Executive Briefing:
Monroe County Library Board

Oct. 21, 2006
Stephen Abram
Vice President, Innovation
SirsiDynix
"I'll be happy to give you innovative thinking. What are the guidelines?"
The Future Ain’t What it Used to Be!
The Future Ain’t What it Used to Be!

SHIFT HAPPENS
2000 Light Stopped
2001 Light Slowed to Bicycle Speed
2002 Light Sent into Future

The Time Machine
Jump-Starts the Future.

December 2001

Mr. Time Machine transports you... back to the past
2003 Light Transported
2006 Light Goes Backwards

Boyd's team collected data showing light traveling 'backwards,' seemingly faster than light speed.

Image credit: Univ. of Rochester

Cloaks and Transporter
Pew 2020 Predictions

- A low-cost global network will be thriving and creating new opportunities in a "flattening" world.

- Humans will remain in charge of technology, even as more activity is automated and "smart agents" proliferate. However, a significant 42% of survey respondents were pessimistic about humans' ability to control the technology, with dangers and dependencies growing beyond our ability to stay in charge of technology, one of the major surprises in the survey.

- Virtual reality will be compelling enough to enhance worker productivity and also spawn new addiction problems.

- Tech "refuseniks" will emerge as a cultural group characterized by their choice to live off the network. Some will do this as a benign way to limit information overload, while others will commit acts of violence and terror as acts of resistance.

- People will wittingly and unwittingly disclose more about themselves, gaining some benefits in the process even as they lose some privacy.

- English will be a universal language of global communications, but other languages will not be displaced. Indeed, many felt other languages such as Mandarin, would grow in prominence.

Think Back!
There’s no place like home.
We love books but we need to enter a 12 step program.

Get out the Kaopectate™
Emerging Model for Community, Learning and Research Enterprises

Credit: adapted from Rick Luce, LANL
Which one is Sergey and which one is the other guy...?
US Libraries Daily Circulation

SirsiDynix software circulates 2,000,000 books daily

Library Online Material 5.7 M^1
Library Printed Material 5.4 M^1
FedEx 5.3 M^3
Amazon 1.5 M^2

US Libraries as a Destination

US PUBLIC LIBRARY VISITS
1.1 Billion
(STATE LIBRARY DATA, 2001-02)

US SPORTS ATTENDANCE
.2 Billion
(STATISTICAL ABSTRACT 2002, CHART __224)

9X

250 million people see SirsiDynix software in libraries
Library Cards vs. Drivers’ Licenses

• Six times more people have library cards than drivers licenses¹

Yes – They are different, period.

...5 year planning horizon
## MILLENNIAL CHARACTERISTICS

<table>
<thead>
<tr>
<th>Principled / Values</th>
<th>More Friends</th>
<th>More Diverse</th>
<th>Respect Intelligence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimistic / Positive</td>
<td>Internet Natives</td>
<td>More Choices</td>
<td>Format Agnostic</td>
</tr>
<tr>
<td>Balanced Lives</td>
<td>Adaptive / Flexible</td>
<td>Civic Minded</td>
<td>High Expectations</td>
</tr>
<tr>
<td>Collaborative</td>
<td>Nomadic</td>
<td>Gamers</td>
<td>Experiential</td>
</tr>
<tr>
<td>Independent</td>
<td>Confident</td>
<td>Direct</td>
<td>More Liberal</td>
</tr>
<tr>
<td>Multi-taskers</td>
<td>Inclusive</td>
<td>Patriotic</td>
<td>Entrepreneurial</td>
</tr>
<tr>
<td>Healthy Lifestyle</td>
<td>Family Oriented</td>
<td>Graphical</td>
<td>Achievement Oriented</td>
</tr>
</tbody>
</table>

Credit: Richard Sweeney, NJIT
Adapting to Technology
EverQuest
Reminder: 200,000-250,000 A DAY!
Reminder: 15 million daily users, and 30 billion page views a month
Hennepin County Library's Blurb:

About me:

Library Search

Find books & more

Library Users, Authors, Volunteers, Teens...

