Reality 2.0: Attracting, Retaining and Engaging the Association 2.0 Member

Jan. 17, 2008

Stephen Abram, MLS, FSLA
President 2008, SLA
Vice President, Innovation
Chief Strategist, SirsiDynix Institute
Isn’t it just FANTASTIC?!
Nano, Light, BioTech, Genome, Web 2.0
What Does It All Mean, 2.0?
Last ¼’s Perfect Storm?

- Facebook gets a $750,000,000.00 equity investment from Microsoft and two equity capital firms.
- Facebook introduces social ads last month on top of their F8 development platform (Beacon)
- Google heads past 10,000 licensed traditional publishers
- Google adds new libraries all the time to Google BookSearch.
- Google heads past $700.00 a share during a market drop. Buys Sprint??
- MySpace acquires Dow Jones and the Wall Street Journal and soon LinkedIn.
- Thomson acquires Reuters.
- Google announces that MySpace, Bebo, Engage.com, Friendster, hi5, Hyves, imeem, LinkedIn, Ning, Oracle, Orkut, Plaxo, Salesforce.com, Six Apart, Tianji, Viadeo, and XING have joined Google OpenSocial - their new "open" platform for development anywhere.
- MySpace, Facebook and Google Cooperate on identity!
- Google introduces Google OpenMobile Open Handset Alliance / Android development platform
- The Canadian dollar has soared past the US $ ($1.11 last month!) for the first time in years. Time to shop on the road again.
- And the first US Boomer applied for their pension.
- Strap yourself in, 2008 is going to be a fine ride. Enjoy.
The Perfect Storm

- US National debt increases affecting global economy
- $4+ gallon gas in US messes biggest consumer economy
- Google (Search, Ads, & Apps) Dominance?
- Global Change (China, India, EMEA)
- Consumer and Oil demand in China and India
- Format agnosticism
- Generations turtle driving user behaviour changes
- Multi-type Consortia increase of necessity
- New standards (XML, JSR168, etc.) drive portalization and personalization of the web
- New social competitors emerge to Google, MS, Yahoo, Ask, etc. Second Earth?
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
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?
• We are about to see the biggest transformation of the web and intranet experience since people thought e-mail, or search or content were kings. Killer apps?!
Library 2.0 = (books 'n stuff
+ people
+ radical trust)
\times participation

Darlene Fichter, 2006
Found New World Order

Your new world order is installed and ready to use.
Associations

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

Challenges:
- Diverse Members
- Life Stages
- Communication
- Financial
- Change Management
- Diffusion
Great Expectations

The future is already here, it’s just not evenly distributed yet!
Expectations 1.0

• Yes the principles and foundations of associations have not changed... We *have* always done this.

• The tools we use are entering a new era. And where we get the tools, how we use them, and how flexible and timely we can be *is* changing.

• Will attitudes and aptitudes change if we don’t re-frame the conversation? *Maybe*. 
Web Expectations 1.0

- Educate (vs. Learn)
- Search
- Retrieve
- View
- Print
- Link
- Navigate
- Read
- . . .
Association Expectations 1.0

- Link me to others
- Educate me
- Give me a leg up
- Fix the government(s)
- Give me benefits
- I’ll give you volunteer time
- I’ll pay you on spec and for service
- Represent my interests
Association Expectations 2.0

• Understand “me”
• Be there.
Hmmmm, The magic seems sees to be social!

