

# Association 2.0: Riding the Edge

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Feb. 28, 2008

Stephen Abram, MLS, FSLA  
President 2008, SLA



# Where is the edge of our world



# SLA

Connecting People  
and Information



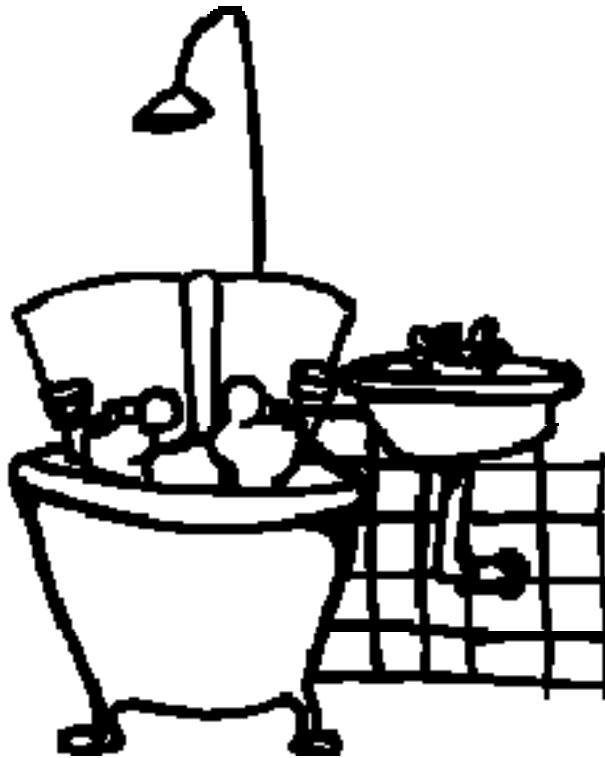
# Librarianship is bottomless



# THE EDGE

# EDGE

# Will Reading Matter?



Your  
Five  
Year  
Plan?

Who  
Are  
You  
Targeting?

Google™

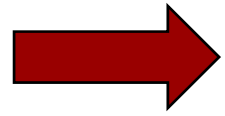


facebook.

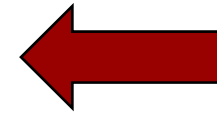


# How Complex is the Shift?

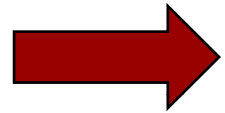




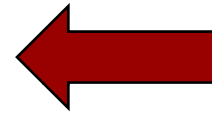
Information



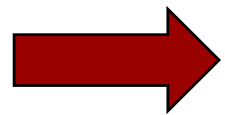
Noun



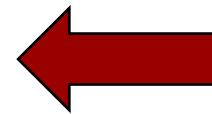
Inform



Verb



Informed



*Results and Impact*

*this*



*...is as important as this*

**How complicated can we make it?**

The image displays a musical score for piano, consisting of three systems of music. Each system is written for the right and left hands on a grand staff. The first system begins with a piano (*pp*) dynamic marking. The second system continues the piece. The third system includes a first ending (marked '1.') and a second ending (marked '2.'). The score is marked with various musical notations, including slurs, accents, and dynamic markings such as *pp*, *ppp*, and *ppp*. The piece concludes with a double bar line and repeat signs.





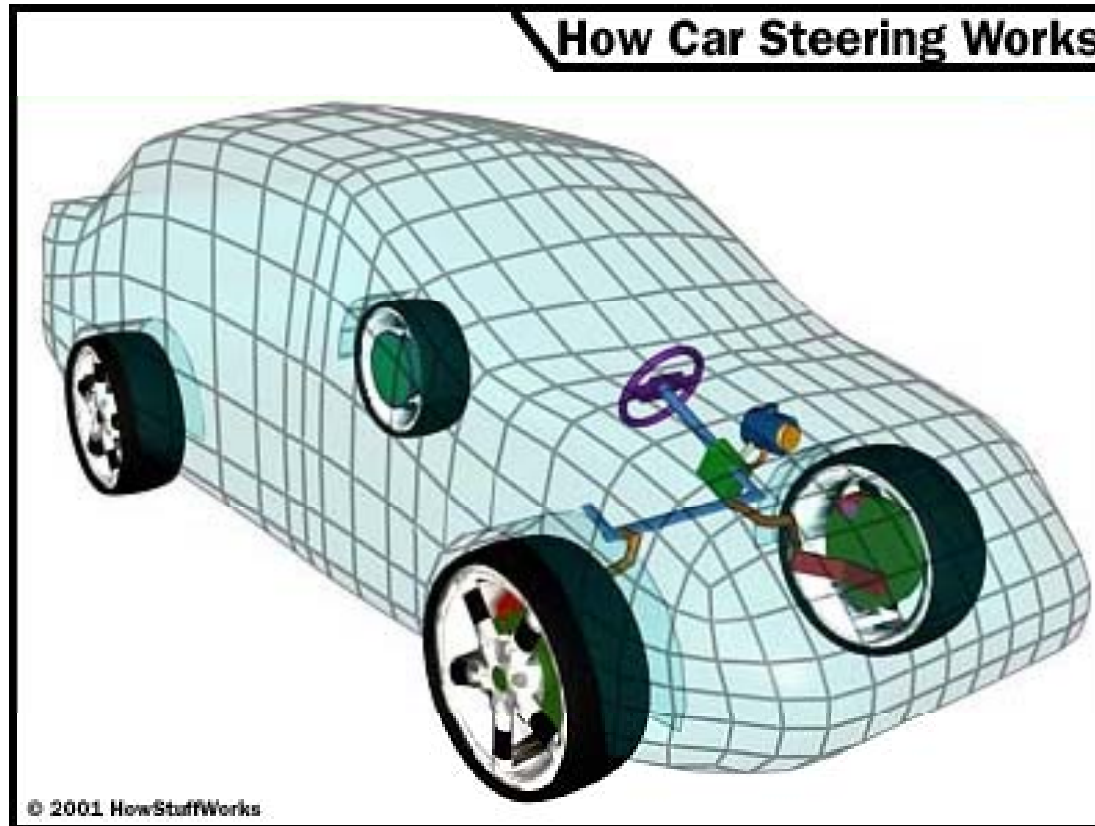
# Change?



# Focus?



# Focus?



# Stuff Will Change *Faster* Now

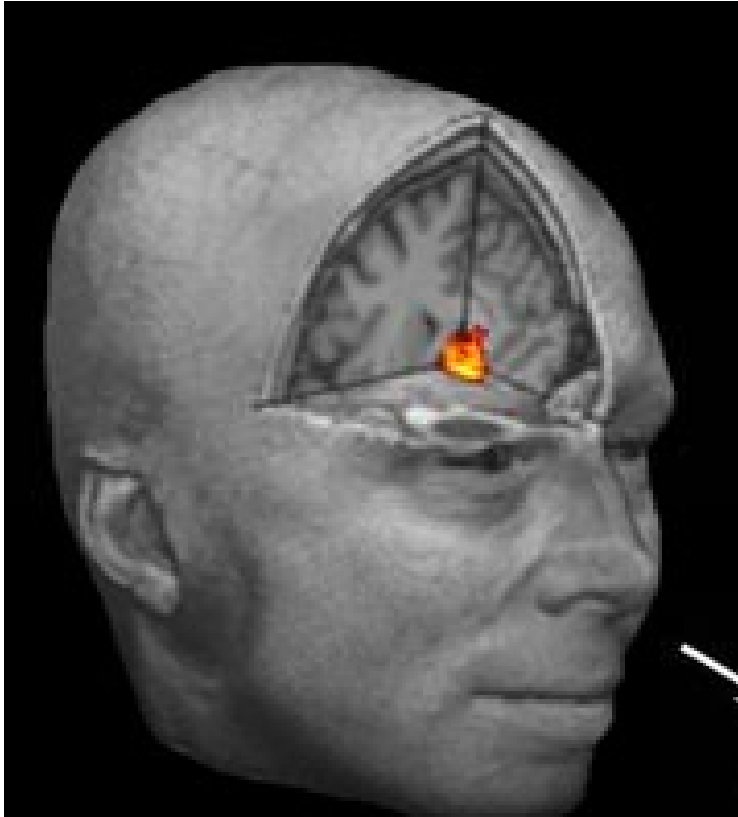
- Over the next 13 years an iPod size device will hold:
- iPods can hold year's worth of video by **2012**
- Or ALL the commercial music ever created by **2015**
- Or ALL content ever created (in all media) by **2020**
- Videogames outsell most content – combined!
- Jeez – Ringtones are even big
- Amazon + Audible + OCLC
- OpenSocial, F8, MySpace Developer, Android . . .
- Microsoft + Yahoo + Facebook + 40 ads engines? Or AOL!!
- Google + everyone else rumors (Plaxo, LinkedIn, Sprint, CNET, Yell, and ?)
- Pocket-sized devices dominate

# What Really Matters?

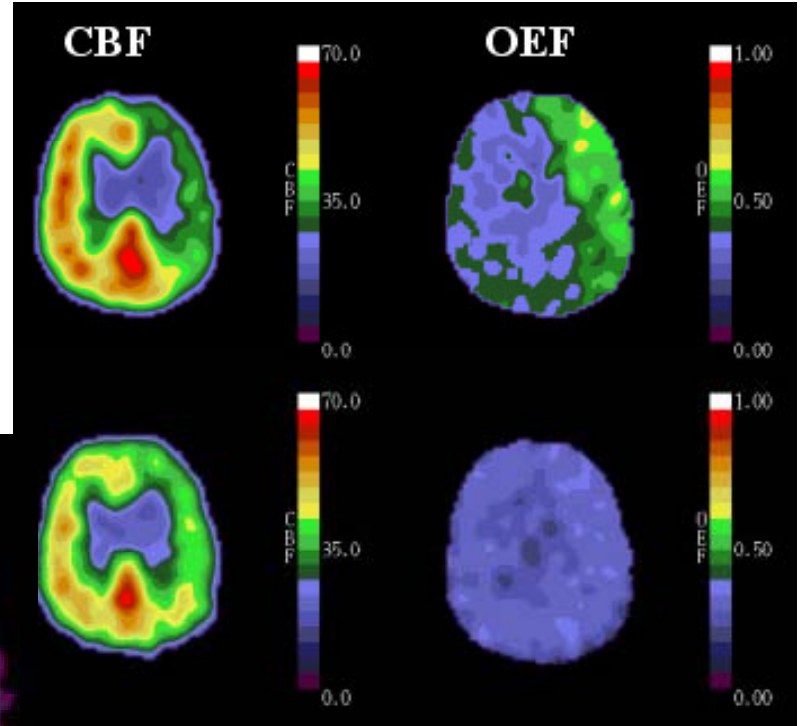
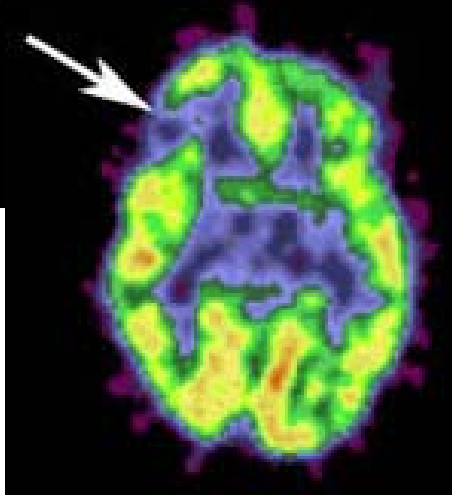
In the information space?



