Library Innovation Processes towards Quality Enhancement

Stephen Abram, MLS, FSLA
IATUL Conference
Leuven, Belgium
June 1, 2009
I was asked to provoke you today.

That’s not so bad. I’ll be successful if you’re uncomfortable at some point.

As such, what I say is not necessarily my personal opinion or the corporate position of SirsiDynix.

It’s all good, if it makes you think.
What’s Your Biggest Quality Problem?

• Relationships?
• Money?
• Time?
• Change Adaptation?
• Energy?
• Your staff and colleagues?
• Inertia?
• ?
What's Your Bread and Butter?
Can we keep up with change?
Build in Format Agnosticism
No Quick Fixes
What is the scariest scenario for libraries? I have an archaeology background . . .
The Emerging Economy

• 1800’s – Industrial Revolution arrived
• And so did a late century depression
• New laws and social modes emerged like unions, labour laws, licensure, etc.
• Nations could control their own destiny
• New professions rose to the top like scientists and engineers
The Emerging Economy

• 1930’s – Financial Revolution arrived
• And so did a mid-century depression
• New laws and social modes emerged like the SEC, Exchange Act, Williams Act, Bank Act, etc.
• Nations could still control their own destiny but international integration of trade and finance starts
• Other professions rose to the top like Bankers, CPA’s, financial analysts, and MBA’s, etc.
The Emerging Economy

• Millennium – Information and Knowledge Economy arrives (Yes it arrived a decade ago)
• And so does another new century depression
• New laws and social modes are emerging like copyright, DRM, privacy, and social networking sites
• Nations are not in control but participate in a global mosaic – Globalization - Glocalization
• New professions will rise to the top like librarians, information scientists, archivists, experience and learning software developers and CI pros, etc.
The Emerging Knowledge Economy

• It’s Global and International
• It’s interdependent
• Social neighbourhoods and nations
• Communities of practice and professional networks
• Interdisciplinary, cross-disciplinary discovery dominates (e.g. genome, life, stem cell, nano, etc.)
• Multi-ethnic, multilingual, multi-cultural
• Massive generational shift
• All major industries will be knowledge based
The Emerging Knowledge Economy

• Examples of Industries that are more knowledge dependent:
  – Agriculture – from R&D to market, Genetic engineers
  – Mining – from discovery through commodity trades
  – Energy – Petroleum, Hydro, Nuclear, Wind, Solar, etc.
  – Forestry, Pulp & Paper – Sustainability and Green
Being Globally Competitive

- On Target
- Minus 25K
- Plus 20%
- Target
Professions

• Big desktop savings!
• Accountants
• Lawyers
• Doctors and Allied Health pros
• Military
• Professors and professional researchers
• Psychotherapy
The Academic Opportunity

• Copyright
• API’s
• Book Digitization
• Scholarships
• Research, e.g. Energy, cars, nanotech, cloning, stem cell, etc.
• Partnerships
• Collaborations
• Risk
People are Changing

• Or our understanding of them is improving!
• The new human genome (Shyness, dyslexia, math, music, etc.)
• Human understanding – Bloom’s taxonomy
• MRI’s of reading
• Eye tracking, etc.
• And of course increases in IQ and decreases in fact based knowledge and mechanical skills.
Imaging techniques allow us to see which areas of the brain control these functions.
Eye Movement Changes
What’s the Library Story?

• 20% increase in IQ
• Think range of genomic learning styles
• Collection development
• Acquisitions
• Scaffolded learning
The BIG PICTURE Changes

How much of your activities related to information fluency and related to these and are your learners prepared?
Our Gaming Foundations
EverQuest / WoW – Their Gaming Adapted by the Military
The Conversation
The Art of Listening, Learning, and Sharing

Brought to you by
Brian Solis and JESS3
The new Web 2.0 era distribution models remain largely untapped

Potential Reach Power and Network Effect
(Lowest Cost Per Customer/Partner)

The Sharing Economy
“Web 2.0 generally refers to a second generation of services available on the WWW that lets people collaborate and share information online.” Wikipedia

- Shared Pictures =
- Shared Knowledge =
- Shared Bookmarks =
- Shared News =
- Shared Videos =
- Shared Everything =
Get Good at The Cloud
Science Info on the Go: Enhancing Traditional Sci-Tech Library Services w/ Mobile Devices
- Joe Murphy - Yale Science Libraries - joseph.murphy@yale.edu

Mobile devices help libraries meet the evolving information needs of the sci-tech community by expanding traditional services and exploring new opportunities.