Hennepin County Library's Friend Space

Hennepin County Library has 293 friends.

gVoltar
I can't take my eyes off you
.Steven.
Charbonneau
Library MySpace Sites

Hennepin County Library
http://www.myspace.com/hennepincountylibrary

Thomas Ford Memorial Library
http://www.myspace.com/thomasford

Public Library of Charlotte & Mecklenberg County
http://www.myspace.com/libraryloft

Brooklyn College Library
http://www.myspace.com/brooklyncollegelibrary

Lansing Public Library
http://www.myspace.com/lansingpubliclibrary

Morrisville College Libraries
http://www.myspace.com/morrisvillecollegelibrary

Westmount PL
http://www.myspace.com/westmontlibrary

Goshen PL
http://www.myspace.com/goshenpubliclibrary

University of Illinois Undergrad Library
http://www.myspace.com/undergradlibrary

Albany County PL
http://www.myspace.com/acplwy

UT Austin Library
http://www.myspace.com/utlibraries

Carnegie Library of Pittsburgh
http://www.myspace.com/clpens
My Smarter Space
Sydney Abram's Profile

Information

Account Info [ edit ]
Name: Sydney Abram
Network: Humberside Collegiate Institute '06
Last Update: May 13, 2006

Basic Info [ edit ]
Sex: Female
Interested In: Men
Birthday: June 29, 1988

Contact Info [ edit ]
Email: syd.abram@gmail.com

Personal Info [ edit ]
Political Views: Other
Activities: U of T Gymnastics
Interests: interested in mostly glorious things...
Favorite Music: the good kind
Favorite TV Shows: the funny ones...freaks and geeks, the office, family guy, arrested development, scrub's, etc
Favorite Movies: June Bug...just to be different
Favorite Books: of course the embarrassing ones...The Alchemist, Of Mice and Men, ghostWorld, Sin City (any volume), Sane Difference, Summer Blonde
Favorite Quotes: "that's my life story" (insert...bono solo)

Photos:
You have 5 albums.
95% of students in clients like U of Toronto, NCSU, Stanford, etc.

80% of all college and University students in North America.

A sustainable social network for life.
Teen SL Library services meeting
Second Life Library Reading Room
Linden Lab is temporarily postponing the release of 1.9.1. They will continue to release updated versions of 1.9.1 on the preview grid for testing. They will still be bringing the grid down for some hardware and server side code upgrades. These changes will occur between tomorrow from 6am to noon SLT.

Perspectives ........ Page 4
The Line ............. Page 5
Comics ............... Page 7
Entertainment .......... Page 7
Photo Contest .......... Page 8
Fashion ............ Pages 11-12
Art ................. Page 16
Sports ............... Page 16

Go to our website at www.metaversemessenger.com to participate in our online poll. This week’s question: “Should Linden Lab sell Linden dollars?” Look for the results from last week’s poll on Page 4.

Volume 1, No.39
Second Life
The Metaverse Messenger
Sido (169, 195)

Wednesday, May 9, 2006
A Second Life Publication
Free
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 platform of library services.

In a telephone interview, Kitty Pope, executive director for the ALS, said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization provides services to 285 libraries and is partially funded by the state of Illinois.

She added that ALS is one of the most innovative organizations, technologically speaking, and their philosophy is to mine new technologies to spread the gospel of library usage. “Innovation equals risk, innovation equals growth,” she stated.

Lee Ball, the ALS’s director of innovation, read about SL in the blog of a librarian who was also a resident. She created an account, logged on with her avatar, Loredi immersion, and saw a population of almost 200,000.

She found that SL had a few libraries, such as Wandering Yaffle’s Black library, 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.

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

See BOOK, Page 20
And it’s not just the kids!

- Young adults
- Seniors
- The ‘poor’ and the working ‘class’
- The digital divide
- Ethnicity
- The “general public” ain’t so general anymore

– Pew Internet and American Life Project
Intelligence and Learning Styles

- Visual/Spatial (Picture Smart)
- Verbal/Linguistic (Word Smart)
- Musical/Rhythmic (Music Smart)
- Logical/Mathematical (Number Smart)
- Bodily/Kinesthetic (Body Smart)
- Interpersonal (People Smart)
- Intrapersonal (Self Smart)
  - Piaget, Bloom, Gardner, etc.
Information Literacy

- Standard Curriculum Components
  - Mathematics / Arithmetic
  - Science, Biology, Physics & Chemistry
  - English, Languages
  - History, Geography, Politics, Sociology
  - Music, Art, Phys ed.
  - Guidance, Religion
Information Fluency

- Information literacy is integrally tied every aspect of the curriculum:
  - Mathematical logical thinking skills - Math and Arithmetic
  - Scientific method - Sciences
  - Criticism, interpretation and comprehension - English and languages
  - Analytical thinking - History, Geography
  - Interpretive and imaginative - music, art & phys ed.
  - Inter and Intrapersonal skills - Religion, Guidance, etc.
Taking The Knowledge Positioning

