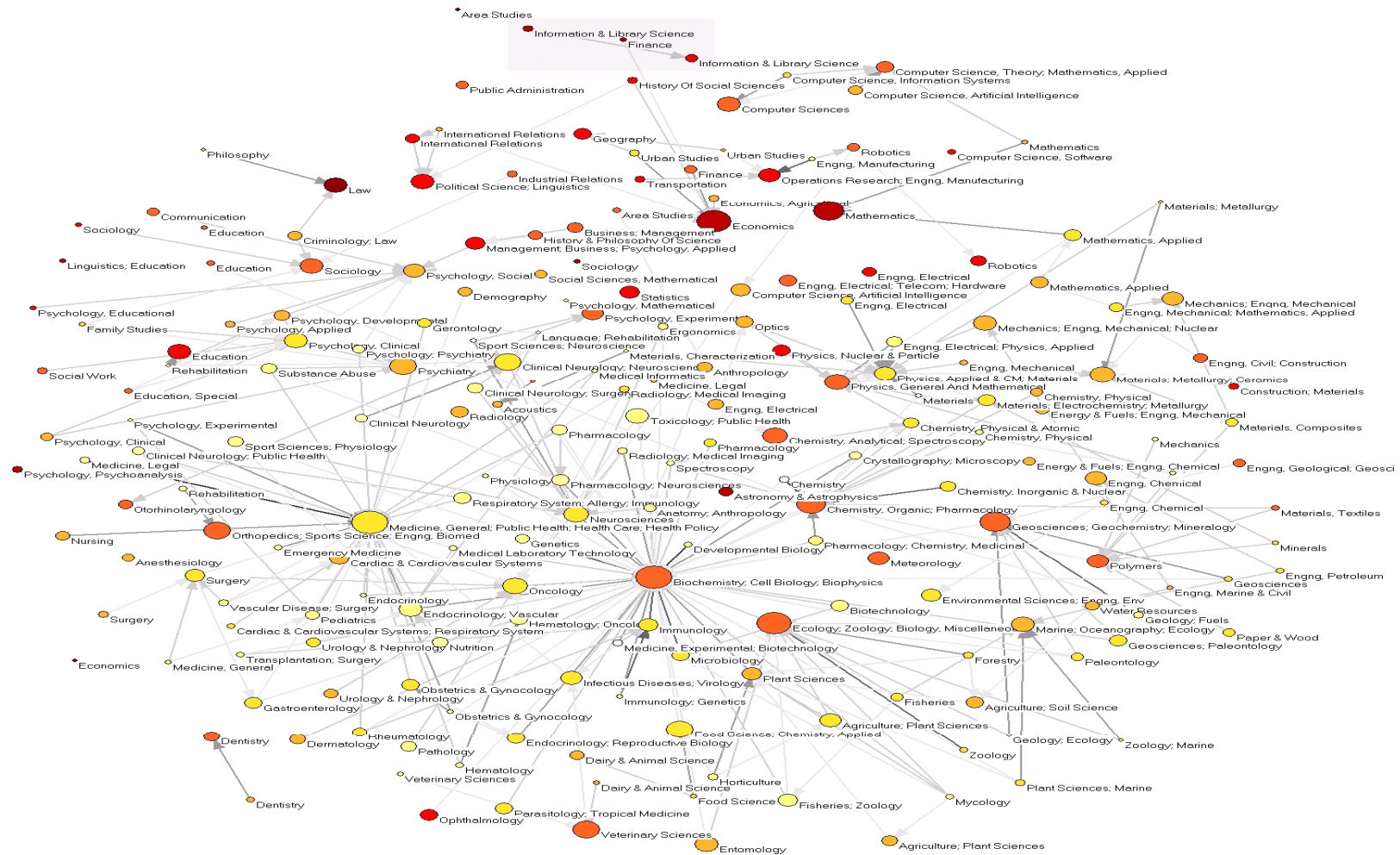
Magazine Content Goes Social



News Content Goes Social



Scholars' Citations Go Social





Fifth Strategic Issue

Retreading Ourselves





2.0 is about *play*

Two Key Interventions



Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0





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 - mashing up 21st century skills with lifelong learning. :)



5 Weeks to a Social Library

- <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**
- http://sirsidynixinstitute.com/seminar_page.php?sid=74



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

- PLCCMC 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
- <http://yarraplentyonlinelearning.blogspot.com/2006/09/learning-20-begins.html>



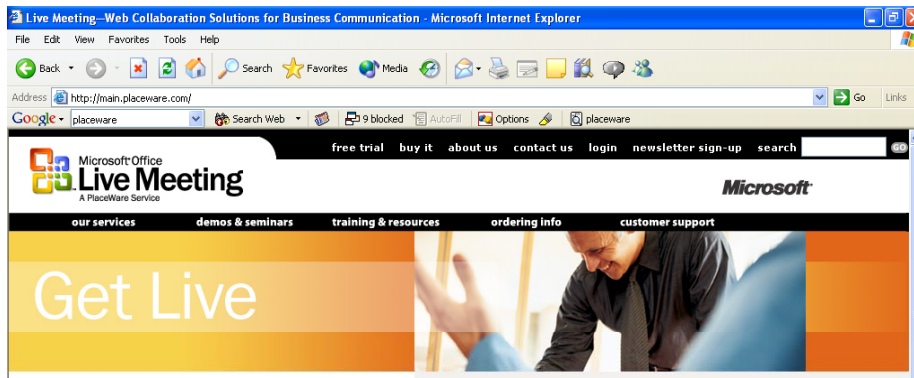
PLAN



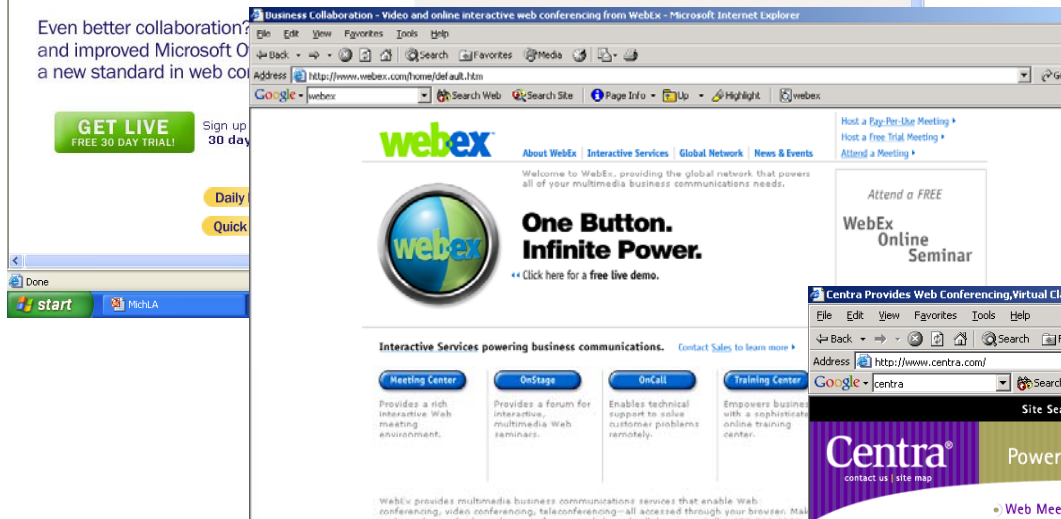


Seventh Strategic Issue

eLearning – support or
replace?