***Context is King,***  
**not Content.**



End Users  
Learners  
Readers  
Discoverers  
Clients  
Customers





# Millennials Are Different

**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**

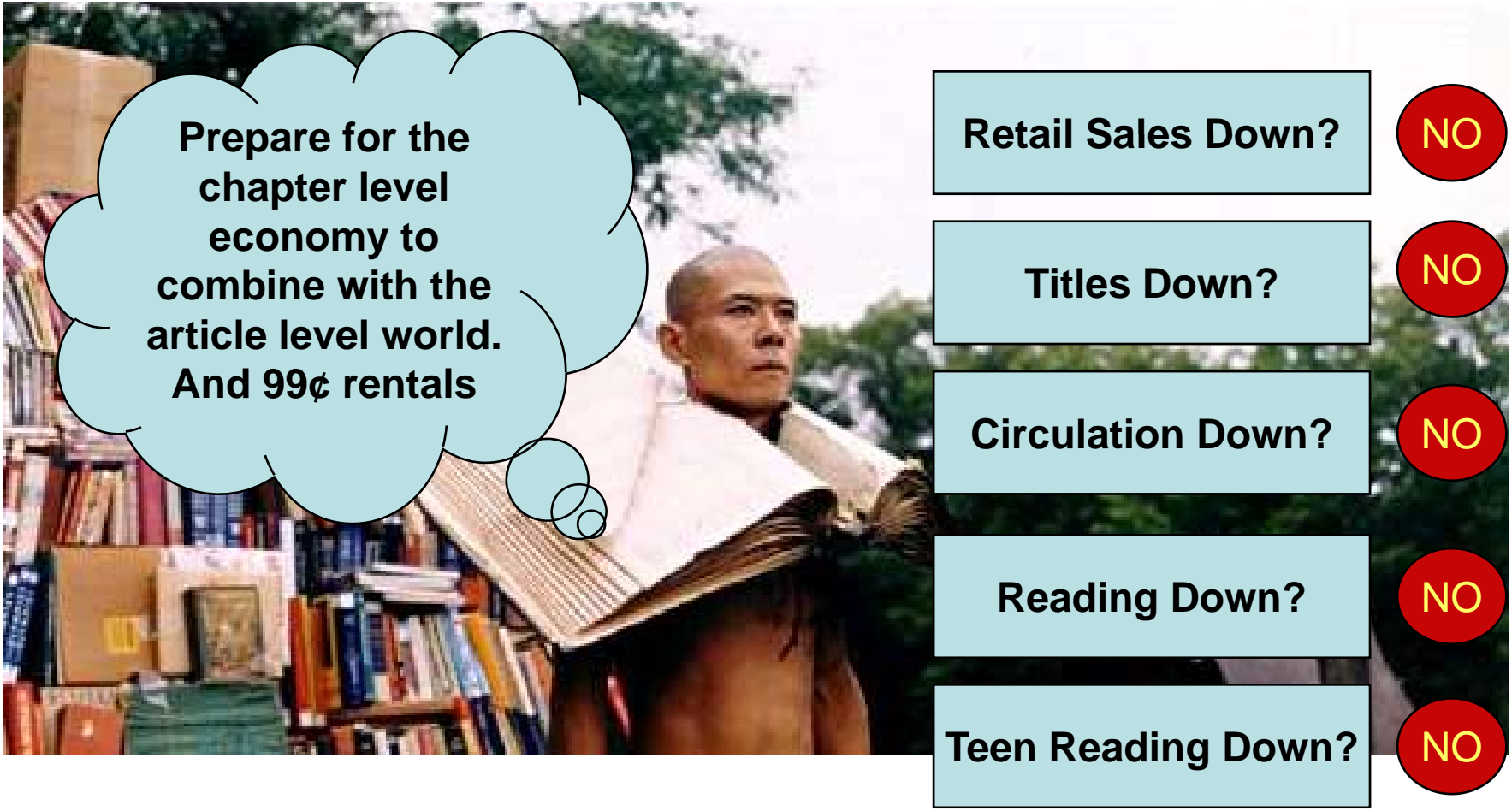
**Healthy Lifestyle**

**Family  
Oriented**

**Graphical**

**Achievement  
Oriented**

Credit: Richard Sweeney, NJIT and S. Abram



Prepare for the chapter level economy to combine with the article level world. And 99¢ rentals

Retail Sales Down?

NO

Titles Down?

NO

Circulation Down?

NO

Reading Down?

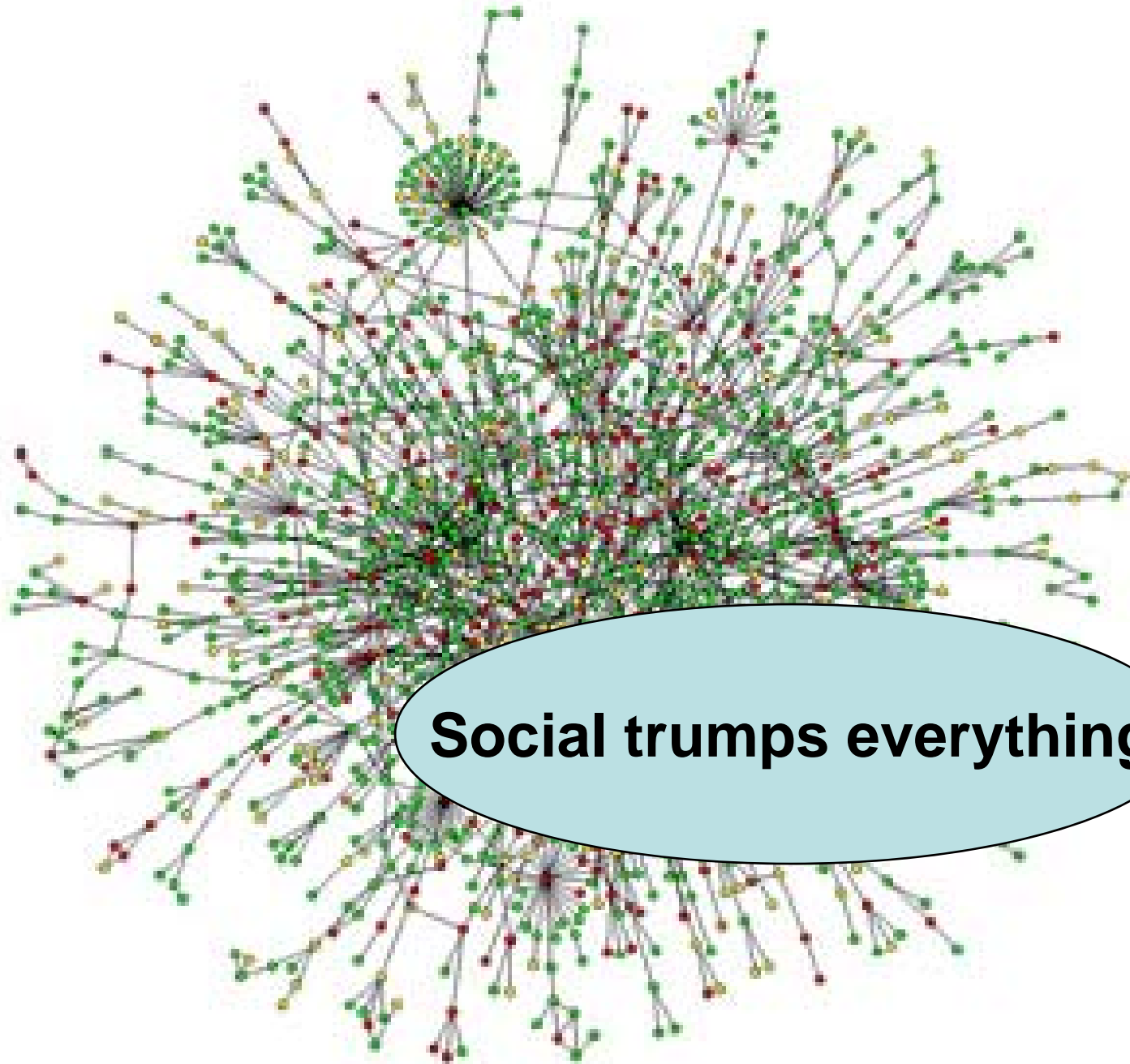
NO

Teen Reading Down?

NO

# Some Formats Die

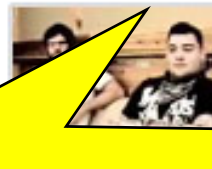




**Social trumps everything**

Cool New Videos

75...5 uploaded today!



Pepsi  
Super B  
Commercia  
Justin  
Timberlake  
Su

vs.  
Action  
ma

- Books
- Filmma
- Comedy
- Impact
- MySpace TV
- Music
- Profile Editor
- Secret Shows

**Reminder:  
300,000+  
A DAY!**

It's Easy. [Click here to get started](#)