Data ===> Information ===> Knowledge ===> Behaviour

- Apply Standards
- Store & Move
- Display
- Chart
- Graph
- Publish
- Picture
- Format
- Knowing
- Learning
- Filtering
- Evaluating
- Do
- Decide
- Choose
- Apply
- Enact
- Action Verbs
- Gerunds
Usability

The A frame adopted from newspaper layout is not what works.
Heat Maps are created by tracking user eye movements and summing the records for user groups. Here, the eye movements of elementary school students were tracked and recorded resulting in a Heat Map that clearly shows the students focus on the navigation options in the top left, the main feature panel in the center of the page, and the search box in the center top. This actual webpage can be seen by clicking here.

Heat Maps help SirsiDynix understand how to layout pages.
Let’s Take a Look…

Welcome to SchoolRooms, an educational resource for K-12 students, educators, and parents that combines teacher-selected, standards-based content with student-friendly, interactive content. SchoolRooms help promote student exploration and discovery on a variety of topics.

- Elementary Student Rooms
- Middle School Student Rooms
- High School Student Rooms

Room Contributors

**Elementary Contributors**
1. Tim DeFrane
2. Laurie Sims

**Middle School Contributors**
1. Jennifer Schwab
2. Shelly Lewis

***INFOhio Information***

Office Information

Central Office

Phone: (614) 752-2941
Fax: (614) 752-2941
Email: central@infohio.org

INFOhio’s Central Office is located at the State Library of Ohio.

Directions

The office is located at 274 East First Avenue, Suite 100, Columbus, Ohio 43201. Click here for directions.

**Featured Resources**

- Parent Toolkit
- Homework Now

**My Library Account**

- Review My Materials
- My Items on Hold
- View My Fines
- Review My Library Account
The US and its Neighbors

Map of North America

This map shows the countries that make up the continent of North America. (Image and text taken from The Hutchinson Children’s Encyclopedia © Research Machines, plc 2005).

Learn More About...

Watch, listen, or discover new and exciting things about people, places and events you want to know more about with the guides below!

Earth Sciences
Discover the world around you with our Earth Sciences Room. Here you’ll find information on the oceans, rocks, seas, weather and the solar system.

Fun & Games

History Mystery
Follow the clues to solve the mystery!

NASA Games
Learn more about the Earth and beyond through games.

A Game a Day
Choose a puzzle, memory, word or strategy game here!

Who’s That?

Apollo 11 astronauts
Neil Armstrong, Michael Collins, and Buzz Aldrin wear biological isolation garments put on within their spacecraft.

(Text taken from © Research Machines plc 2005.)
Explore A Subject

HOME
- Elementary
- Middle School
- High School
  - Earth Science
    - Geologic History & Time
    - Rocks & Minerals
    - Atmosphere & Weather
    - Earth's Changing Interior
    - Earth's Changing Exterior
    - Mapping
  - Earth Science & Space
    - Earth's Moon & Movement
    - Seasons
    - Sun & Stars
    - Earth's Solar System
    - NASA & Space Exploration
  - US History
  - Parent Guide

How Do I...
- Study Relative Dating?
- Learn about the Ice Age?
- Research Rock Properties?
- Discover Rock Mining Methods?
- Learn about Weather Fronts?
- Research Cloud Formation?
- Study Wegener's Theories?
- Explore Mass Wasting?
- Use a Topographic Map?
- Research Star Classification?

Advanced Catalog Search >>

HOME -> High School -> Earth Science -> Earth Science & Space -> Earth's Moon & Movement

Phases of the Moon
- Phases of the Moon
- About Moon Phases

Composition of the Moon
- Is the Moon Really Cheese?