Enhancing / Expanding Services

Mobile Reference = Answers on the go
Mobile librarians to meet the diffuse information needs of our specialized clientele.

- Email
- Instant Messaging
- Phone
- In person and outreach

New Opportunities

Text Messaging Reference
- Answers from anywhere by SMS
- Expert assistance at point of need

Social Networking
Mobile devices facilitate library 2.0 and social networking initiatives.

Considerations
- Choosing a technology
- Identifying New Workflows
- Establishing Management Models: Staffing, Training
- Exploring Best Practices for a Quality Service (shifting communication styles and user expectations)
Be Where Your Users Are
<table>
<thead>
<tr>
<th>Resource Environment</th>
<th>Web 2.0 as Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library catalogue - MARC compliant</td>
<td>E-learning 2.0 environment</td>
</tr>
<tr>
<td>Web 2.0 platform 24/7</td>
<td>- LMS, ELGG, LAMS etc.</td>
</tr>
<tr>
<td>- adaptable user interface</td>
<td>Social Networks</td>
</tr>
<tr>
<td>Information services</td>
<td>- MySpace/Facebook</td>
</tr>
<tr>
<td>- Online, Virtual Learning spaces</td>
<td>Blogs &amp; Wikis</td>
</tr>
<tr>
<td>Blended digital Web Collections</td>
<td>Read/Write web functionality</td>
</tr>
<tr>
<td>Blended digital repository</td>
<td>Social Bookmarking</td>
</tr>
<tr>
<td>Digital access for personal organisation</td>
<td>Images &amp; multimedia sharing</td>
</tr>
<tr>
<td>- E-reserve</td>
<td>Podcasting &amp; vodcasting</td>
</tr>
<tr>
<td>- Borrower loan access</td>
<td>Folksonomy</td>
</tr>
<tr>
<td>Digital access for licensed collections</td>
<td>- Tagging for personalisation</td>
</tr>
<tr>
<td>- e-books, videos &amp; multimedia, images, learning objects, etc</td>
<td>Searching</td>
</tr>
<tr>
<td>- specialist online databases</td>
<td>- Browser and desktop API</td>
</tr>
<tr>
<td>Federated searching</td>
<td>- Blogs &amp; social networks</td>
</tr>
<tr>
<td>- Z39.50</td>
<td>- Visual &amp; metasearch engines</td>
</tr>
<tr>
<td>Taxonomy - supported by global metadata standards</td>
<td>Mobile computing</td>
</tr>
<tr>
<td></td>
<td>RSS feeds and Mashups</td>
</tr>
</tbody>
</table>
The Library Rebooted

- “The Library Rebooted” by Scott Corwin, Elisabeth Hartley & Harry Hawkes (Booz & Company)
- “Reinventing the Role of Research Libraries” by Paul LeClerc, Pres/CEO, NYPL
- “Why Libraries are Good Investments” by Stephen Schwarzman, Chm/CEO, The Blackstone Group ($100 million gift to NYPL)
7 Imperatives for Library Leadership

1. Rethink the operating model
2. Understand and respond to user needs
3. Embrace the concept of continuous innovation
4. Forge a digital identity
5. Connect with stakeholders in ways that pure internet companies cannot
6. Expand the metrics
7. Be courageous
What is at the heart of libraries?
Literacy

- Reading literacy
- Numeracy
- Critical literacy
- Social literacy
- Computer literacy
- Web literacy
- Content literacy
- Written literacy
- News literacy
- Technology literacy
- Information literacy
- Media literacy
- Adaptive literacy
- Research literacy
- Academic literacy
- Etc.
What am I hearing?