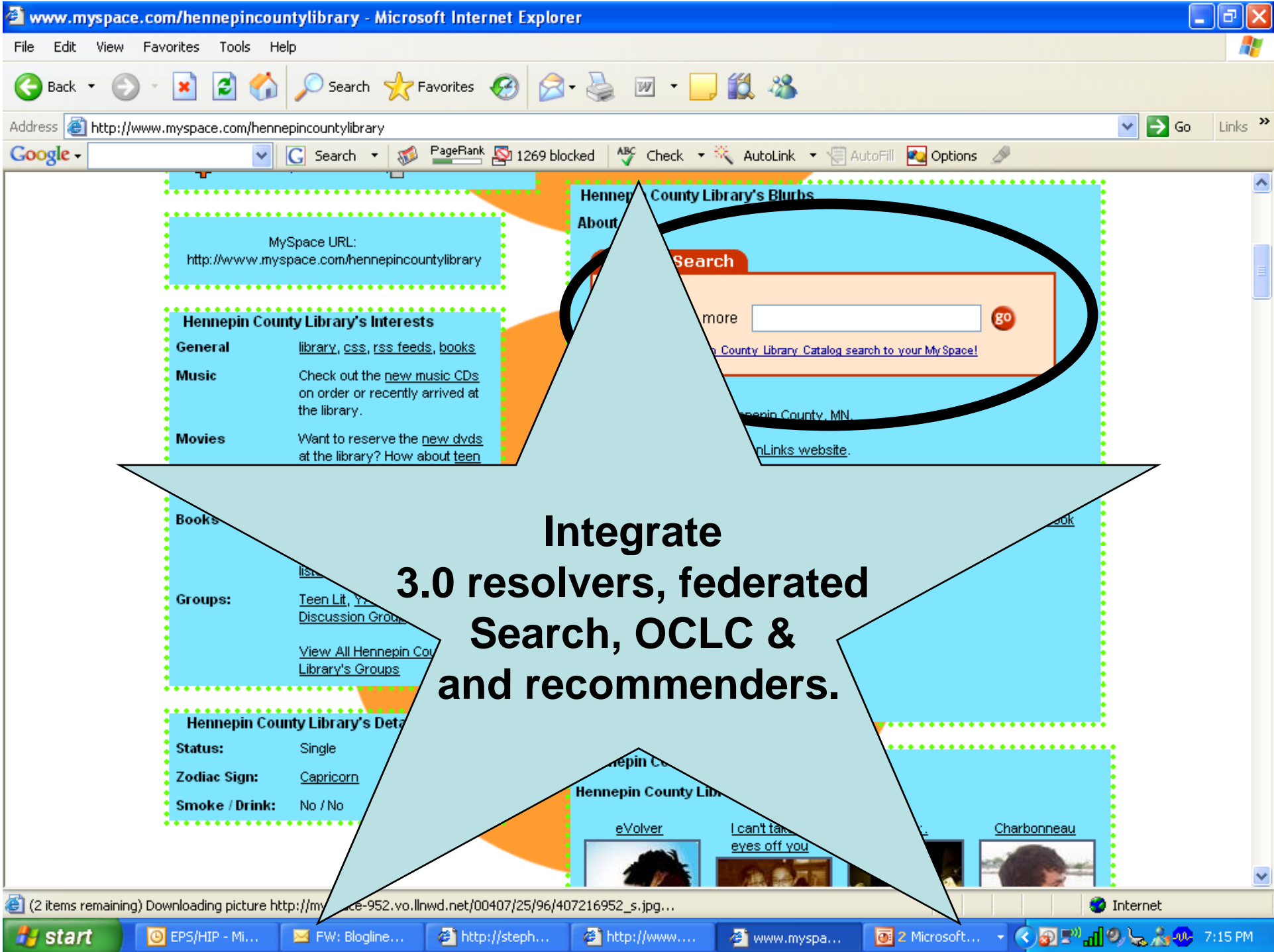
**And they're  
Publishing...  
a lot**

It's Easy.

✓ Check your [Tiscali](#), [Libero](#), [Com.de](#),  
[AOL](#), [Yahoo!](#), [Hotmail](#) and [GMX](#)  
contacts and find them on MySpace!

Cool New People

Edith      mike      Cara



**Hennepin County Library's Blurbs**

About

**Search**

more  go

[Hennepin County Library Catalog search to your My Space!](#)

Hennepin County, MN

[Links website.](#)

**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](#)

**Books**

**Groups:** [Teen Lit, YA 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**

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

**Integrate  
3.0 resolvers, federated  
Search, OCLC &  
and recommenders.**

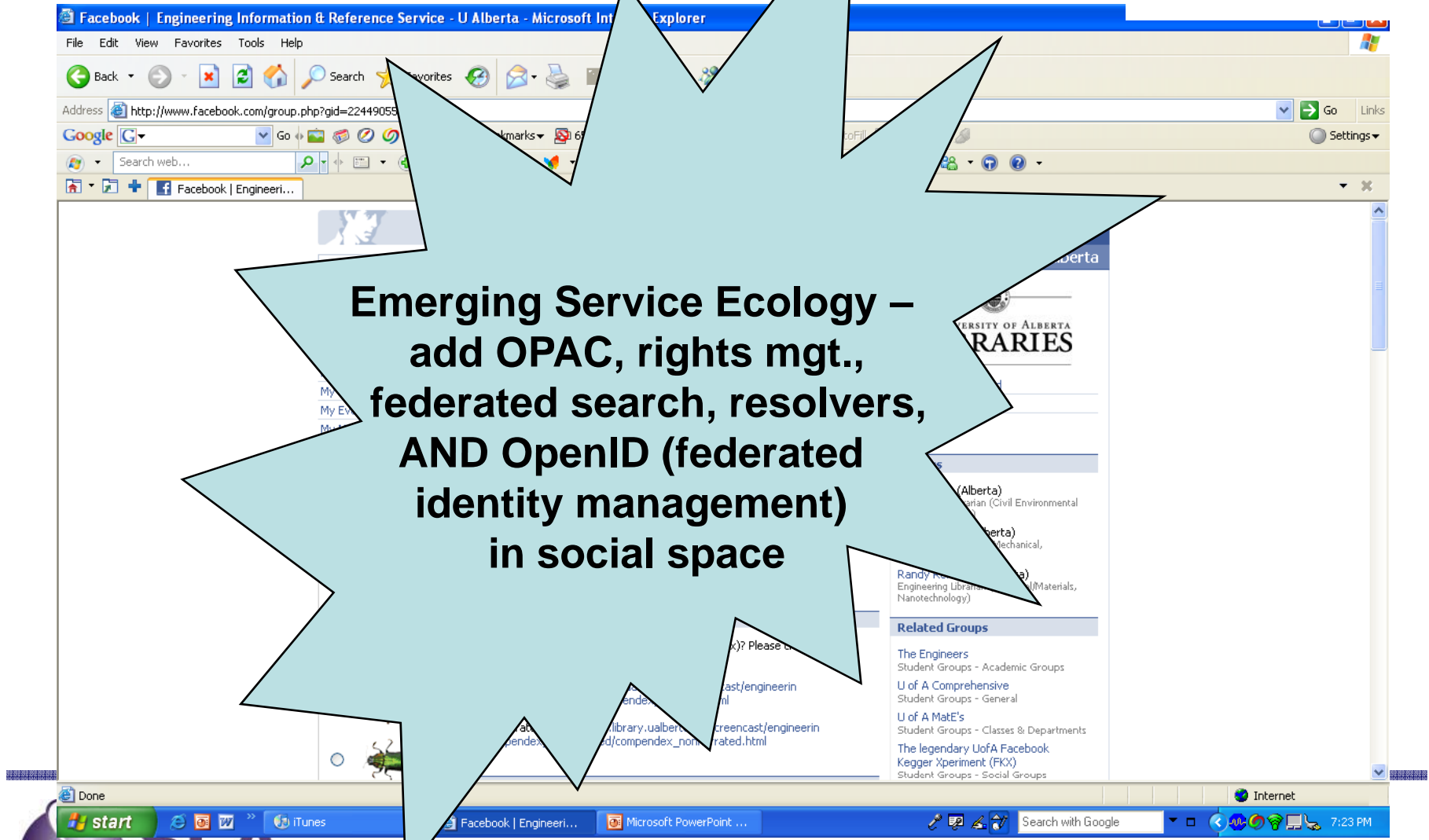


A sustainable social network for life.

F8 Developer

Over 80% of all college and University students In North America.

**Emerging Service Ecology –  
add OPAC, rights mgt.,  
federated search, resolvers,  
AND OpenID (federated  
identity management)  
in social space**





Your World. Your Imagination.

Resident Login | Join

WHAT IS SECOND LIFE? | SHOWCASE | BUSINESS PARTNERS | DEVELOPERS | COMMUNITY

- Resident Links -

FREE MEMBERSHIP JOIN NOW!

MEMBERSHIPS, LAND, & PRICING  
BUY AND SELL WITH LS  
REFER-A-FRIEND



Alliance,  
Charlotte,  
San Jose SU  
Europe (2X)  
McMaster  
IBM

Second Life  
www.infoisland.org  
**L!brary**  
Another innovation from the Alliance Library System

Land For Sale view larger map

ab



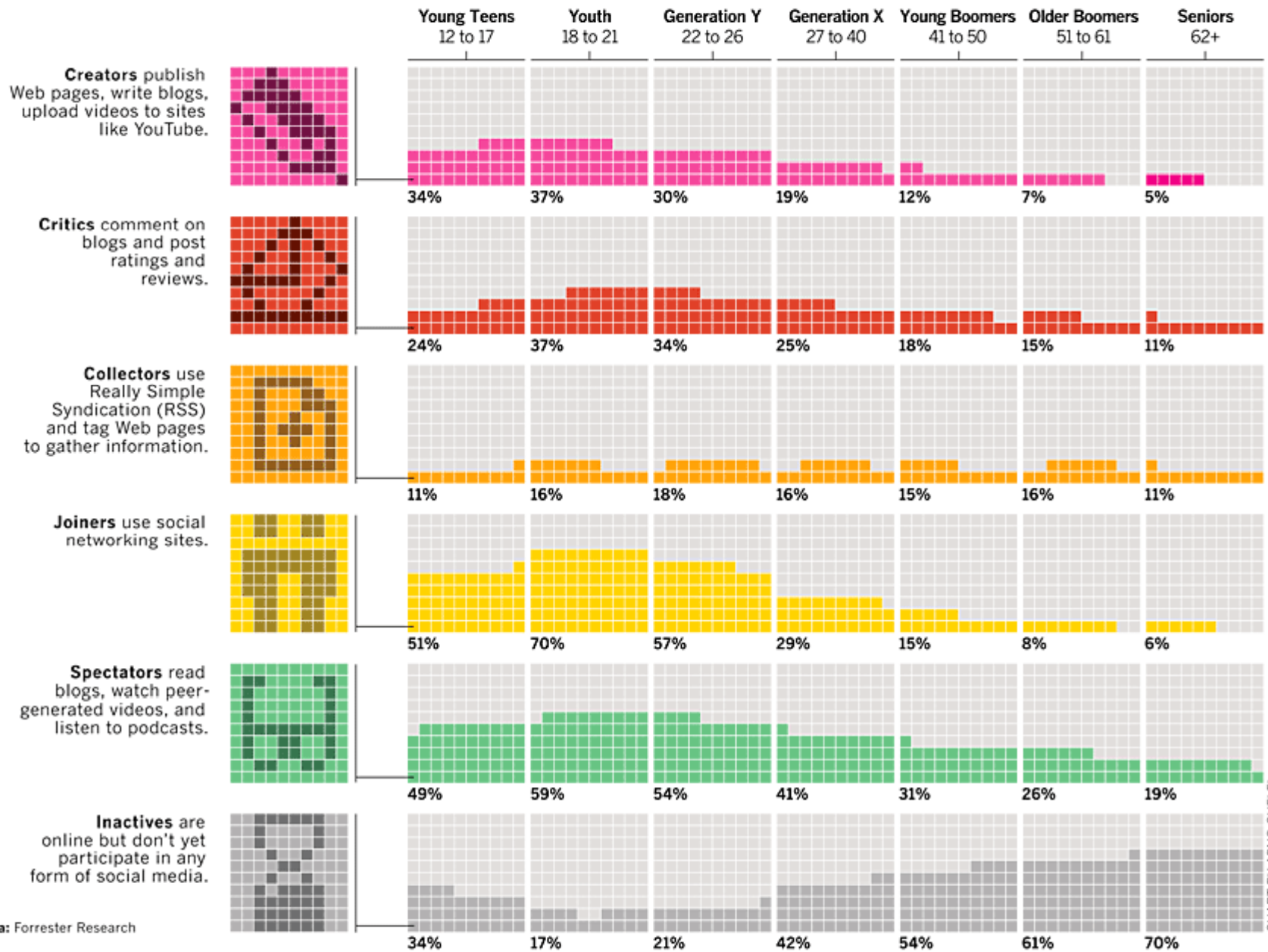
**5,000 Library  
visits every night!  
80 hours / week  
professionally  
staffed reference  
desk**

