

LIBRARIES TRANSFORM

LIBRARIES LEAD

LIBRARIES FIGHT

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WHAT IS PROVOKING NEW THINKING ABOUT THE 21ST CENTURY LIBRARY?

- **Rapidly Shifting User Behaviors/Expectations**
- **Redundant Inefficient Library Operations**
- **Aging Service Paradigms**
- **Increasing Emphasis on Unique Resources**
- **Need to Achieve Scale and Network Effects
Through Aggregation**
- **Acceleration of Collective Innovation**

WHAT IS PROVOKING NEW THINKING ABOUT THE 21ST CENTURY LIBRARY?

- Mobility of User
- Cloud Computing
- Semantic Web
- Open Content
- Globalization
- Collective Intelligence
- Online Education/MOOC
- Assessment
- Customization/Personal Web
- Economic Context
- Radical Collaboration
- E-Research
- Information Policy
- Mutability
- The Internet of Things

DO 20TH CENTURY SKILLS STILL MATTER?

- Information Selection
 - Information Acquisition
 - Information Synthesis
 - Information Navigation
 - Information Dissemination
 - Information Interpretation
 - Information Understanding
 - Information Use
 - Information Application
 - Information Archiving
- In Support of Teaching and Learning
 - In Support of Research and Scholarship

THE SHIFTING VISION OF THE LIBRARY

- **Legacy**
- **Infrastructure**
- **Repository**
- **Portal**
- **Platform**
- **Application**
- **Enterprise**
- **Public Interest**

PREPARE FOR ACCOUNTABILITY AND ASSESSMENT

- **Institutional Expectations**
- **Government/Funder Mandate**
- **Measures Of User Satisfaction**
- **Measures Of Market Penetration**
- **Measures Of Success**
- **Measures Of Impact**
- **Measures Of Cost Effectiveness**
- **System Design For Usability**
- **Insanity of Most ROI**

HOW ARE WE ESSENTIAL TO OUR COMMUNITIES AND DECISION MAKERS?

- **Student /Citizen Success**
- **Faculty/Researcher Productivity**
- **Campus/Community Economy**
- **Institutional/Community Values**
- **University/Community Reputation**

VIRTUAL/VIRTUOSO/VIRTUOUS

BUILDING THE DIGITAL LIBRARY

QUALITY=CONTENT+FUNCTIONALITY

- **Published/Licensed Content**
- **Primary Content**
- **Open Web Content**
- **Institutional Content**
- **Research Data Content**
- **Multimedia Content**
- **Integrated Services**
- **Software Tools**

PRESERVE AND ARCHIVE THE CONTENT

- **Archive as Repository** **HOLD**
- **Archive as Persistence** **ACCESS**
- **Archive as Curation** **SECURE**
- **Archive as Steward** **CARE**
 - **Analog**
 - **Digital Conversion**
 - **Born Digital**
 - **Disaster Preparedness**

DIGITAL LIBRARIES SOME META ISSUES

- **Massive Surveillance**
- **Security Meltdowns**
- **Network Neutrality**
- **Corporate Control**

WHAT ARE THE IMPLICATIONS FOR LIBRARY STAFFING?

- **Professionals With Diverse Academic Backgrounds**
- **Wide Range of New Professional Assignments**
- **New Roles of Support Staff and Students**
- **Messy/Fluid Organizational Structures**

- **Impact on Values, Outlooks and Styles**
- **Impact on Campus Understanding, Recognition and Respect**
- **Impact on Organizational Relevance and Impact**

CAPABILITIES OF THE 21ST CENTURY LIBRARY INFORMATION PROFESSIONAL

- **Deep Subject, Process, or Technical Expertise**
- **Deep Service Commitment**
- **Commitment to Research and Development**
- **Commitment to Assessment and Evaluation**
- **Communication and Marketing Skills**
- **Project Development and Management Skills**
- **Political Engagement**
- **Resource Development Skills**
- **Commitment to Rigor**
- **Entrepreneurial Spirit**
- **Commitment to Collaboration**
- **Commitment to Social Justice**
- **Leadership/Inspirational Capacity**