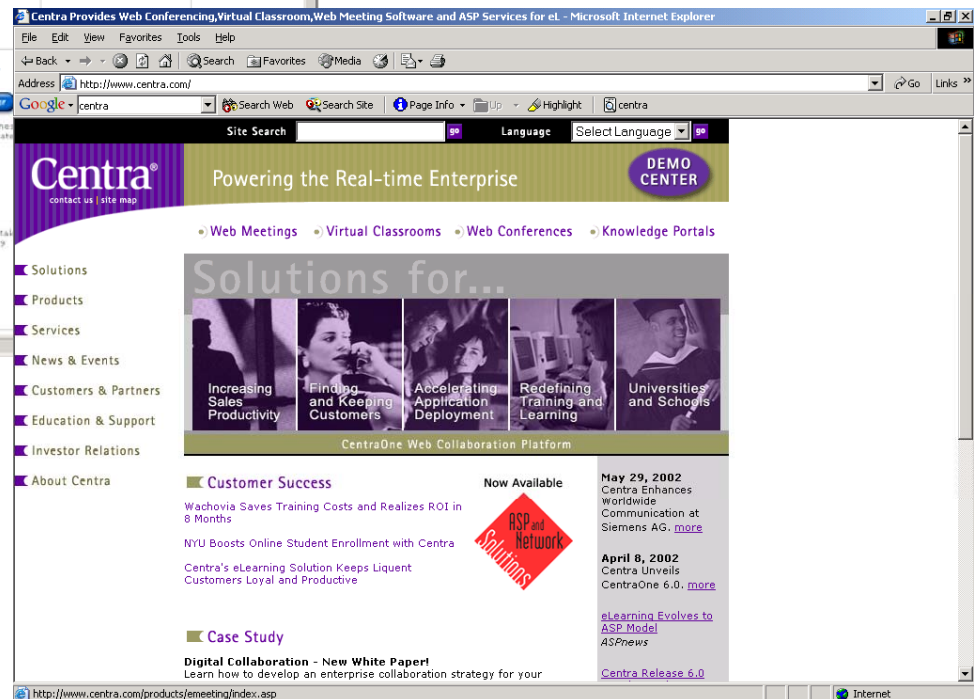


Even better collaboration
and improved Microsoft O
a new standard in web co



Sakai

Bb
Blackboard



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



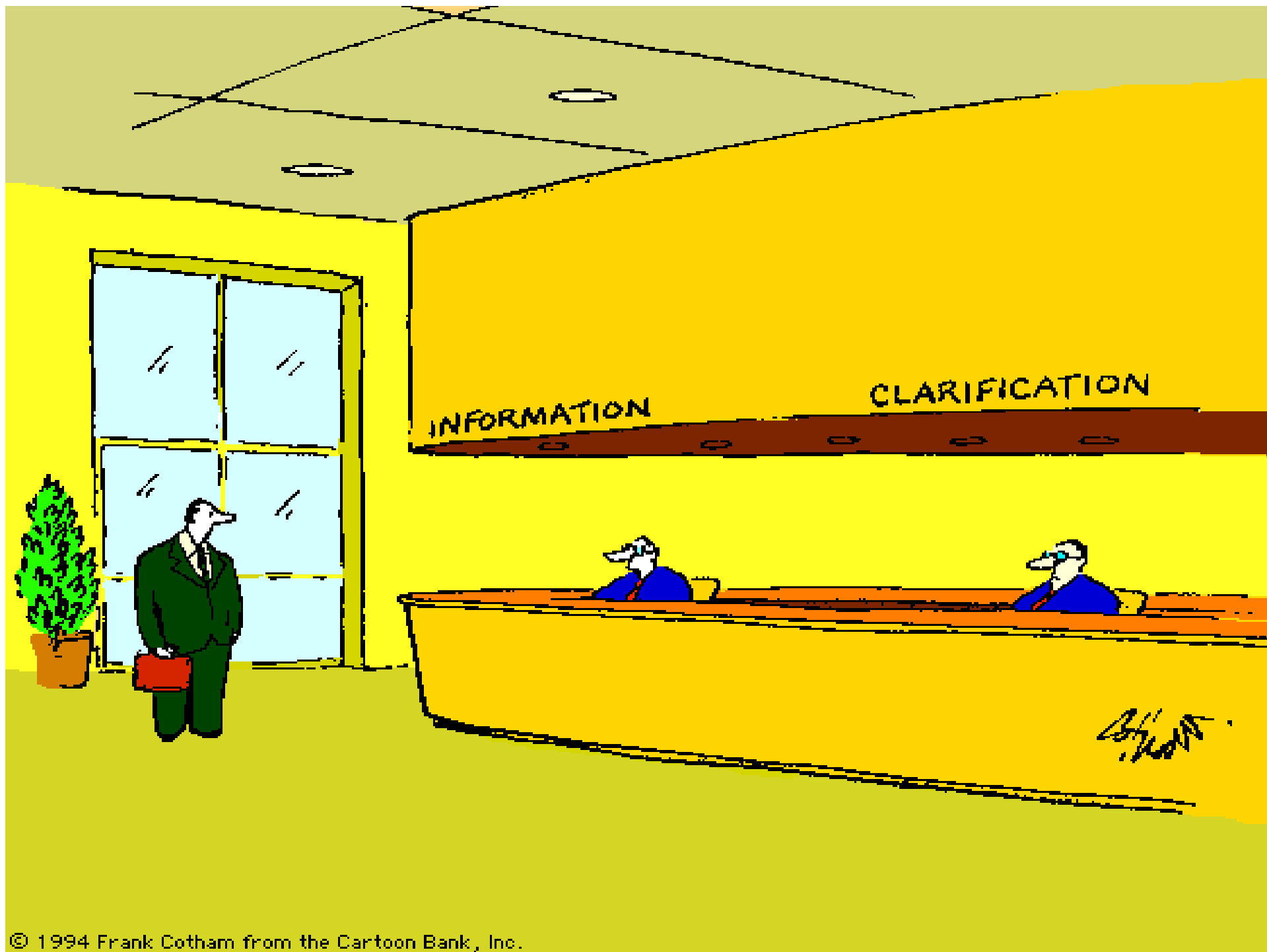
The Reference Transformation

- Reference Cowboys
- Virtual Operations and Branches
- Trans-generational mentoring
- Inter-generational support (tags, wikis, etc.)