**Me**



## What people are doing

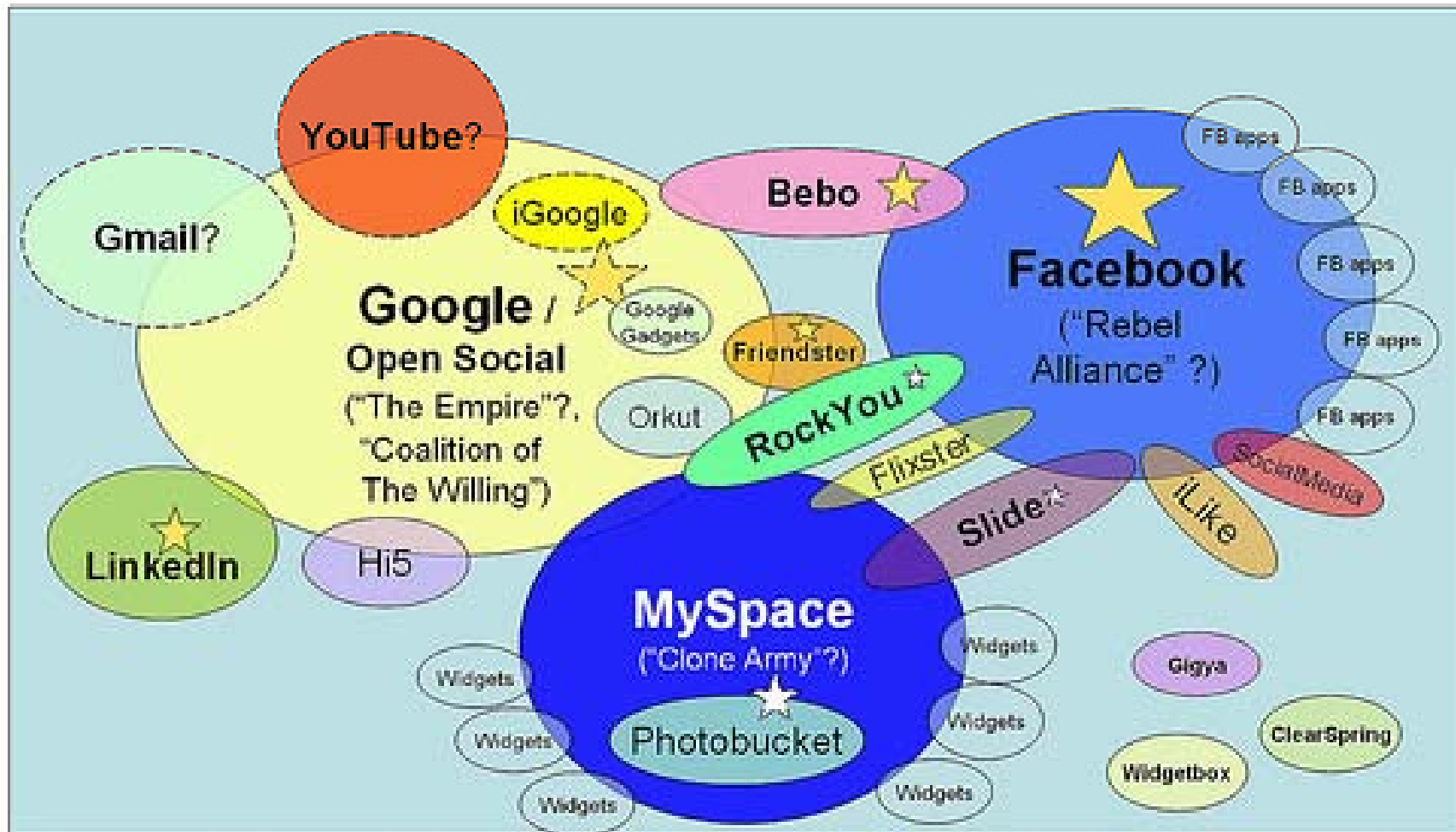
## Who participates (U.S. online users)



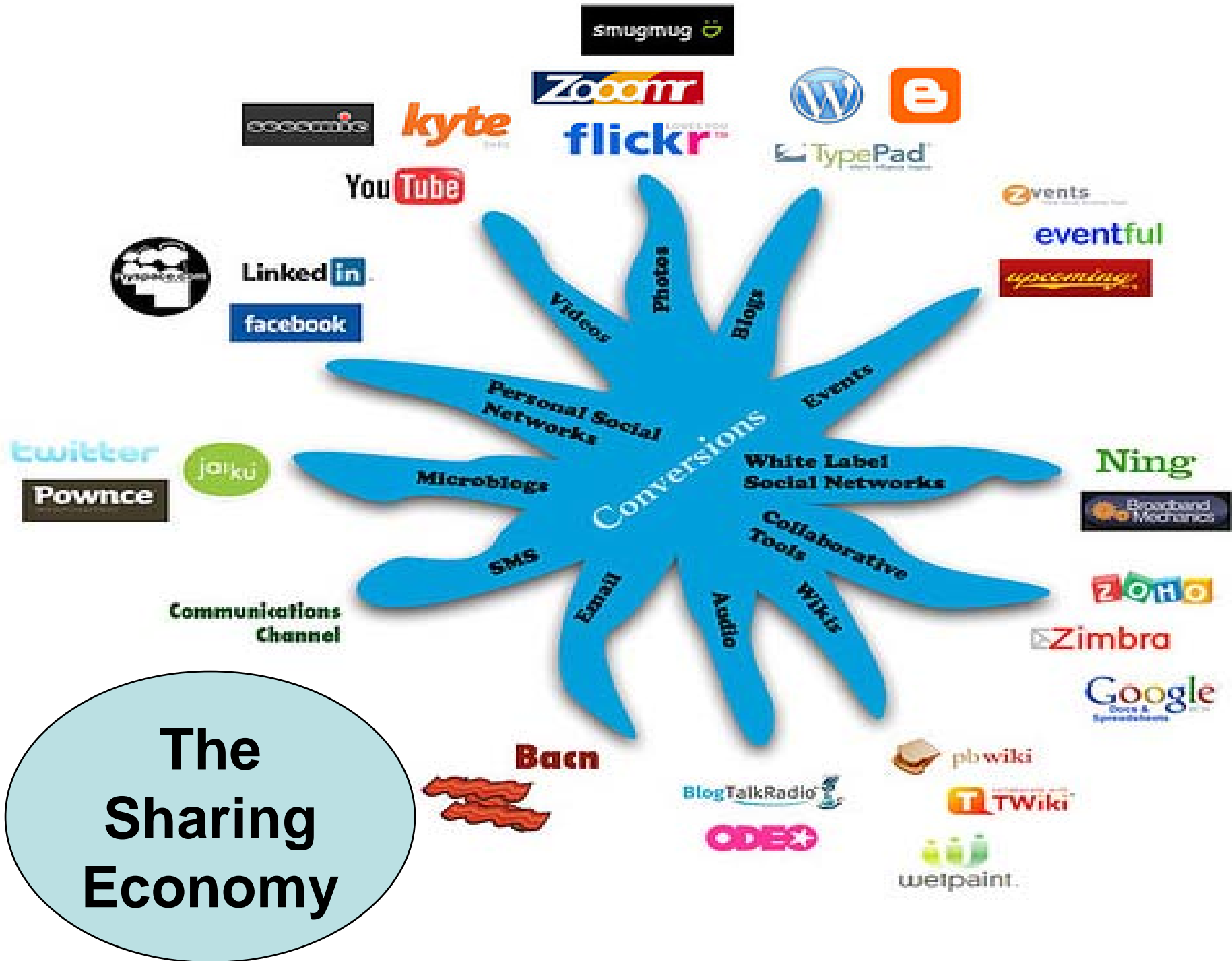
Data: Forrester Research

CHART BY ARNO GHELFI

# Social Graph Platform Wars

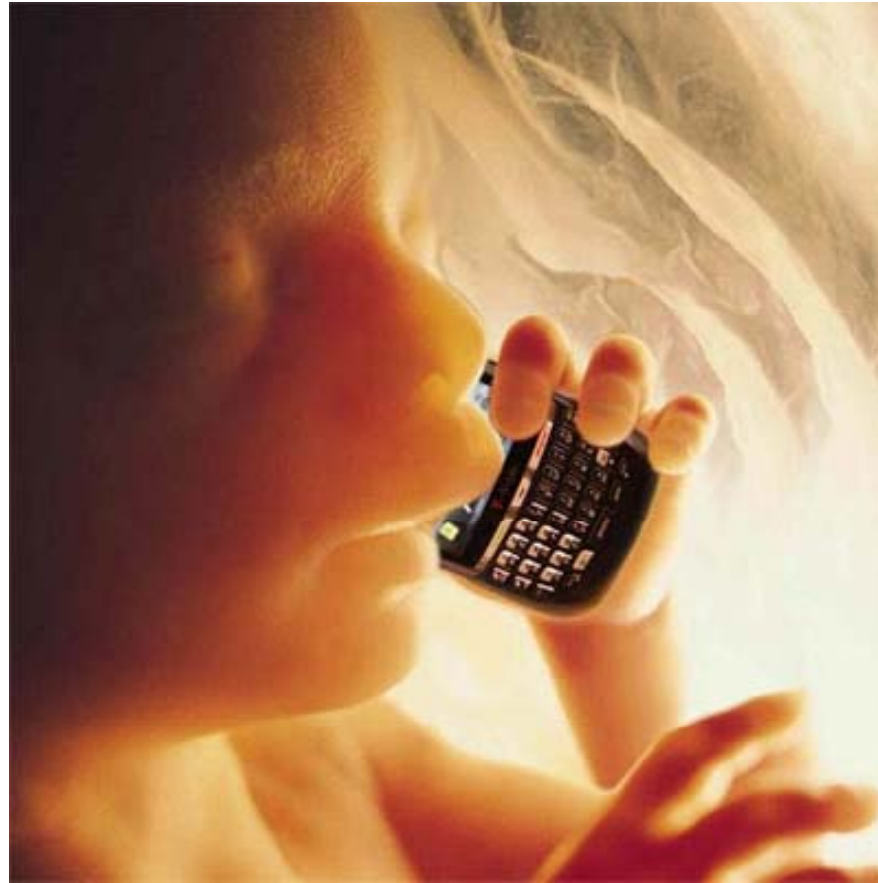


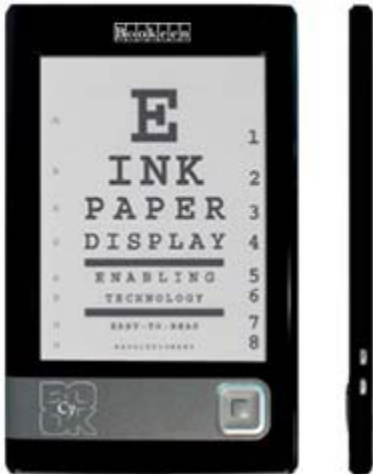
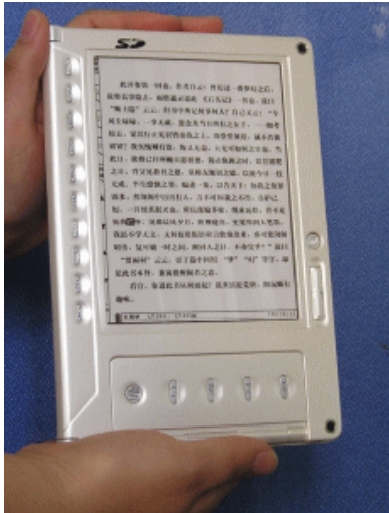
- ★ = announced Platform / API
- ☆ = unannounced Platform / API