NASA's Missions to the Moon
- Mission to the Moon

Precession, Rotation & Revolution
- Moon Rotation

Exploring the Sun & Stars
- The Sun
- Natural Satellite
- Star Classification

Cool Links
- Radioactive Decay
- Carbon 14 Calculator
- Radiocarbon Dating

Fun & Games
- Geology Rocks!
- Geology Quiz

What's That?
- The Hertzsprung-Russel Diagram

Search

Browse History
Library Catalog

Frontline [web site] : hunting Bin Laden
Public Broadcasting Service (U.S.)
(2001)
1 copy available at Available

Osama bin Ladin and al-Qaida [web site]
International Policy Institute for Counter-Terrorism. (2001)
1 copy available at Available

Osama bin Laden : a war against the West
Lamont, Elaine. (2002)
2 copies available at Available

Ghost wars : the secret history of the CIA, Afghanistan, and bin Laden, from the Soviet invasion to September 10, 2001
1 copy available at Available

Bin Laden : the man who declared war on America
Bodansky, Yossef. (2002)
1 copy available at Available

Curriculum Resource Catalog

Osama bin Laden

Osama Bin Laden

The evolution of modern terrorism
2002.

In search of Bin Laden

Osama Bin Laden

Databases

The American Taliban

BritannicaAmerica

100 Results
Bin Laden: the man who declared war on America
1st ed.

Author: Bodansky, Yossef.

Publisher: Roseville, Calif.: Forum,
Pub Year: 2001
Pages: xxiii, 439 p. :
ISBN: 0761155810

A Look Inside:

Holdings:
Shaker Heights High School
B: BIN LADEN BOC

Copies Material Location
1 Biography Collection Available
Back to School? Discover SchoolRooms

It is that time again - BACK TO SCHOOL and that means back to homework, back to learning, and with the new SchoolRooms website BACK TO FUN! Learning about the moon, dinosaurs, Abraham Lincoln, or the Civil War? No problem - we've got you covered! Better yet - put in a search term and search books, magazine articles, websites and more with just one click!

Try This...

- Learn About the Solar System?
- Learn About Rocks?
- Study Geologic History?
- Help My Child With Homework?
- Learn About the Weather?
- Study the Earth's History?
- Learn About Special Needs?
- Practice Topographic Maps?
- Teach My Child about Fitness?
- Help My Child with Research?

What Is...

- I am in Elementary
- I am in Middle School
- I am in High School
Add hundreds of database Suppliers (MS already has about 120.

Make it OpenURL compliant.

Integrate e-commerce for articles, standards, etc.

Predict their needs through mining of Gmail, surfing, and behaviours.

Personalize it and track your needs and add alerts …

Add for online discussions, communities of practice, group and individual blogs and connections through social networking software.

Add tools – citation, RefWorks, ProCite, stat packages, etc.

Do OCLC stuff…

And then ally with Sun to build a new OS for wireless world…
WARNING
Image contains hidden message

Google Scholar…
Everything the modern advertiser needs
College life, powered by Google

You spend your life dealing with information. A lot of it is academic, a lot more is personal, it all matters, and you can probably use better tools for handling it effectively. On this page, we'd like to introduce you to a few of them.

Google Scholar
We can't write 20 double-spaced pages for you, but we can get you started. Google Scholar helps you find and search academic papers, abstracts and other authoritative sources - all with the speed and accuracy of Google search. Try it now.

Get your Gmail account today.
Click here to signup

Already have Gmail?
Sign in here.

Google Tip #21:
Enter a product [hawaiian shirt] into the Google search box to get relevant info, such as price, and links at the top of your search results, which are linked to merchants who participate in Froogle.

Sign up for the Google Friends Newsletter to stay informed of Google's latest products and more.
Sign Up Today.

©2005 Google Privacy Policy - Terms of Service
Suppose there’re 250,000 books . . . Or 15,000,000 in 5 years?
How does that compare to B&ECPL?
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Web</td>
<td>Images</td>
<td>Groups</td>
</tr>
<tr>
<td></td>
<td>News</td>
<td>Froogle</td>
</tr>
<tr>
<td></td>
<td>Local</td>
<td>Desktop</td>
</tr>
<tr>
<td>mach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>machiarelli</td>
<td></td>
<td>1,140,000 results</td>
</tr>
<tr>
<td>machu picchu</td>
<td></td>
<td>640,000 results</td>
</tr>
<tr>
<td>machine mart</td>
<td></td>
<td>1,400,000 results</td>
</tr>
<tr>
<td>machu pichu</td>
<td></td>
<td>90,000 results</td>
</tr>
<tr>
<td>machine head</td>
<td></td>
<td>14,200,000 results</td>
</tr>
<tr>
<td>machines</td>
<td></td>
<td>3,650,000 results</td>
</tr>
<tr>
<td>machine</td>
<td></td>
<td>54,000,000 results</td>
</tr>
<tr>
<td>machine gun</td>
<td></td>
<td>103,000,000 results</td>
</tr>
<tr>
<td>mach</td>
<td></td>
<td>5,850,000 results</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9,470,000 results</td>
</tr>
</tbody>
</table>
Google & Kansas City
Google and 3D

- San Francisco first.
Wireless

Toronto, San Francisco...