• I hear that folks feel that something is not quite right...
• Question where functions fit....of roles....of responsibilities...
• Question whether collaborative technologies “belong” in “academia”
• Question how to organize functions of a library when those functions are so engrained...
• Question where a job starts and stops.... of where work starts and stops.....of skills required for jobs...
• Question if we’re preparing for what was or the future...
What are the Real Challenges?

• Scalability
• Retreading our colleagues - quickly
• Prejudice about users & Disrespect of users
• Demographic Mosaic Change
• Lack of Accountability
• Demand for Reproducibility and Proofs
• Coordination and Sharing
• Vision
• Leadership
• Financial Resources (excuse vs. reason)
# Millennial Characteristics

Be honest – They’re different

<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 &amp; Conservative!</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
Reminder: 500,000 A DAY!
Hennepin County Library's Blurb

About me:

Library Search

Find books & more [ ]
go

add Hennepin County Library Catalog search to your MySpace!

26 libraries in suburbs of Hennepin County, MN

Check out the blog on our TeenLinks website.

Need homework help?

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


Question? Ask us online 24/7.
hennepin county library

Who I'd like to meet:

Library Users, Authors, Volunteers, Teens...

Hennepin County Library's Friend Space

Hennepin County Library has 293 friends.

eVolver  I can't take my eyes off you  :Steen:
Charbonneau

Hennepin County Library's Details

Status: Single
Zodiac Sign: Capricorn
Smoke / Drink: No / No

Hennepin County Library's Interests

General: library, css, rss feeds, books
Music: Check out the new music CDs on order or recently arrived at the library.
Movies: Want to reserve the new dvds at the library? How about teen dvds? We update them daily as we order them.
Groups: Teen Lit, YA/Teen Books Discussion Group
View All Hennepin County Library's Groups
A sustainable social network for life.

700,000 new ones a day

95% of students in clients like U of Toronto, NCSU, Stanford, etc.

Over 80% of all college and University students in North America.
e.g. Harvard
San Jose SU
McMaster
5,000 Library visits every night!
Reading is virtually fundamental in SL

By KATT KONGO
Staff writer

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to treatment of mental illnesses, most would be surprised to learn that SL is now being used by an institution, most think of as conventional — a library.

To be more exact, the Alliance Library System (ALS) is currently providing select services to the residents of SL. Initial services have, so far, consisted of book discussions and programs, such as one held Friday on the topic of “Getting Along with IT staff for Librarians and Educators.”

ALS, which is based in East Peoria, Ill., will team up with Online Programming for All Libraries (OPAL) and utilize the programs, currently offered online to librarians and libraries, within SL. The two entities eventually hope to offer a plethora of library services.

In a telephone interview, Kitty Pope, executive director for the ALS, said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization provides services to 286 libraries and is partially funded by the state of Illinois.

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

Lori Bell, the ALS’s director of innovation, read about SL in the blog of a librarian who was already a resident. She created an account, logged on with her avatar, Lorelei Junot, and saw a population of almost 200,000.

She found that SL had a few libraries, such as Wandering Yaffle’s _blacklibrary, but thought that library services could be expanded. "Since there is web programming through OPAL, why not offer that in SL?" she said.

Librarians from all over the country are gathering in SL to assist in setting up the virtual library. In fact, Pope expected criticism from many library blogs, but instead has found those in the field to be immensely excited about the possibilities afforded by SL.

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

See BOOK, Page 20
Who Are Your Stars?