**The Sharing Economy**

# An Inherently Mobile Focus





**Device  
Agnostic &  
DRM Wars**





# Everything's getting smaller






**XML turned  
10 Years Old  
In January**



# Opportunity



# The Changing Nature of Sharing

- Shared Pictures =  flickr™
- Shared Knowledge =  WIKIPEDIA 
- Shared Bookmarks =  del.icio.us
- Shared News =  Technorati™
- Shared Videos =  You Tube  
Broadcast Yourself™
- Shared Everything =  myspace.com®  
a place for friends

# Web 2.0/Information 2.0

- Portlets and JSR 168
- Spoken Word Searching
- Wikis
- New Programming Tools: AJAX, API, J2EE, widgets, mashups
- Blogs and blogging, RSS
- Recommender Functionality
- Personalized Alerts
- Web Services, SaaS
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open Access, Open Source, Open Content
- Commentary and comments
- Personalization and My Profiles
- Podcasting and MP3 files
- Streaming Media – audio and video, Screencasting
- Visualization
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
- Mobile, XML

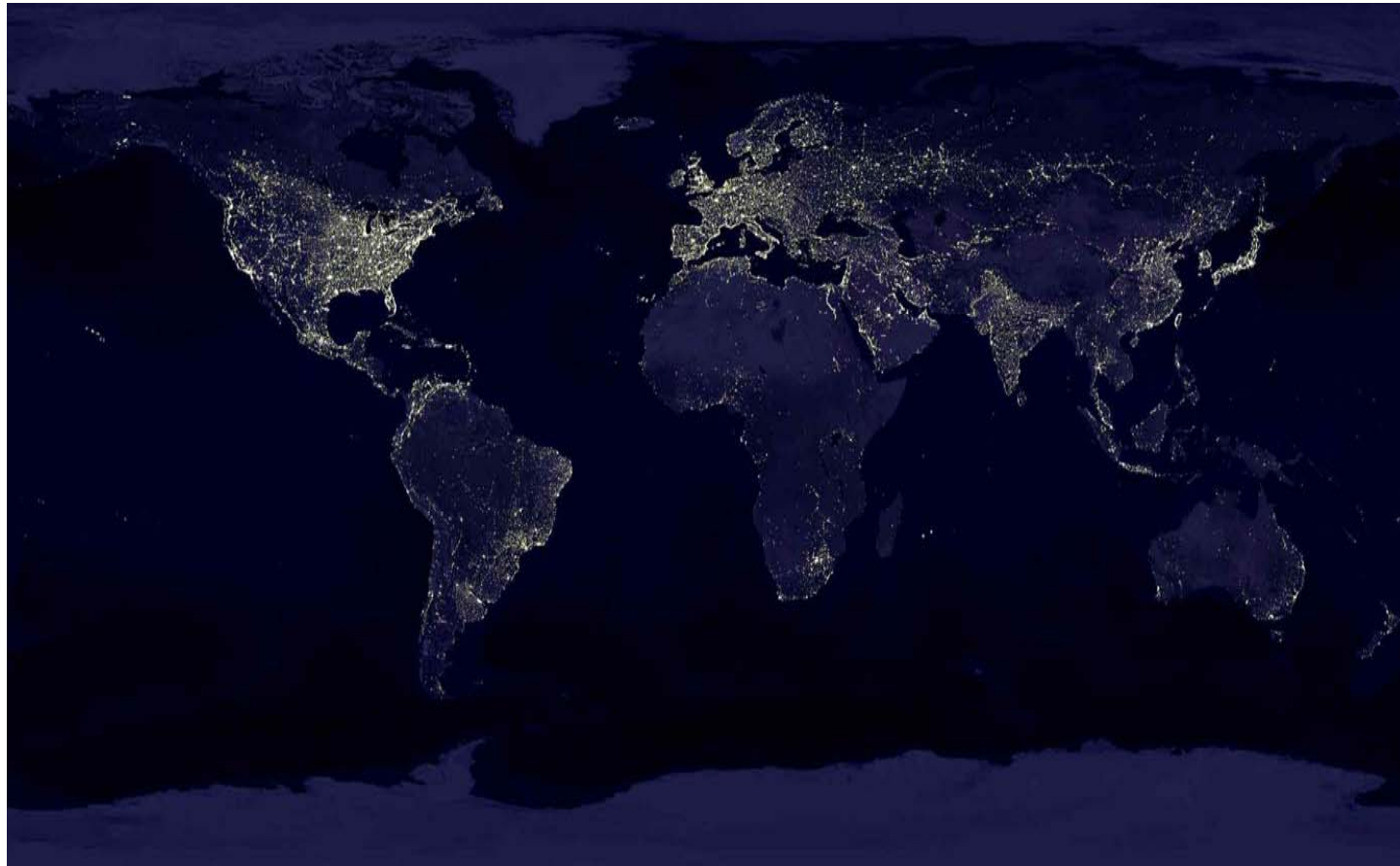
# User Intention Paths



# Risk in 2008?

- Recession and Debt
- Monetary Instability
- Oil Shocks
- Unstable Stock Markets
- War Financing
- Patents and Copyright
- Mergers and Acquisitions
- Technological Change