Free, broadband and efficient…?
I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions. I will use Google before asking dumb questions.
Stephen’s Top 10 Strategies for Libraries to make it in a Google World
Strategy #1

Know your market
Wal-Mart and business activity models
We have an imperative to aggregate our data and mine it for insights.
Normative Data Project

• By Dec. 2005:
  – 300+ library systems
  – 2,500 library service outlets and branches
  – Over 1 billion annual circ transactions, 2-3 years of data

• Today
  – Already over 30,000,000 items
  – Over 20 states
  – Already over 900 libraries

  – And more...
Normative Data Project

• Includes:
  • Amazing extra features
    – NCES statistics
    – Budget and expenditure data
    – U.S. Census data
    – Detailed GIS Maps from FSU
  • All FULLY integrated

SirsIDynix and FSU Normative Data Project

http://www.libraryndp.info
What is actually circulating?
And to whom –like DVD’s to kids
<table>
<thead>
<tr>
<th>Dewey call number ranges</th>
<th>Checkout and Renewals</th>
<th>Turnover Rank (of 100)</th>
<th>% of Titles Rank (of 100)</th>
<th>Difference in ranks</th>
</tr>
</thead>
<tbody>
<tr>
<td>(450) Italian, Romanian, Rhaeto-Romantic</td>
<td>19,196</td>
<td>13</td>
<td>91</td>
<td>-78</td>
</tr>
<tr>
<td>(440) Romance languages French</td>
<td>44,996</td>
<td>9</td>
<td>84</td>
<td>-75</td>
</tr>
<tr>
<td>(460) Spanish &amp; Portuguese languages</td>
<td>124,313</td>
<td>3</td>
<td>73</td>
<td>-70</td>
</tr>
<tr>
<td>(470) Italic Latin</td>
<td>6,454</td>
<td>32</td>
<td>97</td>
<td>-65</td>
</tr>
<tr>
<td>(410) Linguistics</td>
<td>61,037</td>
<td>14</td>
<td>77</td>
<td>-63</td>
</tr>
<tr>
<td>(560) Paleontology</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paleozoology</td>
<td>284,004</td>
<td>4</td>
<td>61</td>
<td>-57</td>
</tr>
<tr>
<td>(710) Civic &amp; landscape art</td>
<td>175,370</td>
<td>8</td>
<td>64</td>
<td>-56</td>
</tr>
<tr>
<td>(210) Natural theology</td>
<td>13,459</td>
<td>41</td>
<td>92</td>
<td>-51</td>
</tr>
</tbody>
</table>
## Under-used books by Dewey Class

<table>
<thead>
<tr>
<th>Dewey call number ranges</th>
<th>Checkout and Renewals</th>
<th>Turnover Rank (of 100)</th>
<th>% of Titles Rank (of 100)</th>
<th>Difference in ranks</th>
</tr>
</thead>
<tbody>
<tr>
<td>(700) The arts</td>
<td>175,914</td>
<td>75</td>
<td>31</td>
<td>44</td>
</tr>
<tr>
<td>(010) Bibliography</td>
<td>18,924</td>
<td>99</td>
<td>54</td>
<td>45</td>
</tr>
<tr>
<td>(020) Library &amp; information sciences</td>
<td>70,638</td>
<td>96</td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>(360) Social services; association</td>
<td>875,808</td>
<td>62</td>
<td>12</td>
<td>50</td>
</tr>
<tr>
<td>(300) Social sciences</td>
<td>764,617</td>
<td>64</td>
<td>13</td>
<td>51</td>
</tr>
<tr>
<td>(320) Political science</td>
<td>307,733</td>
<td>77</td>
<td>23</td>
<td>54</td>
</tr>
<tr>
<td>(800) Literature &amp; rhetoric</td>
<td>423,057</td>
<td>78</td>
<td>24</td>
<td>54</td>
</tr>
<tr>
<td>(340) Law</td>
<td>335,182</td>
<td>81</td>
<td>26</td>
<td>55</td>
</tr>
</tbody>
</table>
Collections by Language