Do Your Users Know Their Names?
<table>
<thead>
<tr>
<th>Function</th>
<th>Activity Description</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>Publish Web pages, write blogs, upload videos to sites like YouTube.</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>Comment on blogs and post ratings and reviews.</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>Use Really Simple Syndication (RSS) and tag Web pages to gather information.</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>Use social networking sites.</td>
<td>51%</td>
<td>70%</td>
<td>57%</td>
<td>29%</td>
<td>15%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Spectators</td>
<td>Read blogs, watch peer-generated videos, and listen to podcasts.</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>Online but don’t yet participate in any form of social media.</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
Information Engagement Levels

- Read/View
- Argue/Defend
- Present/Teach
- Stimulate/Live

Dr. Thomas Davenport
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.
# Serving Generational Diversity

<table>
<thead>
<tr>
<th>Baby Boomers</th>
<th>Gen. X</th>
<th>Echo Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>74 Million</td>
<td>49 Million</td>
<td>78 Million</td>
</tr>
<tr>
<td>Diversity as a Cause</td>
<td>Accept Diversity</td>
<td>Celebrate Diversity</td>
</tr>
<tr>
<td>Idealistic</td>
<td>Pragmatic / Cynical</td>
<td>Optimistic / Realistic</td>
</tr>
<tr>
<td>Mass Movement</td>
<td>Self Reliant / Individual</td>
<td>Self Inventive / Individual</td>
</tr>
<tr>
<td>Conform to the Rules</td>
<td>Reject the Rules</td>
<td>Rewrite the Rules</td>
</tr>
<tr>
<td>Killer Job</td>
<td>Killer Life</td>
<td>Killer Lifestyle</td>
</tr>
</tbody>
</table>

**Insight & Futurist Group 10/2000**  [www.enterprisingmuseums.com](http://www.enterprisingmuseums.com)
Are we going to a totally build it yourself world?

Imagine IKEA merging with GM...
Newspapers: Assemble them yourself.
Now: Re-imagine the textbook, coursepack, etc.
Are we ready for the post book world?

http://www.flickr.com/search/?q=book+sculpture&page=44
Can we get our heads out of book-centric content?
How book centric are you?
Will Reading Matter?

Audiobooks and eBooks . . . And Google
Growing up from books,
But bringing them along…
Solve a Problem for Your Readers
Filmmaker Rob Spence
Can the Modern Director Use Data?

I used to think correlation implied causation.

Then I took a statistics class. Now I don’t.

Sounds like the class helped. Well, maybe.
METABOLISM

The slower it gets, the faster it catches up with you.
Have You Updated Your Training?
2.0 is about *play*
23 Learning 2.0 Things

• Week 1: *Introduction* and Adult Learning

• 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
Five Weeks to a Social Library

• **About Five Weeks to a Social Library**
• Blogs
• RSS
• Wikis
• Social Networking Software and Second Life
• Flickr
• Social Bookmarking Software
• Selling Social Software @ Your Library
Build a Sandbox

- Real mobile devices: iPods, MP3 players, video, smart phones, texters, Kindles, Sony Readers, etc.
- Podcasts, Streaming Media
- Special PC’s: disability compliance, streaming media, IM groups, VR (both kinds)
- Gaming stations
Top 13 2.0 Apps for Librarians

1. Google Docs Suite
2. Meebo
4. Worldcat.org
5. Amazon.com
6. Del.icio.us
7. Bloglines

8. Zotero
9. Facebook
10. WordPress
11. MediaWiki
12. Ning
13. Twitter

All FREE
Be a Lab Rat!
Experiment, continuously
Is that the Internet in your pocket or are you just really smart?
Why should anyone collaborate with you?
Positioning SLA for the Future: Alignment Initiative Results and Recommendations

Presented Tuesday, January 13, 2009, in Savannah, GA
“[I]t seems evident enough from all that has been said, that the old type of library must modify itself in accordance with the new needs which the evolution of knowledge and the growth of print have created.”

—John Cotton Dana, “Librarian at Large”
Elements of Identity

Promise  Values  Voice
Primary Research

Segmentation and Sampling Design

<table>
<thead>
<tr>
<th>Country</th>
<th>C-level Execs</th>
<th>IT Pros</th>
<th>HR Pros</th>
<th>Marketing Pros</th>
<th>Strategy Pros</th>
<th>Info Pros/Librarians</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>175</td>
<td>300</td>
</tr>
<tr>
<td>UK</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>150</td>
</tr>
<tr>
<td>Canada</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>150</td>
</tr>
<tr>
<td>Australia</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>150</td>
</tr>
<tr>
<td>TOTALS</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>250</td>
<td>750</td>
</tr>
</tbody>
</table>
Demographics