# Going Global

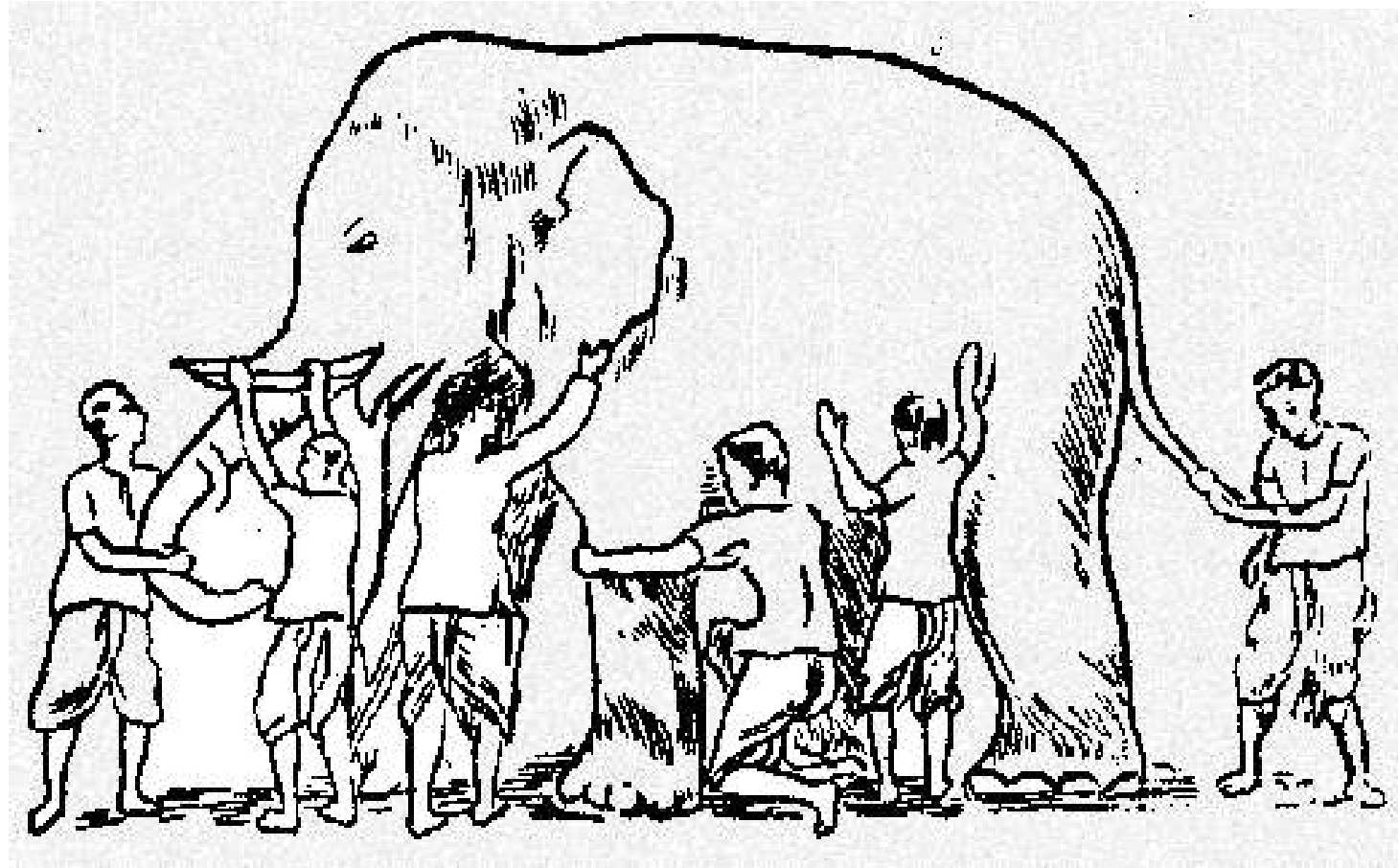


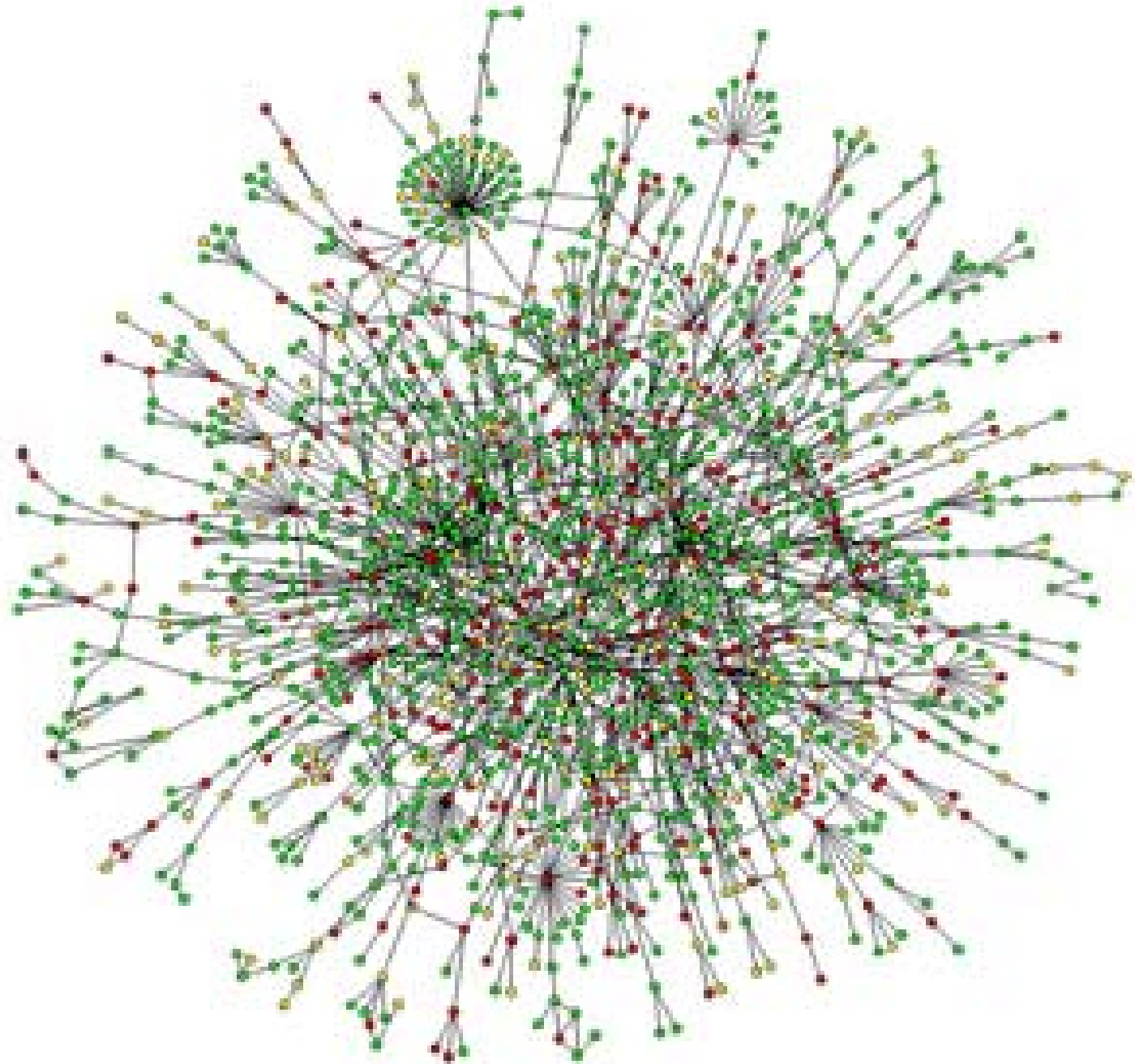


# Transformation

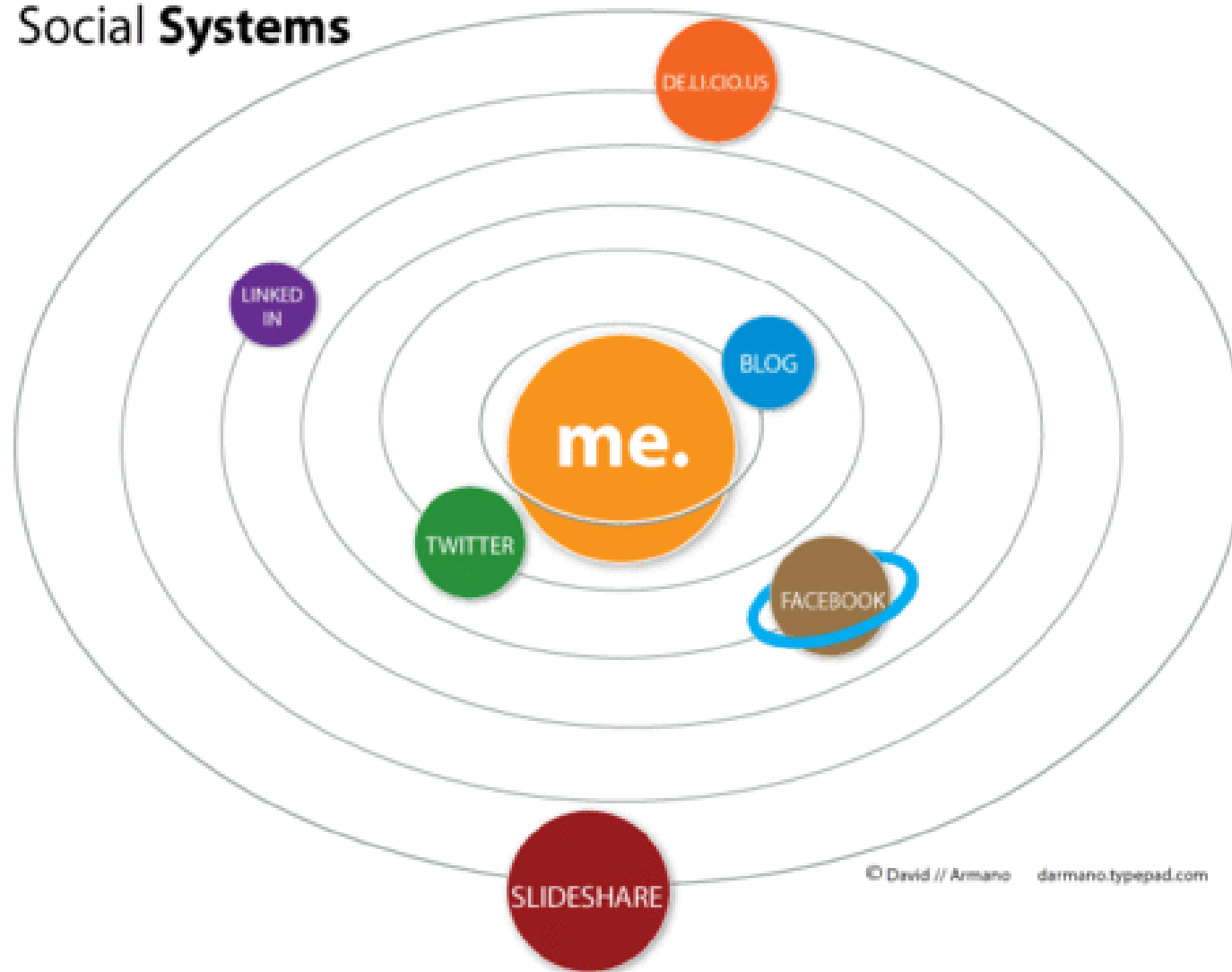
- We are already seeing the biggest transformation of the electronic and social experience since people thought e-mail, search and content were kings.
- Are we prepared?
- Can we prepare our members?
- Can our colleagues prepare themselves?

# Understanding SLA





# Social Systems



© David // Armano [darmano.typepad.com](http://darmano.typepad.com)

# SLA's Value Proposition

- Networking
- Learning / Professional Development
- Influence / Lobbying / Public Education
- Selling Stuff (You gotta survive!)

# Great Expectations

- The future is evenly distributed
- Dressing up on the road.



re, it's just not

king it on the

# 2.0 Influencers

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



# Supporting the Tradition

- Membership Growth
- 2009 Centennial
- Strategic Alignment Research
- A New AMS. Yay!
- E-learning accreditation (IACET) and learning partnerships
- Special partnerships, e.g. SIIA, LIANZA, ALIA, and more

# Excellent Traditional Value

- Units – chapter, divisions, caucuses
- Leadership opportunities
- Professional development
- Conferences
- Publications
- Listservs
- Influence, educating influencers
- And more

# Studying the Future

- The Strategic Alignment Project
  - Study Influencers
  - Study Us
  - Confident Technology Forecast
- The Board Long Term Strategy Retreat

# Alignment Project

This project will help librarians and info pros align their knowledge, experience and skills with the evolving expectations of the organizations of tomorrow while ensuring that SLA continues to provide the right tools and services to empower you for success.

# Our Website



The screenshot shows the SLA website homepage. At the top left is the SLA logo with the tagline "Connecting People and Information". To the right is an advertisement for Daniela Barbosa, Dow Jones Client Solutions, with the Dow Jones logo. Below the logo is a search bar and a navigation menu with links: "Inside SLA", "Membership", "Events & Conferences", "SLA Community", "Professional Development", "Resources", "Careers", and "Publications". The main content area features a "Welcome to SLA!" message, a "2008 SLA Leadership Summit" announcement with a "Read More" link, and three columns: "Upcoming Events" (listing nomination and calendar items), "Membership 101" (listing update and connect options), and "Useful Resources" (listing survey and directory links). At the bottom, there are sections for "SLA NEWS", "Career Center" (with "BLOGS" and "ADVOCACY" tabs), "CLICK U Live!" (web-based seminars), and "Researching Patent and Trademark Information: Part 2, Trademark Information" (January 23, 2008).

**SLA**  
Connecting People and Information

Advertisement  
Presenter: Daniela Barbosa, Dow Jones Client Solutions  
**DOW JONES**

Advanced Search Options  Search UserID  Password  Login QuickLinks ▾  
Not a member? Join SLA | Forgot Your Password?  Remember

[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

**Welcome to SLA!**  
Through innovative learning, successful networking, and effective advocacy, SLA is a connective force for our profession.  
[Click here to join now!](#)

**2008 SLA Leadership Summit**  
Join hundreds of leaders of SLA, its chapters, divisions, sections, caucuses and committees as they prepare for the year ahead and begin planning for the Centennial Year. **Register today.**  
[Read More](#)

**Upcoming Events**

- Nominate 2009 BOD
- 2008 Leadership Summit
- Events Calendar
- What's New at Click U
- Course of the Month
- 2007 Research Grant

**Membership 101**

- NEW - Update Your Information
- Connect with Units
- Change/Add a Unit
- Info Pro... What's that?

**Useful Resources**

- 2007 SLA Annual Salary Survey now available!
- 2008 Member Volunteer Opportunities
- SLA Feed Reader
- Membership Directory
- New SLA Wiki

**SLA NEWS**

- New Certificate in Copyright Management Offered by SLA's Click University®
- SLA Announces Survey Results Showing Salary Increases

**Career Center**

Job Seekers   
Search Jobs   
Post Resume  
Virtual Advisors

Latest Opportunities  
Architecture and Instruction

**CLICK U Live!**  
Web-based seminars for SLA members.

Researching Patent and Trademark Information: Part 2, Trademark Information  
January 23, 2008  
2:00 pm - 3:30pm

# CLICK U

[Try the Click U Course of the Month at NO CHARGE to Members!](#)

CLICK UNIVERSITY Log In ▶



Home  
Contact Us  
FAQ  
Feedback

About Click

Learn at Click U

Student Center

Account

Click U Live

Self-Paced

University Partners

Certificate Programs

Search

GO

CLICK U Live!