<table>
<thead>
<tr>
<th>Language</th>
<th>Total Libraries</th>
<th>Unique Titles by Library</th>
<th>Total Copies</th>
<th>Average Copies per Title</th>
<th>Percentage of Titles to Total Titles</th>
<th>Average Price</th>
<th>Total Collection Value</th>
<th>Checkout and Renewals</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Language Total</td>
<td>323</td>
<td>9,584,446</td>
<td>27,953,653</td>
<td>2.92</td>
<td>100.00%</td>
<td>$24.20</td>
<td>$633,580,568</td>
<td>137,788,744</td>
</tr>
<tr>
<td>French</td>
<td>268</td>
<td>13,702</td>
<td>24,234</td>
<td>1.77</td>
<td>0.14%</td>
<td>$28.17</td>
<td>$603,024</td>
<td>164,731</td>
</tr>
<tr>
<td>German</td>
<td>253</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italian</td>
<td>237</td>
<td></td>
<td></td>
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<td></td>
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</tbody>
</table>

Largest Foreign Language Collections

- Vietnamese: 0.05% (4.59%)
- French: 0.14% (12.84%)
- German: 0.13% (11.93%)
- Italian: 0.09% (11.93%)
- Russian: 0.07% (8.26%)
- Spanish: 0.61% (5.96%)
- Danish: 0.09% (0.85%)

Done
• Computer book circulation by publication year – Are we OK?
• Maori language book circulation by region – Are we doing OK?
• Can I get data to support this grant I am writing?
• Journal titles comparison – electronic title to print title usage for rationalization project
• What is our usage by branch from postcode?
• How am I faring in my cohort (geography or domain)?
• Are other libraries successful with graphic novels? How many would I need?
• Is my consumer health collection too old?
• More, more, more.
Geographic Segmentation Plotting Customer Addresses of Circulation Records
Strategy #2

Know Your Customers better than Google
Personas

• Personas are hypothetical representations of a natural grouping of users that drive decision-making for (development) projects.
  – They are defined by goals.
  – They focus on what is valuable to the user and subsequently on how he or she behaves.

• They are not Stereotypes or Archetypes
Personas Goals

• Starting with understanding the users in terms of their:
  – needs, preferences, and desires
  – goals and aspirations
  – expectations and assumptions
  – values and their beliefs
  – tolerance for risk and change
Our Approach

• Narrative capture and identification of characters, issues and problems, behaviors and actions.

• Narrative pattern review of content, service and product needs

• Identification of priority requirements for specific market identities i.e. personas
Why Narrative Capture?

- Knowledge can only be volunteered it cannot be conscripted
- I only know what I know when I need to know it
- I always know more than I can say and I will always say more than I can write down
Anecdote Circles

The five (5) workshops held in April-May 2005

- Bergen County Public Library
- Buffalo Erie Public Library
- Cleveland Public Library
- Hamilton Public Library
- S.A.I.L.S. Middleboro, MA

Starter Statements

- Describe a day that involved coming to the library.
- Describe a day that you wanted to come to the library but couldn’t.
- Give us an example of when you learned something from others at the library.
- Give us an example of when you tried to learn something from others at the library but didn’t.
- Give us an example from the past when you have used a computer to find information and were surprised about what you found.
- Give us an example from the past when you decided you wouldn’t be able to find the information through the computer – why?
## Summary Groupings

<table>
<thead>
<tr>
<th>Archetypes</th>
<th>Themes</th>
<th>Values</th>
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<tbody>
<tr>
<td>• Good Citizenship</td>
<td>• Interaction</td>
<td>• Community</td>
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<tr>
<td>• Patrons</td>
<td>• Technology</td>
<td>• Learning</td>
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<tr>
<td>• Library Staff</td>
<td>• Efficiency</td>
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<td>• Money</td>
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<td>• Efficiency</td>
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<tr>
<td>• Library Services and Facilities</td>
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<td>• Money/Risk</td>
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**Issues**

**Ideal State**
Archetypes: Characters

Archetype Summary

Archetype Names

Number of Archetypes

- Good Citizenship
- Patrons
- Library Staff
- Money
- Library Services and Facilities
Good Citizenship Archetypes

Well-Rounded Citizen
(13 attributes)

Collaborate
Community brings people together
Cozy
Diverse activities
Encourage creativity
Good use of our money
Human contact
Intellectual opportunities
Kids feel safe
Nurturing Opportunities – social
Security
Willing to chat when time permits
Good Citizenship Archetypes

Strong Community Leader
(6 attributes)