Libraries core skill is not
delivering *information*

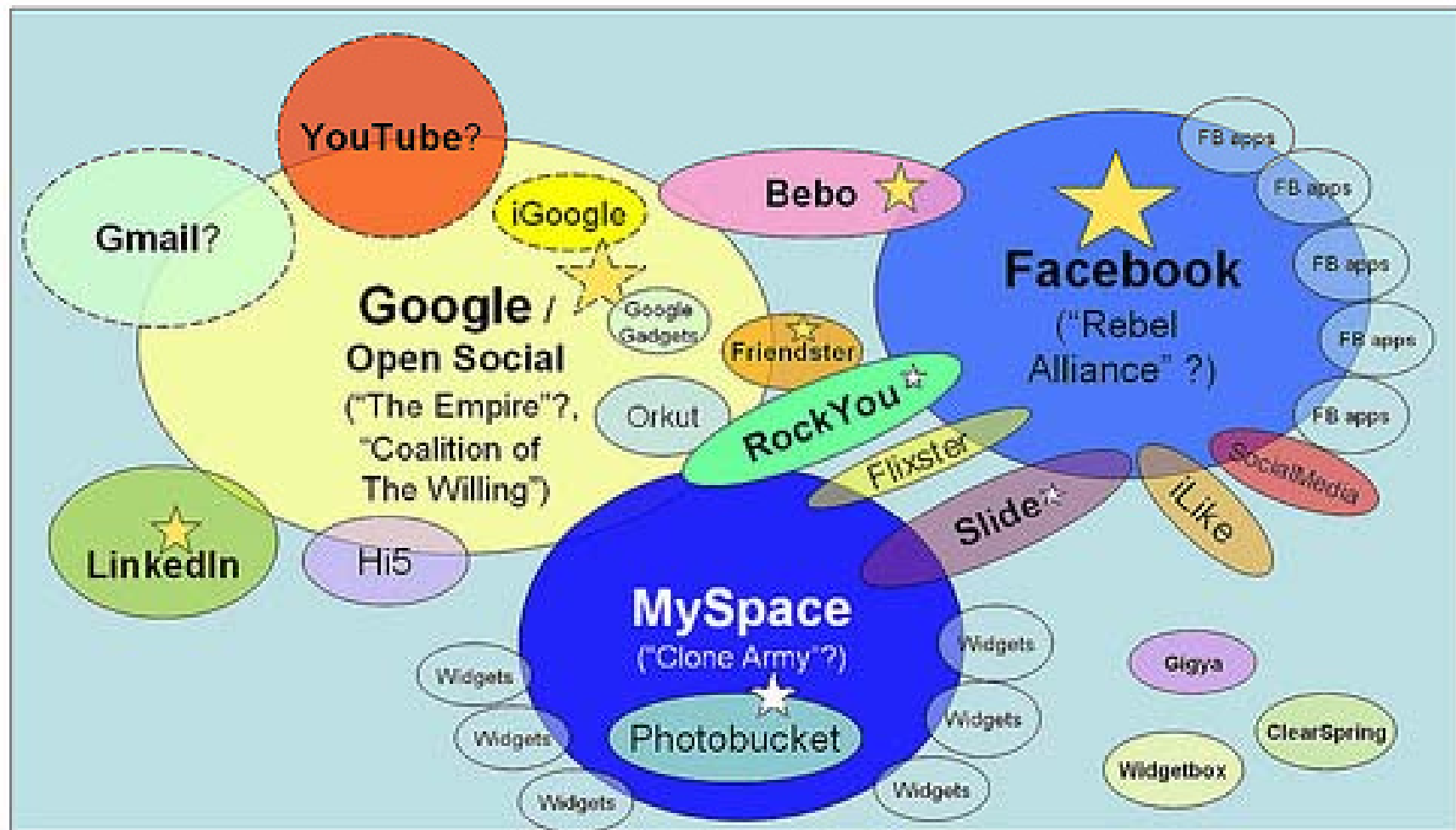
Libraries improve the
quality of the *question*
and the user experience