[2008 Click U Live! Event Calendar Now Available](#)



## New To Click U: 2008

### 2008 Click U Live! Event Calendar Now Available

Get a head start on planning your professional development and learning opportunities in 2008 by reviewing the Click U Live! 2008 event calendar. [learn more...](#)

### CI Certificates Program Graduation

SLA hosted the final course of the 2007 CI Certificates Program in a graduation ceremony for the first class of SLA members to complete Competitive Intelligence from Click U. Congratulations to all of our graduates! [more...](#)

### Knowledge Management Certificates Program

**ID  
&  
Password**

# CLICK U Value

- Thousands of Courses!!! Fee to free (What don't you know?)
- CI Certificate Program (What can you prove?)
- Knowledge Management Certificate Program
- Certificate in Copyright Management
- IACET Recognition (How to you communicate success?)
- Career Center
- Gary Price's Research Tool Box (Keeping up)
- SLA Conference Podcasts
- Course of the Month (Delivering value)
- **Free** Leadership & Management Library (Almost 1,000 books)
- 25% Student Member Discount to CLICK U
- University of Toronto: Professional Learning Centre (11% off for all)

# eBrary e-Books

CLICK UNIVERSITY  
an SLA experience

Leadership and Management

SLA  
Connecting People  
and Information

Home Sign Out Help

Search results: 988 documents Sort results by: [Score](#) | [Title](#) | [Contributor](#) | [Date](#)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 Next>>

[Improve search results with Search Tips...](#)

Search View Bookshelf

Simple Advanced Browse

Search for  
information

Search

[Improve search results with Search Tips...](#)

English Go

ebrary

Copyright ©1999-2008, ebrary.  
By using this website you agree to the [Terms of Service](#).

Result 1 Score: 39%

 [Power of Positive Criticism](#)

Contributor: [Weisinger, Hendrie](#)  
Publisher: [AMACOM](#)  
Date: 2007  
Dewey: 158.2  
LC Call Number: BF637.C74.W45 2000eb  
ISBN: 0-8144-0483-9  
Subjects: [Criticism, Personal](#), [Psychology, Industrial](#)

BOOK - 200 Pages  
[View](#)

Result 2 Score: 38%

 [How to Write a Business Plan \(8th Edition\)](#)

Contributor: [McKeever, Mike](#)  
Publisher: [Nolo](#)  
Date: 2007  
Dewey: 658.15/224  
LC Call Number: HD30.28.M3839 2007eb  
ISBN: 97-1-41330562-3  
Subjects: [Business Administration](#), [Business Planning](#), [Finance](#)

BOOK - 295 Pages  
[View](#)

Result 3 Score: 39%

 [Annual Review of Development Effectiveness 2006 : Getting Results](#)

BOOK - 120 Pages  
[View](#)

**990+35 Books**

# SLA Innovation Lab

The screenshot shows the SLA Innovation Lab website. At the top left is the SLA logo with the tagline "Connecting People and Information". To the right is an advertisement for the "2007 SLA Salary Survey & Workplace Study". Below the header is a search bar and a navigation menu with links for "Inside SLA", "Membership", "Events & Conferences", "SLA Community", "Professional Development", "Resources", "Careers", and "Publications". The main content area features a "Welcome to the Innovation Portal" message, a "Tech News Daily" section, and buttons for "Members" and "Non-Members". A "Web Design: Dreameaver" section is also visible. A large yellow starburst graphic is overlaid on the right side of the page, containing the text "100's of Apps".

**SLA**  
Connecting People and Information

**Know How Much You're Worth.** The 2007 SLA Salary Survey & Workplace Study is now available.

Welcome back, Stephen. [Log Out](#) or [Account options](#)

[Advanced Search Options](#) [Search](#) [QuickLinks](#)

[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

**Innovation Links**

- Wiki's
- Blog's
- Discussion Lists
- Social Networking
- Technology Links
- Web 2.0 Term List
- The Web 2.0 Directory

**Welcome to the Innovation Portal**

Membership in SLA means access to cutting-edge products, services, and programs designed specifically for you--the information professional. Information that adapts as fast as your environment, SLA sets the standard.

**Tech News Daily**

Your daily dose of technology headlines, brought to you by SLA Partner, Nexerpt. Articles and Archive

**Members**

- Login
- My SLA
- Events
- Renew

**Non-Members**

- Join
- Benefits
- Request Information

**Info Videos**

- Blogging
- Podcasting
- Second Life
- Social Networking
- Wiki's
- Test Jump

**Web Design: Dreameaver**

- Getting Started
- Site Development
- Adding Images
- Links, Fonts and Color
- Creating Navigation Bars

**Technology Showcase**

**100's of Apps**

# Innovation Lab Buckets

- **Blogs**
- **Microblogging**
- **Tagging**
- **Graphics**
- **Scrapbooking & Citation**
- **Social Networks**
- **Surveys**
- **Wikis**
- **Discussion Lists**
- **Communities of Practice**
- **Collaboration Software**
- **Web Site Development**
- **Mashups**
- **RSS & Aggregators**
- **Search Engines**
- **Alerts**
- **Media**
- **Podcasts**
- **Audiobooks**
- **Atomic Learning**
- **Virtual Worlds**
- **Virtual Learning**
- **Online Productivity**
- **Ebooks**
- **Play**
- **Browsers**

# Atomic Learning

- Access to over 25,000 software training movies for a calendar year
- 500+ new tutorials are added every 45 days
- Just-in-time software training
- Valuable educational resources
- Online Newsletter and Tech Tips



# SLA Innovation Lab



[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

**Wikipedia** defines a **Blog** as -

A website where entries are written in chronological order and commonly displayed in reverse chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs. Most blogs are primarily text, although some focus on art (artlog), photographs (photoblog), sketchblog, videos (vlog), music (MP3 blog), audio (podcasting) and are part of a wider network of social media. Micro-blogging is another type of blogging which consists of blogs with very short posts.

Below are YouTube videos of three popular Blogging sites:

**WordPress:**



**BlogRovR:**



**TypePad:**



**Free and  
Licensed**

# SLA Innovation Lab

**SLA**  
Connecting People and Information

Advertisement: **Know How Much You're Worth.** The 2007 SLA Salary Survey & Workplace Study is now available.

Welcome back, Stephen. [Log Out](#) or [Account options](#)

Advanced Search Options   QuickLinks ▾

[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

Home > SLA Community > SLA Blogs

Unit Blog Guide

## SLA Blogs

SLA operates several Web logs, or blogs, where members can catch up on topical information and leave comments. A list of the open blogs is below:

SLA & SLA Unit Blogs
<a href="#">SLA Blog</a>
<a href="#">INFO X - The CEO's Blog</a>
<a href="#">Solos Helping Solos Blog</a>
<a href="#">Impact: Leadership &amp; Management Division Blog</a>
<a href="#">Information Technology Division</a>
<a href="#">IT Blogging Section</a>
<a href="#">Government Information Division</a>
<a href="#">Kentucky Chapter</a>
<a href="#">Bio Med Division/Systems Thinking Perspective</a>
<a href="#">Pharmaceutical &amp; Health Technology Division/Position Profiles</a>
<a href="#">IPANDA Net</a>
<a href="#">Chapter Modeling Task Force</a>
<a href="#">Remembering Frank Spaulding</a>
<a href="#">SLA 2006 Conference Blog</a>
<a href="#">SLA 2005 Conference Blog</a>

Adjust Font Size: A A A A

**Advocacy**  
Action Alerts  
[Save the Date: Sunshine Week, 19 March 2008](#)  
[\\$1 Million Allocated to Restore EPA Libraries](#)  
[Save the Date: National Health Research](#)

CAREERS  
BLOGS

**Sample Practices**

SLA invites units to create their own blogs on SLA's service through

# SLA NewsGator Alliance

The screenshot shows the SLA NewsGator Alliance website. At the top left is the SLA logo with the tagline "Connecting People and Information". To the right is an advertisement for the "2007 SLA Salary Survey & Workplace Study". Below the header is a search bar and a login section with fields for "UserID" and "Password", and a "Remember" checkbox. A navigation menu includes links for "Inside SLA", "Membership", "Events & Conferences", "SLA Community", "Professional Development", "Resources", "Careers", and "Publications". The main content area is titled "News Connections" and contains a welcome message, a "SLA Feed Reader" section, and information about RSS feeds. A sidebar on the right features "Advocacy Action Alerts" with links to "CAREERS" and "BLOGS". A large yellow starburst graphic with the text "News You Use" is overlaid on the right side of the page.

**SLA**  
Connecting People and Information

Advertisement  
**Know How Much You're Worth.**  
The 2007 SLA Salary Survey & Workplace Study is now available.

Advanced Search Options Search UserID Password Login QuickLinks  
Not a member? Join SLA | Forgot Your Password?  Remember

Inside SLA | Membership | Events & Conferences | SLA Community | Professional Development | Resources | Careers | Publications

Home > Resources > News Connections Adjust Font Size:  
A A A A

## News Connections

Welcome to **News Connections**, the latest of the SLA Connections series of resources published to keep SLA members abreast of the latest industry and association news.

**SLA Feed Reader**

SLA News Connections now includes access to open Web content driven by **NewsGator's** reader, delivering RSS feeds to the desktops of SLA members.

\*\* Find out more about how RSS can improve the way information is disseminated in your organization\*\* Attend a free educational Webinar from **NewsGator Technologies**

Read the latest **Factiva News Connections**.

These articles are summarized by topic, of which there are currently eight, using Factiva Track Modules.

Read the latest **Nexcerpt News Connections**.

Connect to web sites for news and other items of interest.

\*\*Create and publish your own Nexcerpt issues!\*\*  
**SLA members receive a 10% discount on Nexcerpt's services.**

If you have ideas for additional topics, please let us know at [resources@sla.org](mailto:resources@sla.org).

**Advocacy**  
**Action Alerts**  
**\$1 Million Allocated to Restore EPA Libraries** CAREERS  
**Save the Date: Sunshine Week, 19 March 2008** BLOGS  
**Save the Date: National Library Legislative Day**  
**Recent SLA Initiatives**

**News You Use**

# SLA NewsGator and IRC

[Inside SLA](#) | [Membership](#) | [Events & Conferences](#) | [SLA Community](#) | [Professional Development](#) | [Resources](#) | [Careers](#) | [Publications](#)

[Read](#) | [Manage](#)

Page 1 of 2

My Clippings (0)  
My Feeds (15)  
Stephen's Lighthouse (15)

- \* Organize the list by dragging and dropping.
- \* Rename or delete items by right-clicking.
- \* Advanced feed and folder tools.

**Add Content**

Categories

- SLA
- LIS
- Copyright
- Careers
- Headlines
- Technology
- Advertising & Marketing
- Biomedical & Life Sciences
- Business & Finance
- Chemistry
- Competitive Intelligence
- Education
- Engineering
- Environment & Resource Management
- Food, Agriculture & Nutrition
- Government Information
- Information Technology
- Insurance & Employee Benefits

## It's Not Very Old

1/16/2008 9:23:39 PM

All these things we depend on are truly quite young.