Community builder
Connected
Connecting with community
Gives people mission
Networking
Pulls community together
Library Staff Archetypes

Ultimate Tour Guide
(7 attributes)

Advance reserve on new materials
Abundance of items
One-stop shopping
Video/DVD lost in drop box
Access to materials never afford
Up to date, current materials
Diversity of materials
Quality: Other user perspectives

Values

- Academic (11 items)
- Adult (110 items)
- Arts professional (2 items)
- Board member (9 items)
- Reading club member (1 item)
- Computer user (255 items)
- Disabilities (3 items)
- Downtown worker (4 items)
- Driver (20 items)
- From China (1 item)
- From India (9 items)
- Grandparent (0 items)
- Heavy user (7 items)
- High school student (4 items)
- Internet user (237 items)
- Late night user (9 items)
- Library volunteer (11 items)
- Night-time user (8 items)
- No home computer (7 items)
- Non-computer user (1 item)
- NPR listener (8 items)
- Parent of middle school student (3 items)
- Parent of teenagers (13 items)
- Parent of toddler (21 items)
- Professional (65 items)
- Referrer (17 items)
- Senior (8 items)
- Tax payer (0 items)
- Teenager (11 items)
- Toddler (15 items)
- Tween (10 items)
- Walker (8 items)
- Weekend user (1 item)

What is a quality?
7 SirsiDynix Personas

- **Discovery Dan**
  - Dan represents the adult non-researcher population.

- **Haley High School**
  - Haley represents the high school student population.

- **Jennifer**
  - Jennifer represents the parents of teenagers.

- **Mommy Marcie**
  - Marcie represents the parents of young children.

- **Rick Researcher**
  - Rick represents adult researchers who own a personal computer.

- **Senior Sally**
  - Sally represents senior citizens.

- **Tasha Learner**
  - Tasha represents adult researchers who do not own a personal computer.
The SirsiDynix Personas Project

• Public Library Pilot Project
  – Libraries in rural, urban and suburban Northeastern U.S. and Canada to start
  – March through May, 2005
  – Leveraging proven techniques for understanding complex markets (Cynefin Centre)

• Follow up to cover the broader U.S.A. and global marketplace

• Follow up for Academic and School personas
MS Personas

See *Computers In Libraries*
U of Toronto too

http://advertising.msn.com/home/MSNPersonas.asp
Be where your customers are
How much of your usage is in person?

Be honest with yourself.
Simple Collaboration

- MSN .NET Messenger
- AOL Internet Messenger
- ICQ
- Yahoo! Messenger
- Yahoo! IMvironments
- IRC
- Trillian, GAIM, MEEBO

Most now with voice, video, co-browsing...Can you?

85%+ of people from ages 15-25 have at least one IM account - only 5% of over 30’s
IM

- Aaron Schmidt - at Thomas Ford PL
- Pennsylvania State University IM pilots

- Discover IM, JYBE, SMS and Skype
- Grow into Virtual Reference like SirsiDynix Docutek VRL *Plus*
- Collaborate on Statewide and national VR
Target. Searching for the target...
• Federated Search should not look like Google.
• Differentiate. Target.
• Build Federated collections.
• Target your community
Get your texthead to nexthead

- MP3’s
- Streaming Media
- Voice search
Podcasting
Position libraries where we excel
Once more with *feeling*
Libraries core skill is not delivering information
Libraries improve the quality of the question
Taking The Knowledge Positioning

Data ➞ Information ➞ Knowledge ➞ Behaviour

- Apply Standards
- Store & Move

- Display
- Chart
- Graph
- Publish
- Picture
- Format

- Knowing
- Learning
- Filtering
- Evaluating

- Do
- Decide
- Choose
- Apply
- Enact

Gerunds

Action Verbs
Information Engagement Levels

- **Stimulate/Live**
  - The ultimate healthy ecology

- **Present/Teach**

- **Argue/Defend**

- **Act on/Discuss**

- **Read/View**

*Dr. Thomas Davenport*
A Renewed Positioning

as questions become more difficult, where do you go for answers?