Libraries are about learning
and building communities





Social Graph Platform Wars

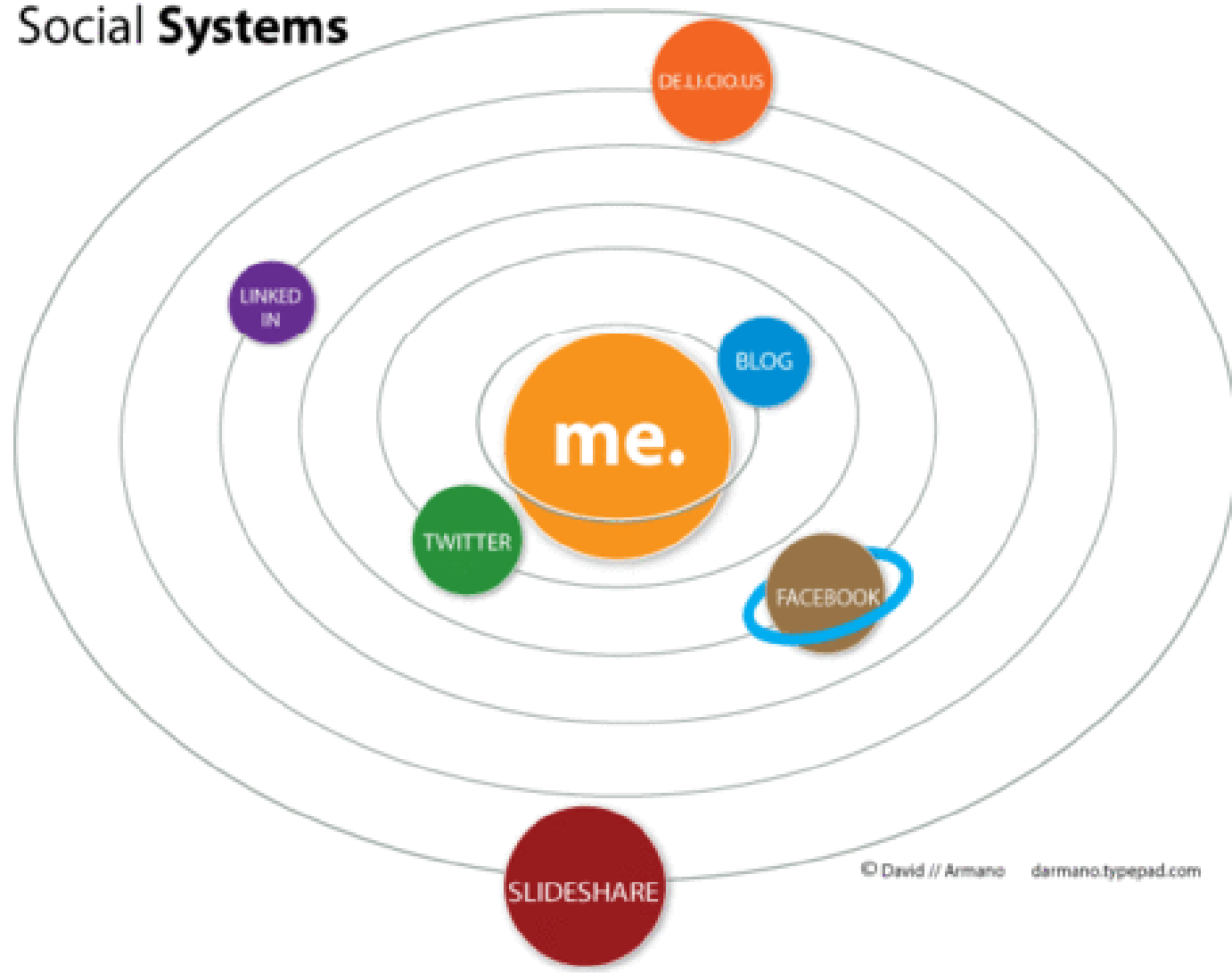


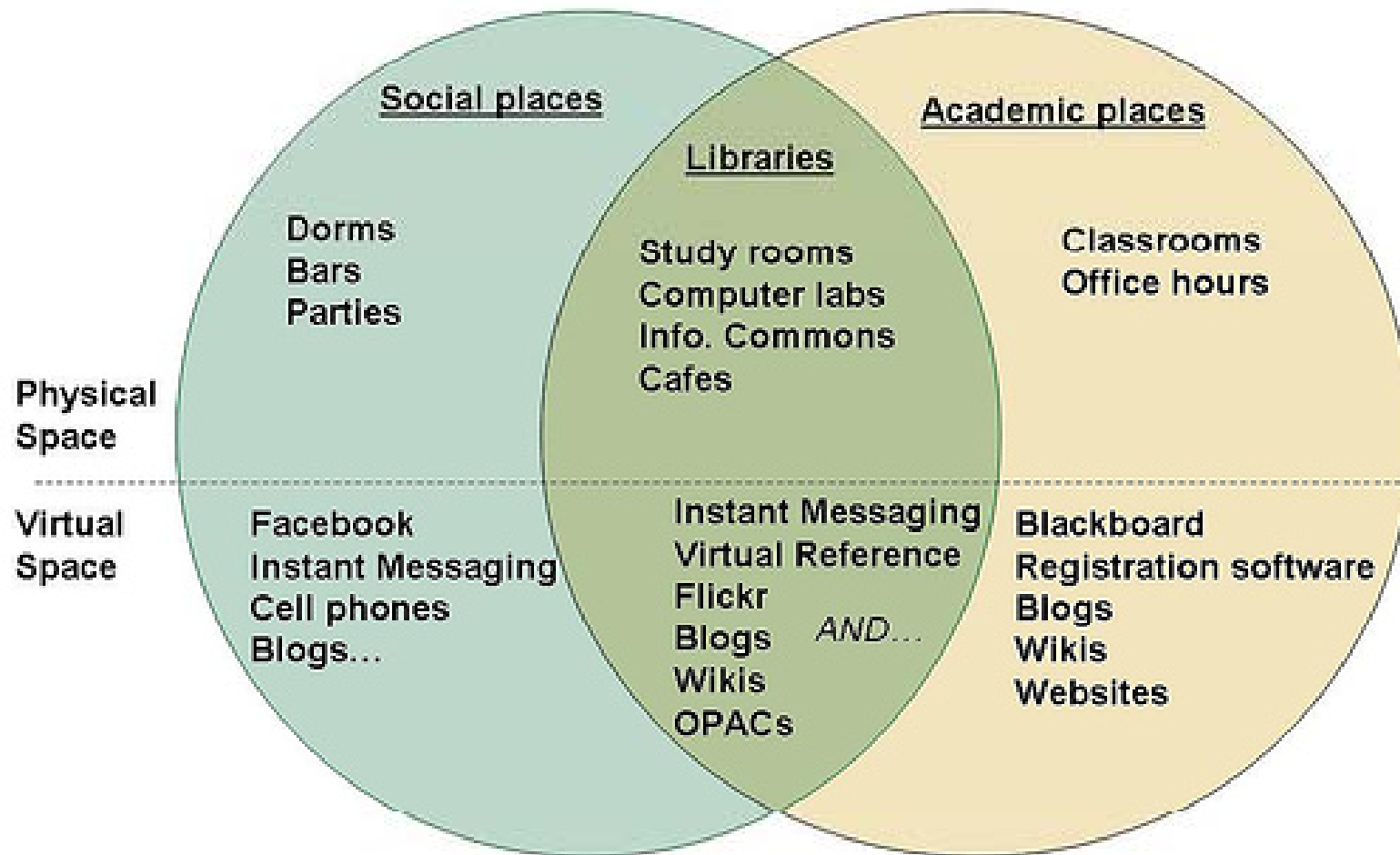
★ = announced Platform / API
☆ = unannounced Platform / API

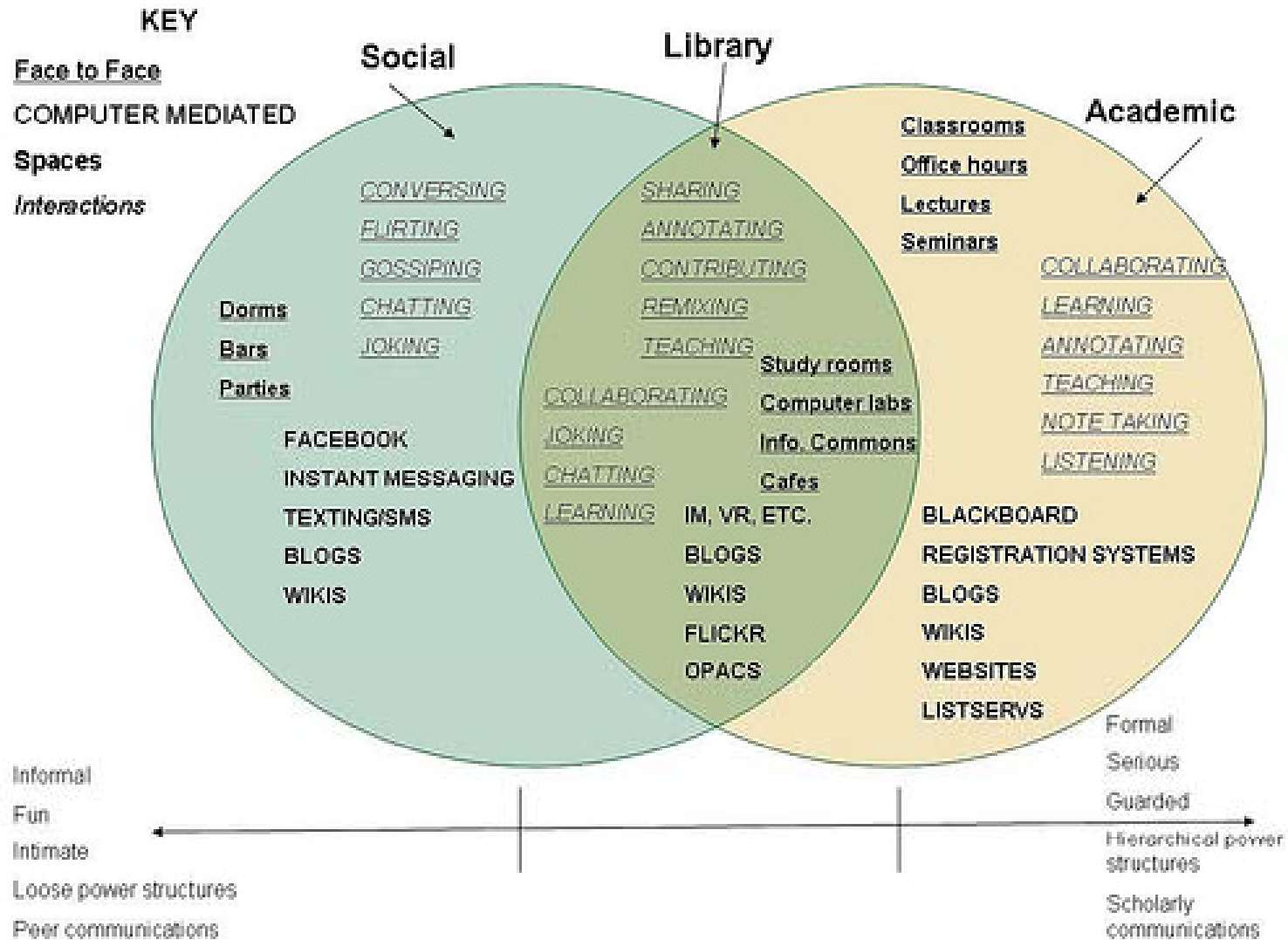
Platform Wars insanity: Dave McClure, 12/12/07