<table>
<thead>
<tr>
<th>Social technology</th>
<th>Examples</th>
<th>Current usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks</td>
<td>[LinkedIn, Facebook, Orkut, Friendster]</td>
<td>6% of North American online consumers use social networking sites weekly, up from 4% in 2004.</td>
</tr>
<tr>
<td>RSS</td>
<td>[Bloglines, FeedBurner, Pluck]</td>
<td>6% of North American online consumers use RSS weekly. 47% of marketers use or plan to use RSS feeds.</td>
</tr>
<tr>
<td>Open source software</td>
<td>[Apache Software Foundation, OpenOffice.org]</td>
<td>56% of US firms use open source software; 19% plan to use it. 39% of European firms use open source software; 29% plan to.</td>
</tr>
<tr>
<td>Blogs</td>
<td>[TypePad, Weblogs.com]</td>
<td>10% of North American online consumers visit blogs weekly. 51% of marketers use or plan to use blogs in some way.</td>
</tr>
<tr>
<td>Search engines</td>
<td>[Yahoo!, MSN, Ask Jeeves, Google, Technorati]</td>
<td>79% of US online consumers use a search engine weekly. 79% of marketers use search marketing.</td>
</tr>
<tr>
<td>User review portals</td>
<td>[TripAdvisor, ReviewCentre, Insider Pages]</td>
<td>12% of North American online consumers visit ratings.</td>
</tr>
<tr>
<td>P2P file sharing</td>
<td>[T, Del.icio.us]</td>
<td>6% of North American online consumers visit P2P networks.</td>
</tr>
<tr>
<td>C2C eCommerce</td>
<td>[Amazon, Craigslist]</td>
<td>27% of North American online consumers visit C2C eCommerce (buy or sell in online marketplaces. 24% of North American online consumers visit C2C shopping sites.</td>
</tr>
<tr>
<td>Comparison shopping sites</td>
<td>[PriceGrabber, Shopzilla, Froogle]</td>
<td>1% of North American online consumers visit comparison shopping sites.</td>
</tr>
<tr>
<td>Podcasts</td>
<td>[Podcast Alley, Odeo, Digg, Show]</td>
<td>Wikipedia, a collaborative encyclopedia, has more than 3 million pages, in almost 200 languages.</td>
</tr>
<tr>
<td>Wikis/Collaboration software</td>
<td>[JotSpot, Basecamp, Socialtext]</td>
<td>According to the Wall Street Journal, tagging sites garner less than 1% of Google’s traffic, but they are growing rapidly.</td>
</tr>
<tr>
<td>Tagging</td>
<td>[ThinkEquiv, Shadows, Flickr]</td>
<td></td>
</tr>
</tbody>
</table>

Source: Forrester Research, Inc.
Magazine Content Goes Social

Features of America’s Top 50 Magazine Websites, 2007

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percent of Magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSS Feeds</td>
<td>64%</td>
</tr>
<tr>
<td>RSS for Different Sections</td>
<td></td>
</tr>
<tr>
<td>RSS Ads</td>
<td>44%</td>
</tr>
<tr>
<td>Most Popular</td>
<td>18%</td>
</tr>
<tr>
<td>Mobile</td>
<td>34%</td>
</tr>
<tr>
<td>Video</td>
<td>60%</td>
</tr>
<tr>
<td>Podcasts</td>
<td>48%</td>
</tr>
<tr>
<td>Message Boards</td>
<td>42%</td>
</tr>
<tr>
<td>Registration</td>
<td>36%</td>
</tr>
<tr>
<td>Bookmarking</td>
<td></td>
</tr>
<tr>
<td>Tags</td>
<td>4%</td>
</tr>
<tr>
<td>Article Comments</td>
<td>20%</td>
</tr>
<tr>
<td>Blogs</td>
<td>58%</td>
</tr>
<tr>
<td>Blog Roll</td>
<td>54%</td>
</tr>
<tr>
<td>Comments on Blogs</td>
<td>18%</td>
</tr>
</tbody>
</table>

Web Features

2007
News Content Goes Social

![Bar chart showing usage of various online features on America's Top 100 Newspapers in 2007]
Scholars’ Citations Go Social
**What people are doing**

- **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.

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

<table>
<thead>
<tr>
<th>Group</th>
<th>Young Teens 12 to 17</th>
<th>Youth 18 to 21</th>
<th>Generation Y 22 to 26</th>
<th>Generation X 27 to 40</th>
<th>Young Boomers 41 to 50</th>
<th>Older Boomers 51 to 61</th>
<th>Seniors 62+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creators</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>18%</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>

Data: Forrester Research
Association Expectations 2.0

• Connect me – to information, to other members, to influencers, to staff
• Deliver an ecology where I can learn
• Deliver an experience that engages
• Let my voice be heard
• Be there virtually and physically
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?