FUTURE LIBRARY PROFESSIONAL

- **Clear Sense of Mission**
- **Self Vision**
- **Base of Knowledge**
- **Strategic Positioning**
- **Continuous Improvement**
- **Strong Professional Voice**

ADVOCATE THE INFORMATION POLICY AGENDA

- **INTELLECTUAL FREEDOM**
- **INTERNET DEVELOPMENT**
- **PRIVACY**
- **TELECOMMUNICATIONS**
- **CIVIL LIBERTIES**
- **GOVERNMENT INFORMATION**
- **EDUCATION PROGRAMS**
- **APPROPRIATIONS**
- **RESEARCH PROGRAMS**
- **WORKFORCE POLICY**

- **FIGHTING THE COPYRIGHT WARS**

HOPE/POWER/ACTION THROUGH COLLABORATION

POLITICAL ADVOCACY

THE LIBRARY ROLE

- **Knowledgeable Resources for the Community**
- **Political and Legislative Advocates for
Community Interests**
- **Educators of Community on Priority Issues**
- **Documenters of Impact of Legislative Actions**
- **Promoters of Campus and Community
Coalitions**
- **Enablers of Successful Models Which Support
Political Agenda**

WHAT IS LEADERSHIP?

- **Setting a direction.**
- **Hiring and developing really great people.**
- **Securing the resources.**
- **Asking the hard questions.**
- **Advancing a professional voice.**
- **Just getting out of the way!!**

WHAT DO WE MEAN BY INNOVATION?

- new method, idea or product
- systematic application of new knowledge to new resources to produce new goods or new services

MARKET

- process of lowering the costs or increasing the benefits of a task

VALUE

- result of thinking deliberately about existing problems and unmet needs

SOLUTIONS

EVOLUTIONARY (incremental)

REVOLUTIONARY (disruptive/discontinuous)

WHAT DO WE MEAN BY TRANSFORM?

- to change in composition or structure

WHAT WE ARE/WHAT WE DO

- to change the outward form or appearance

HOW WE ARE VIEWED/UNDERSTOOD

- to change in character or condition

HOW WE DO IT

SOME ALA INTERNAL PRIORITIES

- **LEADERSHIP RECRUITMENT**
- **NEW BUSINESS DEVELOPMENT**
- **CONSTITUTIONAL CONVENTION**
- **PARTNERSHIPS/WORKING RELATIONSHIPS**
- **MEMBER ENGAGEMENT**

**NATIONAL ADVOCACY STRATEGY
ALA POLICY CORPS**

**LIBRARY LEADERSHIP IN THE
POLITICAL WARS**

SCHOOL LIBRARIES

FOUNDATIONAL ROLE

DEMONSTRATE VALUE AND IMPACT

**ENGAGE TEACHERS, ADMINISTRATORS,
PARENTS**

**COMMUNITY-WIDE ARTICULATION AND
INVESTMENT**

EQUITY, DIVERSITY AND INCLUSION

RECRUITMENT TO THE PROFESSION

SCHOLARSHIP SUPPORT

RESIDENCY OPPORTUNITIES

PARTICIPATION AND LEADERSHIP

LIBRARY/JOURNALISM PARTNERSHIP

STATE OF “FALSE” NEWS

ALLIES FOR KNOWLEDGE LITERACY

**LIBRARIES AS TRUSTED COMMUNITY
ORGANIZATIONS**

ARE LIBRARIES NEUTRAL?

**INTELLECTUAL FREEDOM AND ISSUES
OF SOCIAL JUSTICE**

ALA's 1939 CODE OF ETHICS

ALA LIBRARY BILL OF RIGHTS

DISTINCT SET OF VALUES/COMMUNITY TRUST

WHERE ARE WE GOING?

RELEVANCE

IMPACT

VALUE

SURVIVAL

EXTINCTION

PHYLETIC - one species evolves into another

TERMINAL - termination of species/no descendants