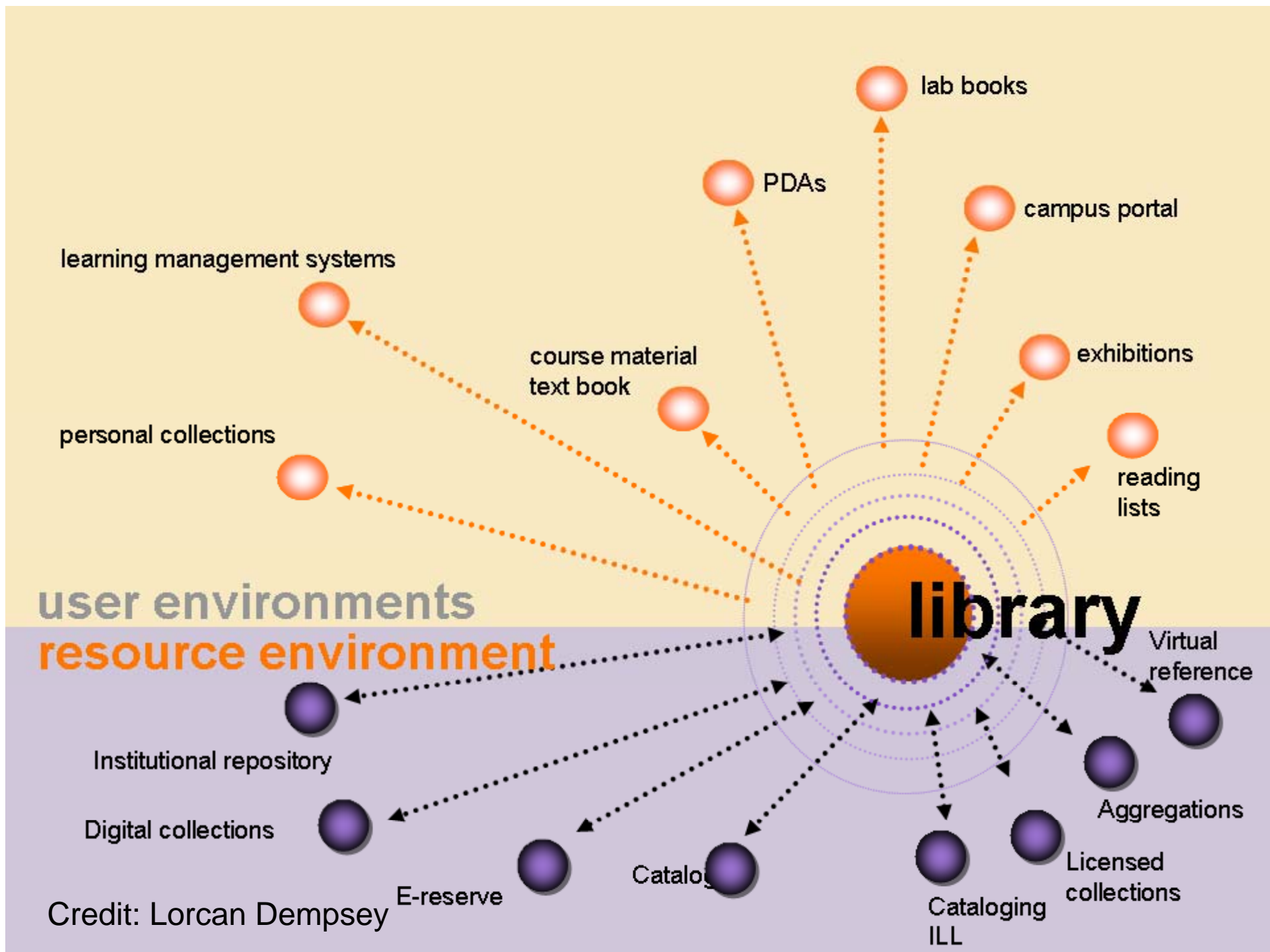
<http://500hats.typepad.com> | <http://500hats.com>