Market Sectors

- Business Svcs: 25%
- Consumer Svcs: 6%
- Education: 12%
- Government: 8%
- Health Care: 6%
- High Tech: 15%
- Manuf: 18%
- Other: 10%
Key Findings

• Information Roles
• Information Habits
• Perceptions of Value
• Perceptions of Role
# Information Habits

## Top information categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Information</td>
<td>43%</td>
</tr>
<tr>
<td>Market Research Reports &amp; Services</td>
<td>36%</td>
</tr>
<tr>
<td>Education &amp; Training</td>
<td>35%</td>
</tr>
<tr>
<td>Scientific, Technical &amp; Medical</td>
<td>30%</td>
</tr>
<tr>
<td>News</td>
<td>27%</td>
</tr>
<tr>
<td>Human Resources</td>
<td>26%</td>
</tr>
<tr>
<td>Legal &amp; Regulatory</td>
<td>19%</td>
</tr>
<tr>
<td>Credit &amp; Financial</td>
<td>15%</td>
</tr>
<tr>
<td>B2B Trade</td>
<td>15%</td>
</tr>
<tr>
<td>Yellow Pages &amp; Directories</td>
<td>8%</td>
</tr>
<tr>
<td>Do not use information</td>
<td>5%</td>
</tr>
</tbody>
</table>
Perceptions of Value

Most Valuable Information Roles (Users vs. Providers)

- Making information available to the desktop: Providers - 42%, Users - 40%
- Providing competitive intelligence information: Providers - 22%, Users - 18%
- Conducting research on users' behalf: Providers - 23%, Users - 19%
- Providing training on search/use of information: Providers - 19%, Users - 10%
- Managing internal content: Providers - 18%, Users - 7%
- Analyzing research results on users' behalf: Providers - 16%, Users - 13%
- Helping locate information/experts: Providers - 18%, Users - 13%
- Research staff working on project teams: Providers - 13%, Users - 7%
- Managing a portal or intranet: Providers - 13%, Users - 8%
- Integrating content into work processes: Providers - 12%, Users - 8%
- Providing an alerting service on selected topics: Providers - 10%, Users - 11%
- Managing a physical library and print collection: Providers - 28%, Users - 11%
- Evaluating and purchasing content sources: Providers - 14%, Users - 8%
- Staffing a reference desk, call center, etc.: Providers - 15%, Users - 8%
- Consultation on organizing information: Providers - 7%, Users - 6%
- Providing customized information products: Providers - 7%, Users - 4%
- Document delivery: Providers - 7%, Users - 4%
- Managing external content: Providers - 7%, Users - 6%
- Information architecture: Providers - 7%, Users - 5%
- Copyright compliance: Providers - 3%, Users - 3%
- Other: Providers - 2%, Users - 2%
### Perceptions of Value

#### Most Valuable Information Roles (Users vs. Providers)

<table>
<thead>
<tr>
<th>Role</th>
<th>Providers</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Making information available to the desktop</td>
<td>40%</td>
<td>33%</td>
</tr>
<tr>
<td>Providing competitive intelligence information</td>
<td>42%</td>
<td>22%</td>
</tr>
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<td>Conducting research on users' behalf</td>
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<td>Providing training on search/use of information</td>
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<tr>
<td>Managing internal content</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Analyzing research results on users' behalf</td>
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<td>18%</td>
</tr>
<tr>
<td>Helping locate information/experts</td>
<td>19%</td>
<td>16%</td>
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<tr>
<td>Research staff working on project teams</td>
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<td>Evaluating and purchasing content sources</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Staffing a reference desk, call center, etc.</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Consultation on organizing information</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Providing customized information products</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Document delivery</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Managing external content</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Information architecture</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Copyright compliance</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Perceptions of Value
Most Important Attributes of Information Resources

- Relevance of information (94%)
- Timeliness (93%)
- Ease of use/access (93%)
- Access to most current information (93%)