All FREE
Supporting the Tradition

- Membership Growth
- 2009 Centennial
- Strategic Alignment Research
- A New AMS! Yay.
- E-learning accreditation and learning partnerships
- Special partnerships, e.g. SIIA
Traditional Value

- Units – chapter, divisions, caucuses
- Leadership opportunities
- Professional development
- Conferences
- Publications
- Listservs
- Influence, educating influencers
Studying the Future

• The Strategic Alignment Project
  – Study influencers
  – Study Us
  – Technology Forecast

• The Board Long Term Strategy Retreat
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
• Nominations 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
Advocacy and Testimony

CLICKuLive!
Web-based seminars for SLA members.

Researching Patent and Trademark Information: Part 2, Trademark Information
January 23, 2008
2:00 pm – 3:30 pm
Try the Click U Course of the Month at NO CHARGE to Members!

New To Click U: 2008

2008 Click U Live! Event Calendar Now Available

Got 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 November and held a graduation ceremony for the first class of SLA members to complete a full certificate in Competitive Intelligence from Click U. Congratulations to all of our graduates! learn more...

Knowledge Management Certificates Program
CLICK U Certificates

- CI Certificates Program Graduation
- Knowledge Management Certificates Program
- Certificate in Copyright Management
- Career Center
- Gary Price's Research Tool Box
- Denver Delivered!
- Professional Improvement Libraries: A La Carte Pricing
- SLA 2007 Conference Podcasts
- Course of the Month Course of the Month
- Leadership & Management Library (Almost 1,000 books)
- 25% Student Member Discount
- University of Toronto: Professional Learning Centre
- IACET Recognition
Leadership & Management
Atomic Learning

- Access to over 25,000 software training movies for a calendar year
- Access to all additional tutorials added throughout the year. 500 or more new tutorials are added every 45 days.
- Just-in-time software training
- Valuable educational resources
- Online Newsletter and Tech Tips
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 textual, although some focus on art (artblog), 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: ![WordPress Video](image1)
BlogRovr: ![BlogRovr Video](image2)
TypePad: ![TypePad Video](image3)
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:

<table>
<thead>
<tr>
<th>SLA &amp; SLA Unit Blogs</th>
</tr>
</thead>
<tbody>
<tr>
<td>SLA Blog</td>
</tr>
<tr>
<td>INFO X - The CEO's Blog</td>
</tr>
<tr>
<td>Solos Helping Solos Blog</td>
</tr>
<tr>
<td>Impact: Leadership &amp; Management Division Blog</td>
</tr>
<tr>
<td>Information Technology Division</td>
</tr>
<tr>
<td>IT Blogging Section</td>
</tr>
<tr>
<td>Government Information Division</td>
</tr>
<tr>
<td>Kentucky Chapter</td>
</tr>
<tr>
<td>Bio Med Division/Systems Thinking Perspective</td>
</tr>
<tr>
<td>Pharmaceutical &amp; Health Technology Division/Position Profiles</td>
</tr>
<tr>
<td>IPANDA Net</td>
</tr>
<tr>
<td>Chapter Modeling Task Force</td>
</tr>
<tr>
<td>Remembering Frank Spauding</td>
</tr>
<tr>
<td>SLA 2006 Conference Blog</td>
</tr>
<tr>
<td>SLA 2005 Conference Blog</td>
</tr>
</tbody>
</table>

SLA invites units to create their own blogs on SLA’s service through
## 2007 Salary Survey & Workplace Study

The 2007 SLA Salary Survey & Workplace study is available! [Click here to purchase.](#)

### 2007 Salary Survey Results

2007 Basic Annual Salaries:

- **Canada**
- **United States**
- **United Kingdom**
- **All Other Europe**

<table>
<thead>
<tr>
<th>Salary</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondent</td>
<td>10th</td>
</tr>
</tbody>
</table>

---
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](http://www.newsgator.com), 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](http://www.newsgator.com)**

**Read the latest Pacticr News Connections.**

These articles are summarized by topic, of which there are currently eight, using Pacticr-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.
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 10 years old 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 homeroom.

MySpace is from 1999.