Social Systems









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

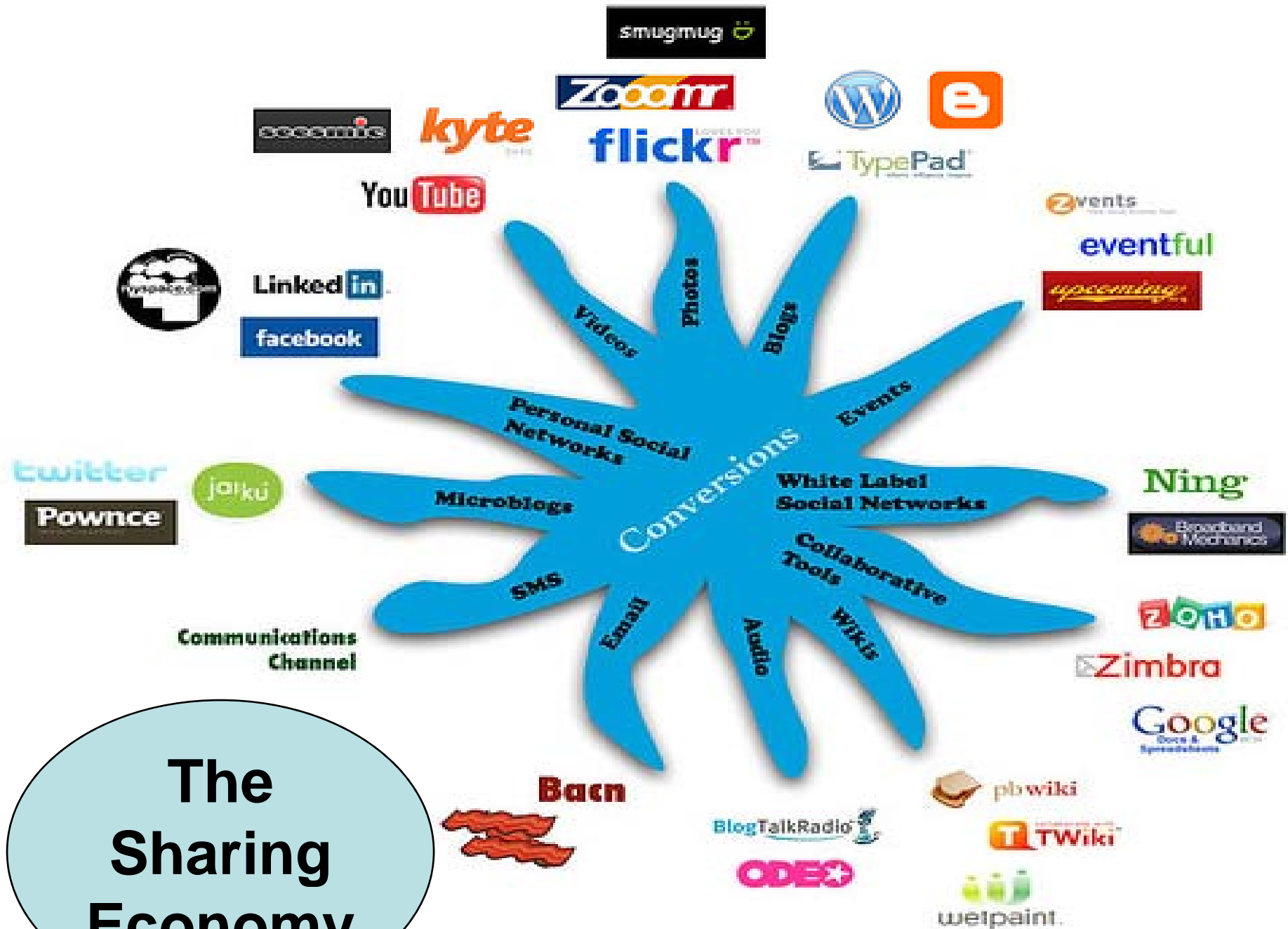
- Browser and desktop API
- Blogs & social networks
- Visual & metasearch engines

Mobile computing

RSS feeds and Mashups

<http://heyjude.wordpress.com/2006/09/01/music-inspires-library-20-matrix/>

The Sharing Economy





Ninth Strategic Issue

Portlets – XML, portability,
Unicode, J2EE, JSR168,
mash-ups, etc.



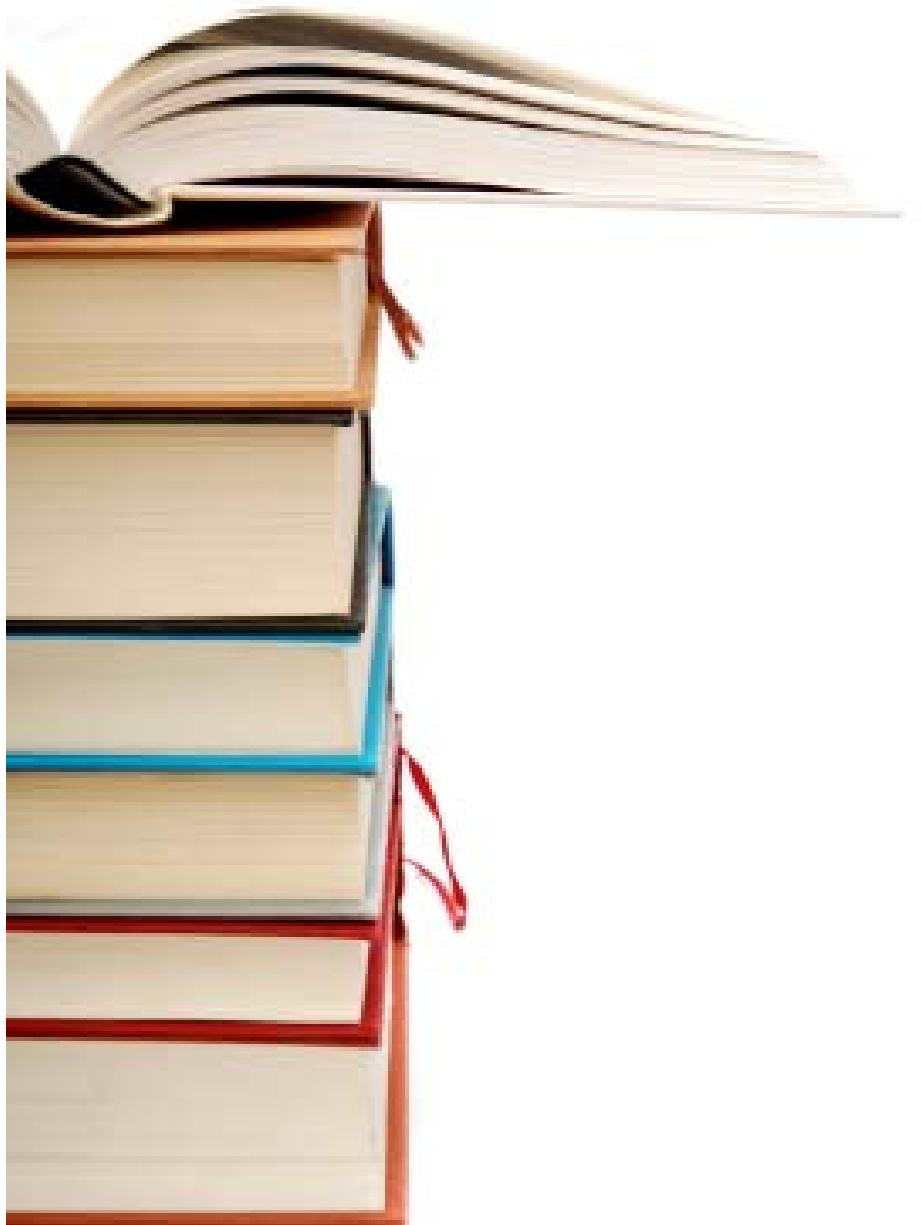


Understand JSR168, Portlets and RSS





**Adopt API's, AJAX, Java
J2EE, widgets, gadgets,
mashups, Oracle, etc.**



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

KartOO visual meta s...

KartOO www.kartoo.com

help << mercury Search english pages options Products

Saved map
 New map
 Topics :
 information on mercury
 mercury marine
 manufacturer of mercury
 planet mercury
 closest to the sun
 planet to the sun
 solar system
 pictures of mercury
 nearest planet
 mercury project
 info
 certified
 research
 deals
 discounts
 huge
 offers
 planet
 sun
 solar
 system
 closest
 Popular Queries

www.ccdc.cam.ac.uk
 system
 planet
 en.wikipedia.org
 nssdc.gsfc.nasa.gov
 www.nineplanets.org
 solar sun
 closest info
 www.solarviews.com
 www.mercuryvehicles.com
 research
 www.mercurymarine.com
 offers
 www.epa.gov
 www.mercury.com
 www.theappliancepeople.co.uk
 deals discounts huge
 www.ocean-cruise.co.uk
 www.ebay.co.uk

Sponsor

Mercury Appliance Deals Online
 Search our ex-display models and you could find an absolute bargain. With discounts of up to 1,000 possible there are huge savings to be made. Don't hang about on these limited offers.