# of questions

ask Google

libraries

ask a person

difficulty

?
The power of libraries
Next Massive Wave of Innovation will Start in 2006/7

Secure Broadband Wireless

Low-Power-Consumption Mobile/Display Devices

Real-Time Infrastructure

Transition to Service-oriented architecture

2006/7
MUST HAVE SOMETHING TO DO WITH WIRELESS TECHNOLOGY...
Google invests in wired ...
Bidirectional wireless module

Hydro Broadband
A projector the size of a sugar cube
Everything’s getting smaller
Build community context first

- Learning
- Research
- Culture / Entertainment
- Workplace
- Neighbourhood

- It’s not about the Library! It is about five very specific user spaces, communities . . .
WEB 2.0

- RSS – really simple syndication
- Wikis
- New Programming Tools: AJAX, API
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open access, Open Source, Open Content
- Screencasting

- Commentary and comments
- Personalization and My Profiles
- Podcasting and MP3 files
- Streaming Media – audio and video
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking
Library 2.0 = ( books 'n stuff 
+ people 
+ radical trust ) 
× participation

Darlene Fichter, 2006
Librarian 2.0 plays
215,920 people in 4,879 cities are doing 331,085 things including...

learn to skateboard  finish my masters degree  download the new episode of 24  go to Greece  smoothcharliebrown wants to attend a Soccer World Cup
come learn french  Drop a dress size (or two!)  Clean my room and maintain it  dye my hair blonde  find the meaning of life  have my own garden  be more creative  google myself  yesterdayshigh wants to do something small to make everyday worthwhile  Become more focused  play Mario Brothers 3
download msn plus  make an ATC each day  Have friends everywhere  learn to trust  take dance lessons  Organize and Systematize all of my digital data  make people understand that declawing a cat is a painful unnecessary surgery and there are better ways to deal with cat's scratching  talk to a stranger  read The Lion The Witch and the Wardrobe  stop biting my nails  organize my life better  practice on my bass more  learn Gaelic  teakeo wants to do better in art and english
find a new job  think and grow rich  become a better public speaker  stop screwing around on the internet  learn English  lose 50 pounds  GET MY GRAD SCHOOL
APPLICATIONS TOGETHER!!  lose 20 pounds and keep it off  meet johnny depp  stop

gym  80  exercising more  make it happen 24  go to Greece  smoothcharliebrown

43 Things

Discover what's important, make it happen, share your progress. Find your 43 things. Learn more...

Top Cities

- Seattle 1090 people
- New York City 791 people
- London 779 people
- Chicago 737 people
- San Francisco 595 people
- Los Angeles 562 people
- Toronto 500 people
- Boston 406 people
- Vancouver 385 people
- Austin 364 people
- Portland 365 people
- Atlanta 361 people
- Sydney 320 people
- Houston 317 people
- San Diego 301 people

See more

Today's Tags

- travel 4299
Expanding Minds, Empowering Individuals, Enriching the Community

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
You Know You're Web 2.0 When...

- You can easily comment on, or preferably, actually change the content that you find on a Web site.
- You can label your information with tags and use them to find that information again.
- Your Web page doesn't reload even once as you get a whole lotta work done.
- You are actively aware of other users' recent activity on a site.
- It's possible for you to easily share with others the information you're contributing on the Web site.
- You can syndicate your information on a Web site elsewhere on the Internet through a feed like RSS or Atom.
- You can pick and choose the pieces of a Web site that you like and then add that functionality to your own site.

- There are easy ways to find out what content is the most popular or interesting at the moment.
- You heard about a new Web site because a friend enthusiastically recommended it to you out of the blue.
- There happens to be a mind boggling amount information and a lot of people on a site, yet it seems easy to find what you want and communicate with others.
- Everything you ever added to a given Web site can be removed easily at your whim.
- The Web site actively encourages you to share and reuse its information and its services with others. And it even provides a license to do so.
For Pete’s sake, take a risk.
WORRY TANK

What if it all blows up in our face?

What if it all doesn't work?

What happens if it works... all too well?

What happens ten years down the line?

Then what?
I've got my tinfoil hat on
Is this going to be another "According To Google" answer?
The Last Word
It’s an Information Ocean, not a Highway.
Libraries are an “Exploration Space” not a collection space.
The tornado is coming...

First stop OZ, Emerald City or the root cellar in the dust bowl?
So, how should Info Pros react?
BRAINS

- We KNOW more than they do!
- We have VERY high information literacy skills.
HEART

• We care about excellent customer service.
• We strive to meet their REAL needs.
COURAGE

- We’re out there every day doing this.
- We will survive and thrive.
focus
We librarians must learn that when we study something to death, *Death was not our original goal.*
All that matters is...

- Community
- Learning
- Interaction
LEAD
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Stephen’s Lighthouse Blog
http://stephenslighthouse.sirsidynix.com