A sturdy 6 year old. Grade 2 is fun.

Delicious tagging started in 2003.

So it’s four and entering junior kindergarten.
23 October 2006 Press Release

Contact:
Cara Battaglini
+1.703.647.4917
cara@sla.org

SLA Partners with NewsGator to Deliver Free Customized RSS Feeds to Info Pros

Alexandria, Virginia, USA, 23 October 2006 - The Special Libraries Association (SLA) announced today that it has partnered with NewsGator to launch an online service that delivers RSS (Really Simple Syndication) feeds to the desktops of thousands of information professionals. This exclusive service is free only to members of SLA, and is available at www.sla.org as part of the SLA News Connections.

"Access to online content is nothing new to our community," said Janice R. Lachance, Chief Executive Officer of SLA. "Access to real-time RSS feeds, however, is new to the business world, and we saw this as an opportunity to expose our members to a practical solution through their SLA experience. We are thrilled that NewsGator has delivered this wonderful service for SLA and the global community of information professionals."

SLA News Connections now includes access to open Web content driven by NewsGator's reader. Members of SLA can access the content through the "Resources" tab on the SLA home page. NewsGator is also offering free educational Webinars and a special SLA member discount on their solutions for businesses. More information is available in the News Connections area.
Ideas to Energize Innovation

- Volunteer Project for Participation – sla.org
- Podcasts on Pay and Performance
- The Innovation Laboratory (Software, Wikis, Flickr, Blogs, social tool and more)
- Student Initiative
- Learning 2.0 – 23 Things in 15 Minutes a Day
- Seattle Conference Twitter
- Social Networking Pilots (Find me on Facebook and Ning)
- YouTube Videos
- The Testimony Project
- Second Life for SLA Orientation
2.0 is about *play*
A Key Intervention

Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC Learning 2.0
23 Learning 2.0 Things

- **Week 1: Introduction** (official start of week August 7th)
- **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
Technology Petting Zoos
Technology Scholars
5 Weeks to a Social Library
The Internet Can Change Your Life
SirsiDynix Institute, WebJunction, OPAL, etc.
Collegiality
It can’t work without you

Your Ideas?
Innovate in 2008
Association 2.0

Builds Opportunities for Networking, Learning, Community, Content Sharing and Creation, Influence, and Identity
Association 2.0

Connects people and technology and information in context
Association 2.0

Doesn’t shy away from the non-traditional
Association 2.0

Embraces non-textual information and the power of pictures, moving images, sight and sound
Association 2.0

Understands the ‘long tail’ and leverages the power of old and new content
Association 2.0

Sees the potential in e-learning
Association 2.0

Builds and connects members to expert discussions, conversations and communities of practice
Association 2.0

Uses and develops advanced social networks to enterprise and membership advantage
Association 2.0

Connects with everyone using their communication mode of choice – telephone, mail, print, Skype, IM, SMS, e-mail, virtual interactivity, etc.
Association 2.0

Understands the wisdom of crowds and the real impacts of the blogosphere, syndicasphere and wikisphere
Association 2.0

Understands our members at a deep level – not just as pointers and clickers
Association 2.0

Understands members deeply in terms of their goals and aspirations, workflows, and social and content needs, at their life stage.
Association 2.0

Association 2.0 is where their members are, when the member is here.
Association 2.0 strives to spend more time on direct member impact than association management.
How Do You Tell A Story?
Classic Change Adoption

The Adoption Curve

Where blogging is today

Podcasting & RSS

Innovators “Techies”  Early Majority “Pragmatists”  Laggards “Skeptics”

Early Adopters “Visionaries”  Late Majority “Conservatives”
LEAD
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
Change Week starts Monday!
Remember:
Sign up – Volunteer
Engage and Participate
Join or Renew
Slides

• These PPT slides will be at my blog ‘Stephen’s Lighthouse’

http://stephenslighthouse.sirsidynix.com
Stephen Abram, MLS, FSLA
President 2008, SLA
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
Cel: 416-669-4855
stephen.abram@sirsidynix.com

Stephen’s Lighthouse Blog
http://stephenslighthouse.sirsidynix.com