This month marks the 25th anniversary of TCP/IP. It was co-invented by our SLA Seattle Conference keynote Vinton "Vin" Cerf.

So TCP/IP is about as old as a university grad just starting out today.

I put up my first website at the end of 1994 based on 1992 CERN stuff. It was awful. The Canadian government went on the web in 1995 about the same time as America Online started offering internet access.

So websites are about 14. Wow - all set for an exciting high school career.

It is joined by browsers that started out in about 1993.

Just getting to sophomore year.

Just recently we noticed that Google's domain name was 1998 but the search service is only about nine.

So Google style searching is only in about grade five.

Last week, Wikipedia turned 7 or 8. So it is in Grade 4.

Blogs started in about 1998 but really blossomed in 2002.

So they're ten too and join Wikis in grade four homework.

MySpace is from 1999.


A sturdy 8 year old. Grade 2 is fun.

Delicious tagging started in 2003.

So it's four and entering junior kindergarten.



# SLA FACTIVA Alerts



**Factiva Alerts** Help

Publications Web News

**Compet. and Bus. Intell.** [View All](#)

- [In November last year, business publisher and advisory service Wolters Kluwer...](#) Computer Weekly, 8 January 2008, 812 words, English

**Copyright** [View All](#)

- [Third-year law students take on recording industry \[Corrected 01/08/ 08\] ; Working in the legal aid clinic, the two challenge file-sharing ...](#) Portland Press Herald, 7 January 2008, 998 words, English
- [SONY CHANGES ITS TUNE](#) The Independent, 9 January 2008, 1187 words, English
- [Pause that vcr! You're likely breaking the law; Canada's proposed copyright revamp stumbles over practical consumer issues](#) Calgary Herald, 7 January 2008, 1005 words, English

**KM, CM, RM, Info. Mgt.** [View All](#)

- [Catch-all solution: Used to its full potential, a school's management information system can show where resources are best used and drive improvement](#) The Guardian, 8 January 2008, 1186 words, English
- [Microsoft goes for Google jugular with search buy](#) Datamonitor News and Comment, 09:54 GMT, 9 January 2008, 963 words, English
- [Technology Guide: Knowledge sharing - Keep everyone in the know](#) Human Resources, 4 January 2008, 1508 words, English

**Search Tools** [View All](#)

- [Yahoo Focuses on Personalized Web, Debuts Updated Mobile Platform](#) Warren's Washington Internet Daily, 8 January 2008, 1014 words, English
- [ChaCha fast-steppin' into mobile searches](#) Indianapolis Star, 3 January 2008, 1014 words, English
- [Are Browsers Dead? Mobile phone users historically haven't used the browsers on their handsets. Does that...](#) Business Week, 1 January 2008, 1273 words, English

**Security and Information** [View All](#)

- [Court battle looms over drug act on data mining](#) The Washington Times, 7 January 2008, 1048 words, English
- [Sears, Where America Sues; A slew of privacy incidents proceed a slew of corresponding lawsuits.](#) eWEEK, 8 January 2008, 1014 words, English
- [U.S. Companies With Operations In Europe Must Comply With Data Protection Laws](#) Mondaq Business Briefing, 3 January 2008, 1014 words, English

**The Web and Technology** [View All](#)

- [How to Avoid the 10 Worst Internet Scams in 2008: Most experts agree that 2007 was a record year for Internet scams, and 2008 will be even ...](#) eWEEK, 8 January 2008, 1014 words, English

# Ideas to Energize *Innovation*

- Volunteer Project for Participation – [sla.org](http://sla.org)
- The SLA Innovation Laboratory
- Student Initiative / First Five Years
- Learning 2.0 – 23 Things in 15 Minutes a Day
- Seattle Conference Twitter
- Social Networking Pilots (Find me on Facebook, LinkedIn and Ning)
- YouTube Videos
- The Faces of SLA Project
- Second Life for SLA

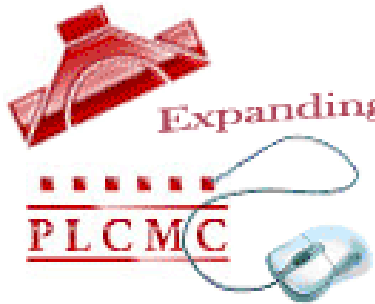


**Individual  
Engagement**

# 2.0 is about *play*



# Learning 2.0 / 23 Things



*Expanding Minds, Empowering Individuals, Enriching the Community*

## **Learning 2.0**

**Let's  
Prepare  
Every  
Member**

# Learning 2.0 / 23 Things

- *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 & Audio*



# Plan

**Plan for  
Summer 2008**

# Collegiality



# Innovate in 2008

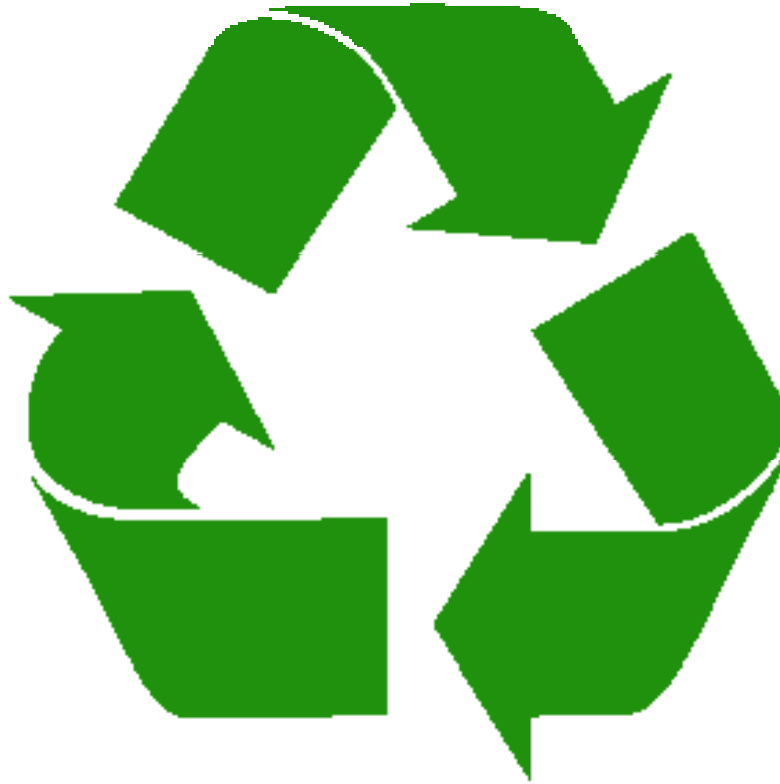


# SLA Seattle 2008



Breaking Rules,  
Building Bridges

# SLA Seattle 2008







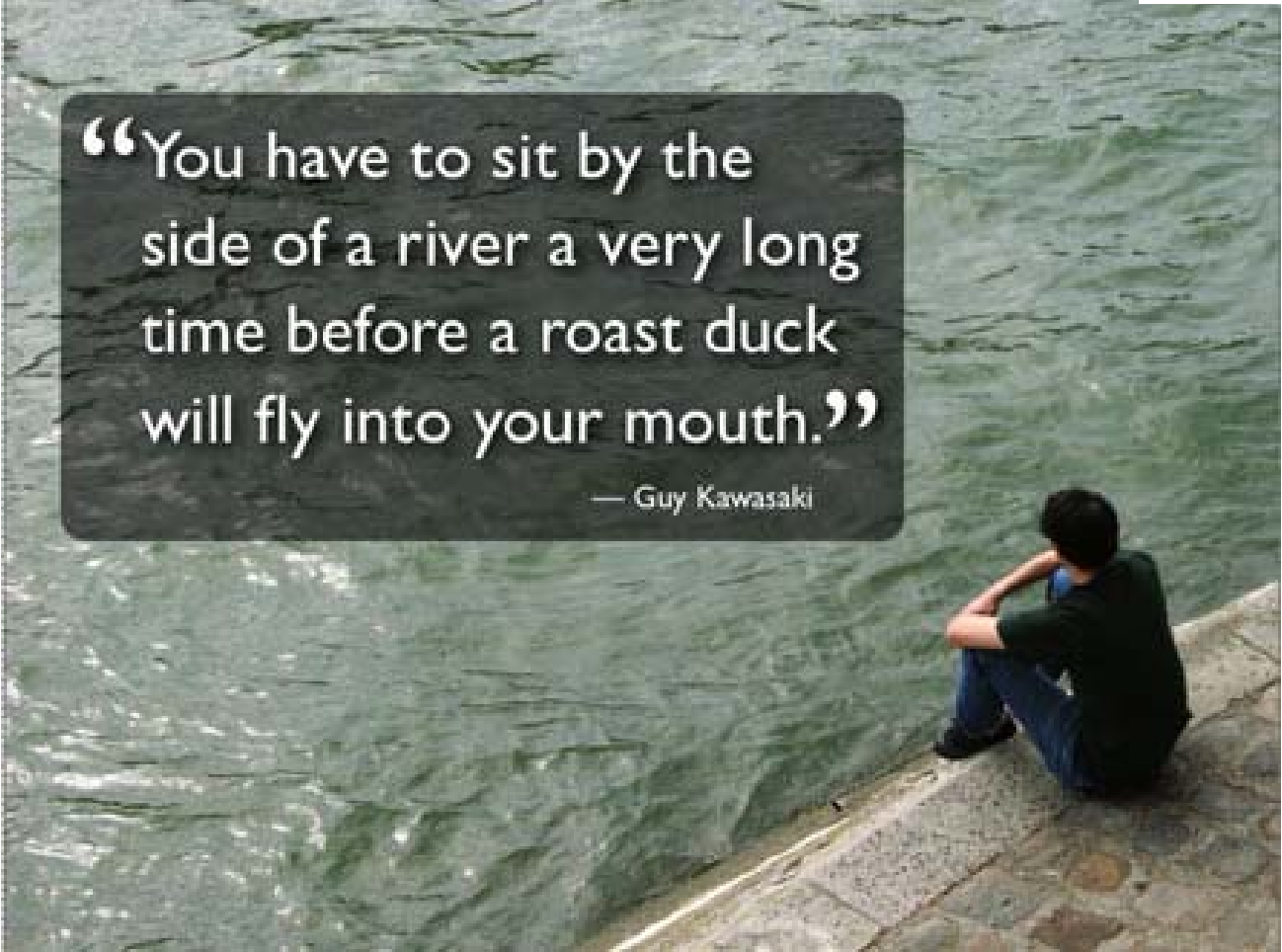
**LEAD**





# 50 Reasons Not To Change





“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



# Remember:

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**SLA is Your Partner.**

**Communicate the Value**

**Look Beyond the Homepage**

**Be the Change**

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# Slides

- These PPT slides will be at my blog 'Stephen's Lighthouse'

<http://stephenslighthouse.sirsidynix.com>





# SLA

Connecting People  
and Information



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