Mercury Cruise Deals Huge discounts on all worldwide cruises. Save up to 75% today.
<http://www.ocean-cruise.co.uk>

Mercury on eBay Great prices on music memorabilia. Buy it. Sell it. Love it. eBay.co.uk.
<http://www.ebay.co.uk>

print the map
 Send a map
 Add a site
 Add a Topic
 save the map...

Preview by **KartOO**



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](#) |

[Help](#)[Start Over](#)

Copyright © 2007 SirsiDynix

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](#) |

[Help](#)[Start Over](#)

Results **1- 10** of **469** (in 1.958 seconds)

<Previous 1 [2](#) [3](#) [4](#) [5](#) [Next](#)>

Recipe yearbook.

Recipe yearbook (Los Angeles, Calif.) Bon appétit.
1987-

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

Miller, Jan. Better Homes and Gardens Books (Firm) Better homes and gardens.
c2002.



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

Liles, Jean Wickstrom. Talley, Lisa Hooper. Southern living.
c1996.



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

Taste of home.
c2006-

Narrow your results

Author

[Time-Life Books. \(14\)](#)
[Weight Watchers International. \(12\)](#)
[American Heart Association. \(10\)](#)
[Better homes and gardens. \(10\)](#)
[American Diabetes Association. \(9\)](#)
[More...](#)

Format

[Books \(465\)](#)
[Continuing Resources \(2\)](#)
[mm \(1\)](#)
[Video disc \(1\)](#)
[Visual Materials \(1\)](#)

Language

[English \(468\)](#)
[Spanish \(4\)](#)

Publication Date

[1973 - 1979](#)
[1980 - 1986](#)
[1987 - 1993](#)
[1994 - 2000](#)
[2001 - 2007](#)

Subject

[Quick and easy cookery. \(220\)](#)
[Low-fat diet -- Recipes. \(97\)](#)
[Cookery. \(74\)](#)
[Diabetes -- Diet therapy -- Recipes. \(31\)](#)
[Reducing diets -- Recipes. \(26\)](#)
[More...](#)

Item Type

Visual Ideas

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



Tenth Strategic Issue

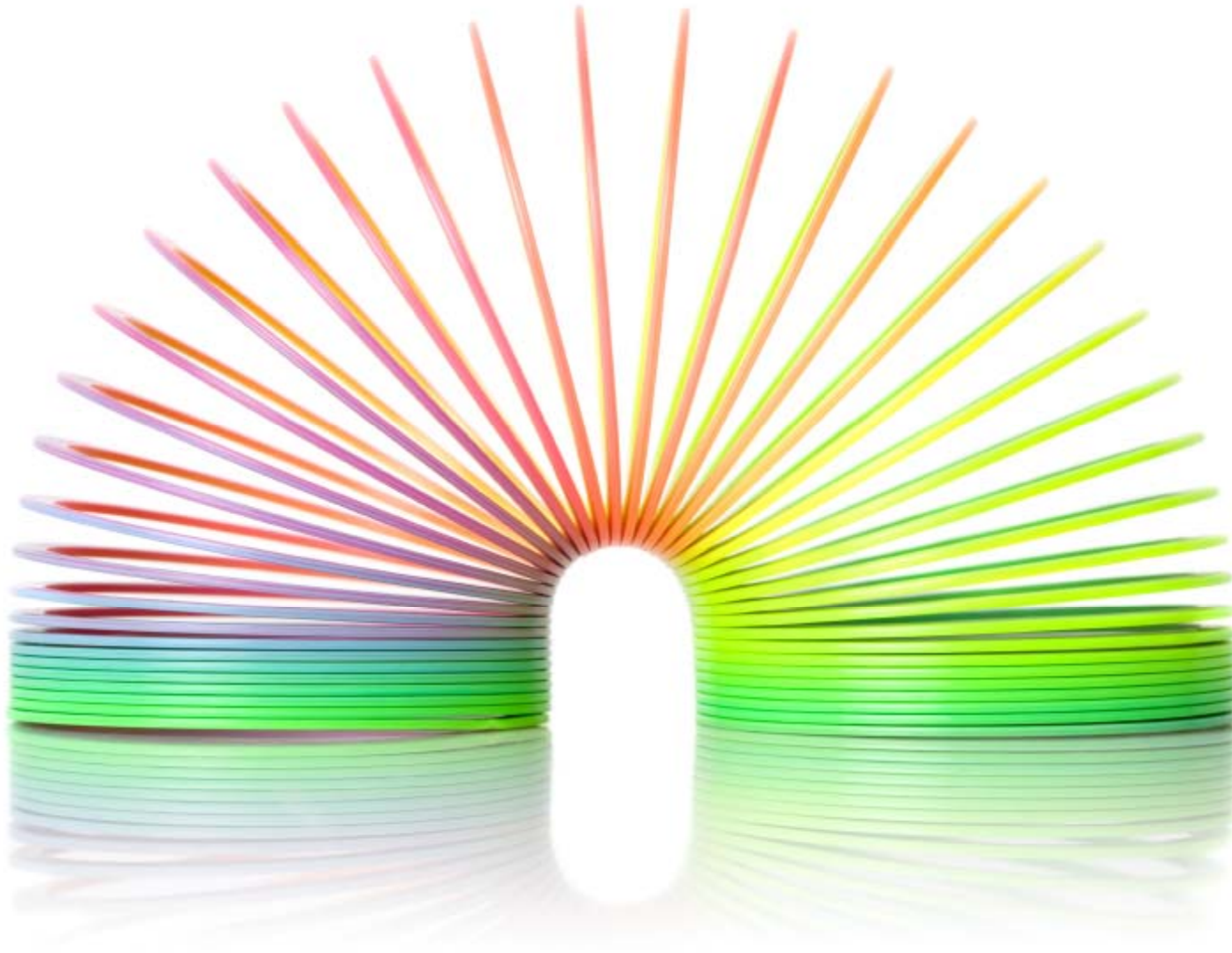
Teaching 'Success' and
Aligning with Knowledge
Behaviours – the real role
of information literacy.
Believing in our users.