[Bar chart showing various attributes and their scores]
Perceptions of Value

Value of Information to Organizations

- I know where to store info: 79%
- I know how to integrate info into my workflow: 77%
- Info is easy to access once I find it: 76%
- I have a good understanding of what is available: 76%
- I have access to high quality content: 71%
- I know how to manage proprietary documents/data: 70%
- It is easy to find info I use to make daily decisions: 67%
- Info helps me make strategic decisions: 67%
- Info is easy to find: 66%
- The info I need is effectively integrated into my workflow: 66%
- Quality/credibility/accuracy is clearly discernable: 65%
- I have had adequate training on how to search for/use info: 65%
- Info is timely/frequently updated: 63%
- Info saves me time: 60%
- It is easy to find info I use to make critical, high-risk decisions: 59%
- There are effective processes in place for sharing internal info: 58%
- Info pros are deeply integrated into my org’s business processes: 53%
- Info helps me save money: 51%
- Info helps me generate revenue: 44%
Perceptions of Role

Role of Information Professionals

- Make resources and info accessible in a timely, convenient secure manner: 50%
- Create a culture of continuous learning and knowledge sharing: 45%
- Provide credible/customized/contextualized info to promote informed decisions: 45%
- Save time & money by efficiently/effectively obtaining info: 40%
- Facilitate good decision-making by acquiring/authenticating valuable resources: 38%
- Provide expert analysis and deliver value-added intelligence: 36%
- Provide insights and identify trends to create competitive advantage: 33%
- Anticipate and address info needs to achieve organizational objectives: 31%
- Develop & demonstrate KM expertise across industries and disciplines: 26%
- Access networks of experts/colleagues to obtain info & best practices: 26%
- Collaborate to better understand how to approach challenges & opportunities: 25%
- Pursue continuous learning through innovative technology & education practices: 21%
- Promote information literacy through training & education: 21%
- Embrace Web 2.0 technologies in the management & dissemination of info: 12%
Perceptions of Role

Role of Association/Organization

- Make resources and info accessible in a timely, convenient secure manner: 50%
- Create a culture of continuous learning and knowledge sharing: 45%
- Provide credible/customized/contextualized info to promote informed decisions: 45%
- Save time & money by efficiently/effectively obtaining info: 40%
- Facilitate good decision-making by acquiring/authenticating valuable resources: 38%
- Provide expert analysis and deliver value-added intelligence: 36%

- Anticipate and address info needs to achieve organizational objectives: 33%
- Develop & demonstrate KM expertise across industries and disciplines: 31%
- Provide insights and identify trends to create competitive advantage: 31%
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- Collaborate to better understand how to approach challenges & opportunities: 26%
- Pursue continuous learning through innovative technology & education practices: 21%
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- Embrace Web 2.0 technologies in the management & dissemination of info: 12%
Respondents were asked to rate specific words and concepts.

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Interactive Editor

Words with positive mentions are always good, perhaps there are words that while positive, could be replaced with ones mentioned more often.

There will always be words that are less liked than others, our goal is to have them mentioned as infrequently as possible.

Finding better choices for words or phrases plotted here will help the concept.

These words represent the buzz portion of the concept, many people mention them positively.

---

Frequency of Mention

More Liked

Less Liked

Intensity of Liking
#1: Continuous Learning and Expertise
#2: Knowledge Navigators/Value-added Intelligence
#3: Strategic Advisors/Growth Drivers

Facilitate good decision-making

Provide insights and identify trends

Collaborate to create a deeper understanding

Advance business objectives

Acquiring and authenticating valuable resources

Expert analysis

Create competitive advantage

Achieve organizational objectives and successful outcomes

Anticipating and addressing information needs

Strategic advisors and growth-drivers
#4: Prof. Development/Advancement

![Graph depicting the incidence and intensity of professional development and advancement. The graph highlights the importance of continuous learning opportunities, innovative resources, and the latest advances in information management.](image-url)
#5: Networking/Personal & Prof. Connections

