SirsiDynix Super Conference
Open Libraries

Executive Track, April 5, 2008
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President 2008, SLA
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What does Sustainability Mean?
What Does Boundarylessness mean?
What Commitment Does It Take?
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 Techolust
• When something needs to change…

• Do it.

• Take responsibility
Library culture of poverty, victimization, risk aversion, and passive resistance
WORRY TANK

What if it doesn't work?

What if it all blows up in our face?

What if somebody sues?

What happens if it works... all too well?
How Can Libraries and Information Have No Borders?
Becoming More Open to a Global Reality
Do Your Members Know Your WHOLE Library’s Offerings?
Being Open to Borderless Thinking

Physical
Mental
Imagination
Ideas
Innovation
Creativity
Being More Open to Comment
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

LibraryThing BETA

amazon.com

MySpace Books
Being More Open to Criticism and Feedback
Being More Open to Recommendations
Being More Open to Change
50 Reasons Not To Change

- I'm not sure my boss would like it.
- It's too expensive.
- We'll catch flak for that.
- That's someone else's responsibility.
- It won't fly.
- We've always done it this way.
- It's too complicated.
- We don't have the staff.
- We tried that before.
- It's against tradition.
- There's not enough time.
- This is just a fad.
- Maybe, maybe not.
- We've never done that before.
- It's not my job.
- It can't be done.
- It needs more thought.
- Another department tried that.
- They're too entrenched.
- We're waiting for guidance on that.
- It won't work in this department.
- We don't really want to change.
- It will never fly upstairs.
- It needs committee study.
- Me falta ánimo.
- They don't really want to change.
- I'm all for it, but . . .
- Es imposible!
- It's hopeless.
- We can't take the chance.
- It's too radical.
- We don't have the equipment.
- We didn't budget for it.
- No one asked me.
- It's contrary to policy.
- We have too many layers.
- There's too much red tape.
- It needs more thought.
- What's in it for me?
- They won't fund it.
- It will take too long.
- We don't have authority.
- It's too ambitious.
Change?
Focus?
Focus
Being Open to Lifelong Learning
Build a Sandbox
Being More Open
Experimentation, Pilots and Innovation
Being More Open to Social Networks, Content, Access and …
Social Systems

- Delicious
- LinkedIn
- Twitter
- Blog
- Facebook
- Slideshare
### What people are doing

- **Creatives**: publish Web pages, write blogs, upload videos to sites like YouTube.
  - Data: Forrester Research

- **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.

### Who participates (U.S. online users)

<table>
<thead>
<tr>
<th>Category</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>Creatives</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</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</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</td>
<td>51%</td>
<td>70%</td>
<td>57%</td>
<td>29%</td>
<td>15%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Spectators</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</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>

**Chart by Andy Chemi**
Being More Flexible
Being More Open to Risk
Being Open to a Mosaic of Solutions
Being Open to Ambiguity
I've got my tinfoil hat on
Be More Open to Technology and Unintended Consequences
Will Reading Matter?
Your Five Year Plan?

Who Are You Targeting?
Results and Impact
Retail Sales Down? NO

Titles Down? NO

Circulation Down? NO

Reading Down? NO

Teen Reading Down? NO
Don’t be a Format Bigot
This is normal
Device Agnostic & DRM Wars
Everything’s getting smaller
A
Mainly Mobile Focus
Being Comfortable with Speed
Being Open to New Ideas
Letting Go of Control
EXCUSES
Turning Excuses in Reasons

And Reasons into Plans
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
Know What Makes Us Different
Find Our Voice and Using It
Be More Open to New Users
Be More Open to New Paths
Be More Open to the Users’ Paths
Being Open to Standing Out
Have Some Fun
We librarians must learn that when we study something to death, *Death was not our original goal*. 
“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
Honest to G*d – Have Fun
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