Being More Open Experimentation, Pilots and Innovation

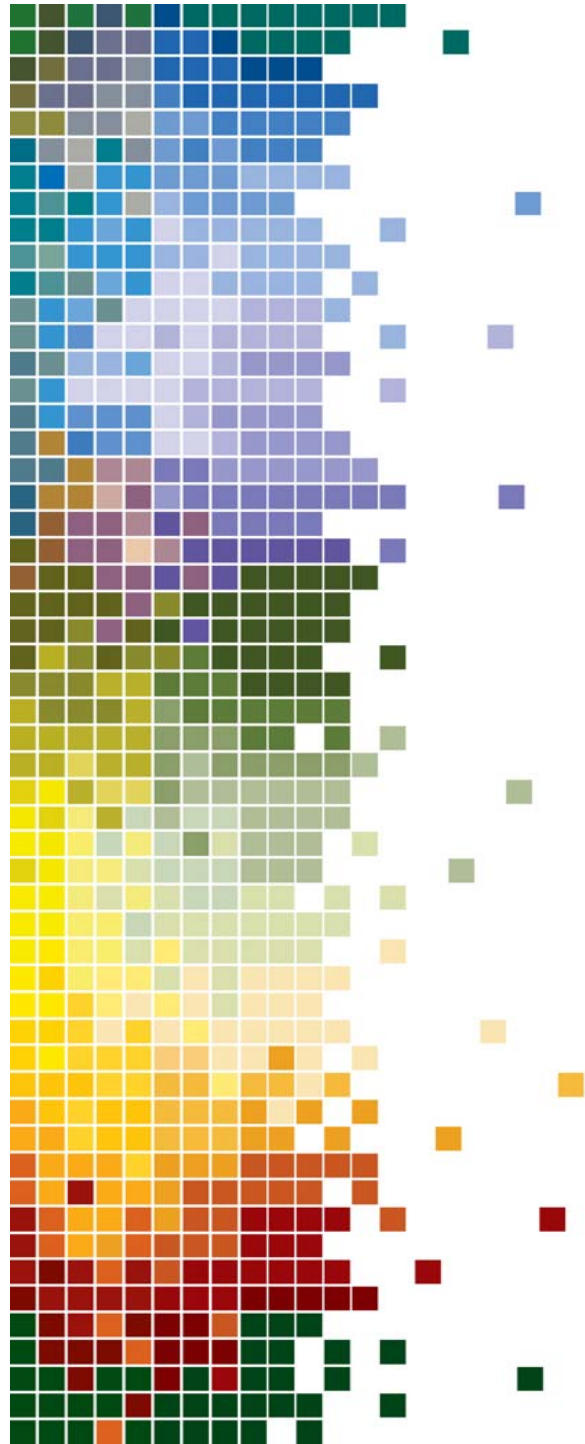


Being More Flexible



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



Caring About Our Culture

Be Inspirational



Be Important



EXPENDABILITY

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



Put Your Meat In The Game

Knowing What Makes Us Different, and Valuable



Finding Our Voice and Using It

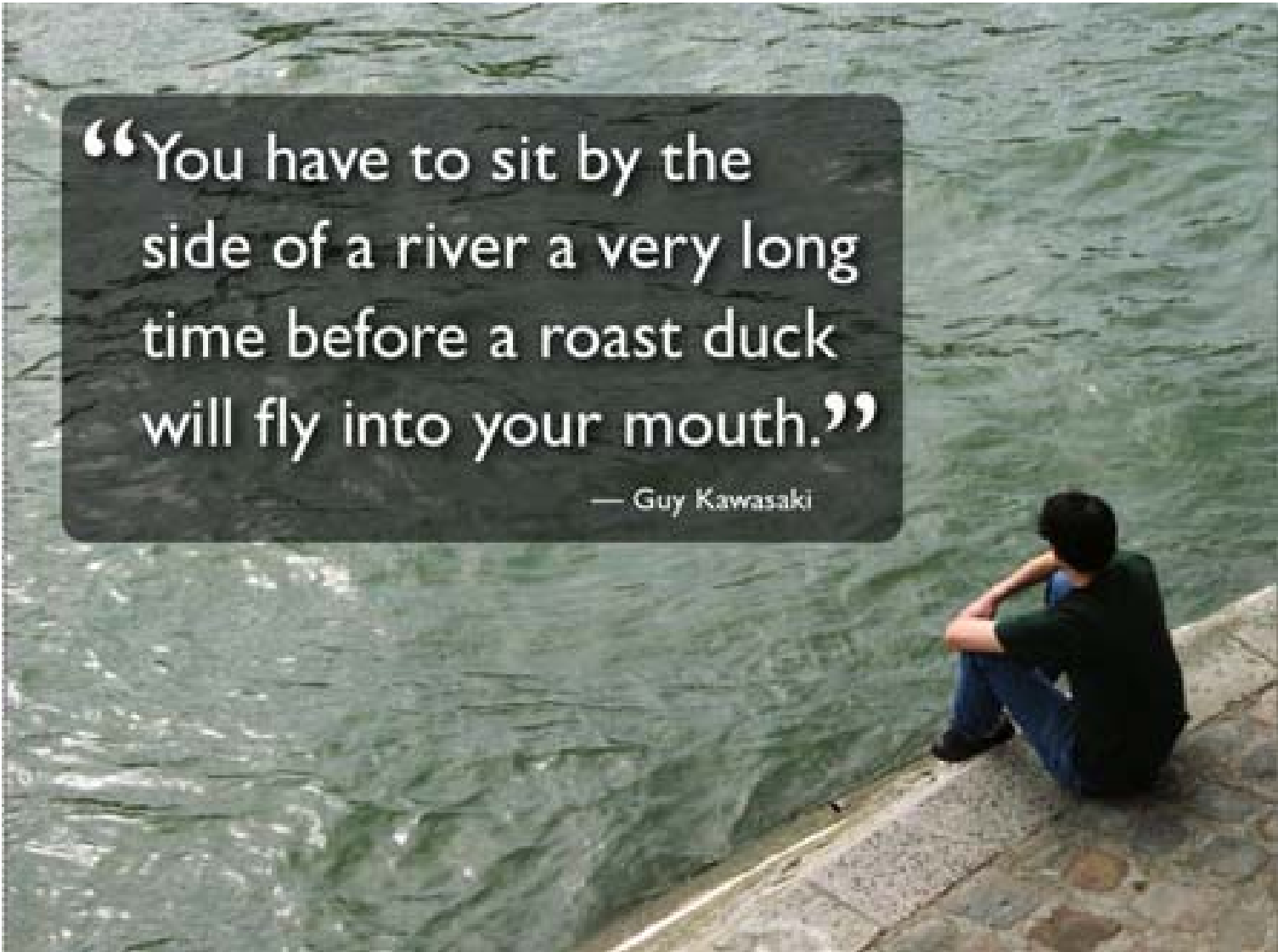


A photograph of a vast, flat, snow-covered landscape under a pale, overcast sky. A single, dark, leafless tree stands in the distance, centered horizontally. A path of footprints, made of several distinct impressions, leads from the bottom left towards the tree, curving slightly. The overall mood is quiet and contemplative.

A Third Path

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

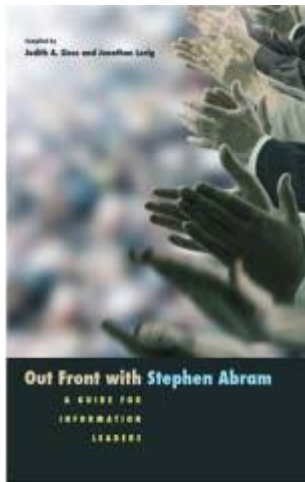




**Every Day in every way
libraries are throwing pebbles**

Change
Week
starts
Monday!





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>