Enhances professional and personal development

- Global exchange of knowledge, experience and ideas
- Interaction
- Knowledge sharing
- Collaboration
- Share new ideas, trends and cutting-edge developments
- Global networking
- Across disciplines and geographies
- Meaningful connections, contacts and friendships
- A network, virtually and globally
- Global networks
- Comprehensive professional communities
- The collective evolution of the profession

Collegiality
#6: Champions of the Profession

- Promoting and strengthening the role and value of our members
- Leaders in their organizations and communities
- Global business community
- Global organization of information professionals and librarians
- Partners with key stakeholders in the information industry
- Advocates and sets best practices
- Promoting members as critical assets
- Represents the interest of the industry
- Unified voice of the profession
- Shaping information policy
A Third Path
Context is King, not Content.
The world is going to change with or without you... Get ready!
What is at the heart of libraries?

- Learning
- Interaction
- Community
- Innovation
- Passion
- Progress
Inventing the Future

• How much time do you spend having a clear view of it?

• How is it shared with your colleagues and clients?
• You can’t wait for everyone to change at once.
Re-Energizing Libraries
Be The Change We Want to See
“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
Stephen Abram, MLS, FSLA
President 2008, SLA
VP Innovation, SirsiDynix
Chief Strategist, SirsiDynix Institute
Cel: 416-669-4855
stephen.abram@sirsidynix.com
http://www.sirsidynix.com
Stephen’s Lighthouse Blog
http://stephenslighthouse.sirsidynix.com
What do we have?

• 19 new product releases and updates in 2 years – on time and specification.
• 40,000 clients
• SirsiDynix Symphony (Unicorn)
• SirsiDynix Horizon
• SirsiDynix Enterprise
• SirsiDynix eLibrary
• SirsiDynix URSA
• SirsiDynix SchoolRooms
• SirsiDynix Consulting
• Third Party integration and Sales
SaaS

• Software as a Service
• Stay Up To Date
• 50% annual savings in Total Cost of Ownership
• Green
• Global – Canada, Scotland, US, Australia, etc.
• Secure – used by US military
• Over 800 clients in thousands of libraries
SchoolRooms

- Built by Librarians and Teachers
- Every Lesson
- Every Grade
- Every Standard
- Every Subject
- Every State
- OPAC integration, localization
- Scalable – 10 states started so far plus Boston PL and Philadelphia After-School Program
- 5,000 K-12 Learners, 2600 schools in Ohio
- Award Winning: Scholastic Best in Tech Award
Faceted Search

• Enterprise
• Patented search display
• Taxonomically Tuneable
• Diacritic smart
• Unicode
• Stackable facets
• W3C Accessibility standard compliant
• Intelligent buckets
• Tested – user experience
API (Application Programming Interface)

• Almost 2 decades of API experience
• API Training
• A huge library of API’s
• Field and tag level access
• Examples: Google API, WorldCat API, etc.
Architecture

• XML
• Multiple servers including Unix, MS and Sun
• Scalability – 50,000 simultaneous users over 7 days at Sun, Unix and MS automated testing sites
• Unicode
• Consortial
• Third Party Certification and commitment (SIP2, NCIP)
Examples of API’s

• DCPL’s iPhone Application
• Topeka and Shawnee PL Facebook integration
• Hennepin / Minneapolis MySpace integration
• Charlotte & Mecklenberg fines ‘bot’ in Second Life
• Alliance Library System Second Life Library 2.0
• U of Huddersfield data integrations + Google Books
• SWIFT or TALIS consortia eLibraries
Portals

- SirsiDynix eLibrary
- ChiliFresh
Sirsidynix User Experience

• Faceted Search
• Fines Payment
• Portal
• ChiliFresh
• Syndetics
• SchoolRooms
• BiblioCommons
• LibraryThing
• Military
• Ursa
Analytics

• SirsiDynix Directors Station (Wal*mart)
• SirsiDynix Web Reporter
Customer Service Innovation

- Stephen’s Lighthouse Blog
- SirsiDynix Institute (webcasts, MP3’s. iTunes)
- Customer Care Wiki
- Customer Communities
- Customer Tracking from all facets of contact
- App Store
- Customer satisfaction metrics