

Public Library Association Conference 2010, Portland, Oregon (selected sessions) :

LITA Top Ten Technology Trends: The presentation advertised the top ten trends in technology that will affect libraries in the next few years, however, the presenters decided to only cover a few.

- Michael Porter, OCLC Web-Junction, Communications Manager

Electronic Content Distribution and Access Shifts

The comments were focused on the responsibility of information professionals to create a new infrastructure for accessing information across all resources. Companies like Google go around libraries to get to our patrons and we must find a way and develop a tool that will bring patrons to library tools first.

- Monique Sendze, Johnson County Library, Kansas

Smart Phones and Augmented Reality

The concept of delivering information to patrons via cell phones and being able to use GR codes to create mobile tagging for information retrieval was presented. Augmented reality is in use already and is metadata on top of data. Cell phone users can use their camera to point down a street and the names of stores pop up – again using GR codes on buildings to link to information about what is in the building. The same concept could be used in libraries.

- David King, Topeka and Shawnee County Public Library

E-Book Readers

The question here is how to embrace the use of e-books and how to support their use within the library. There are more questions than answers at this point. One of the most important developments since e-books were introduced in 1971 and readers debuted in 1998, is the creation of the Apple iPad. This product will revolutionize the industry with huge changes to gaming and e-book use. Features like color, high screen definition, ability to zoom, and print to speech capability have not been seen to this level before. How will libraries support use of this and other e-book devices? Will patrons go around the library directly to Apple to get books? What are the models that libraries will develop to circulate e-book materials? How will staff keep up on the latest technology to be able to train users in e-readers? Will vendors provide free readers to libraries?

Michael Stephens, Assistant Professor, Graduate School of Library and Information Science at Dominican University, River Forest, Illinois

The Impact and Benefits of Learning 2.0 Programs in Public Libraries

<http://research.tametheweb.com>

Michael Stephens is a dynamic speaker that engages attendees with a presentation of images and ongoing dialog with his audience. Much of the focus was on the **23 Things** you can do to expand your web and Internet knowledge. Many libraries have used programs like this as a professional development tool for library staff. [An example that I found on the web is the San Jose Public Library – 23 Things blog – from a 9 week session they conducted in 2007:

<http://sjlibrary23.blogspot.com/>] Research has found that the project was most successful when staff were given time to participate fully with completion times being somewhat open-ended. Many libraries offered incentives! Stephens says it's never too late and you can adapt the 23 Things to fit your library environment. Some common elements should be:

- Map your strategy so that it is evident why you are doing it
- Promote your library's core values
- Have trust that your staff will embrace the idea
- Be open and transparent

- Allow self-directed exploration and work
- Work to break down barriers to learning new things
- Have fun – encourage play
- Look for connections between new things learned
- Use your own library champions – who loves technology in your library
- Be human – know it’s okay to fail
- Make it about the conversations that will happen spontaneously
- Encourage staff to their own personal leaning networks
- Make use relevant to staff member’s job
- Keep it going - add new technologies to the list – what’s new now
- Embrace tweeting – tweeting is learning
- Allow staff to finance personal tech items through paychecks
- And finally, let the heart drive change.

Michael Stephens’ *Tame the Web* blog <http://tametheweb.com/>

Sandra Nelson, Consultant, www.sandranelson.com

Reimagine, Reinvent, Reallocate; Our New Reality

Present/Future: Sandra Nelson detailed how the Internet has changed our view of information and is shaping our world today. She indicated that the decrease in the number of reference questions will continue and that by the year 2020, according to some sources, almost everyone will be connected to the Internet from home.

Social networking has become a major communication tool and, for the first time during the week of March 13, 2010, Facebook received more hits than Google. Privacy rules have changed among youth and young adults with user-generated content revealing personal details that have not been disclosed publicly in older generations. Users logged over 500 billion hours of YouTube video viewing in one month alone. There are over 400 billion photos on Flickr. E-book sales have jumped 370% in 2009 over 2008. Over 20 models of E-readers are available and the iPad is expected to set the bar even higher.

Libraries cannot continue to plan for the typical audiences of the past, but instead must develop programs for children and teens that are format neutral and not print-biased. More than 14% of urban libraries have lost hours and 20% of all states are experiencing flat funding or 5-10% cuts.

Reimagine: Examples of libraries that have created completely different spaces for patrons that are innovative and allow for new interaction/activity. The commonality of these new ideas is the user-centered services that are community driven. The mantra “do, succeed, quit” is contrary to what we now do in libraries. If the community views the library more as traditional/transactional than transformative, they are less likely to see the library as valuable.

- Aarhus Denmark Public Libraries – Transformational Lab project used open lobby space to create five different lab environments that changed every few months. Labs were: 1. Literature – poetry slams, readings, creative writing sessions. 2. News – wall of television screens, news from many countries highlighted how differently political elections are covered in each country. 3. Music – bands, production zones, café, computers. 4. Exhibit – photo mosaic, 700 photos, 60 videos. 5. Square – citizens and associations reserve for 2 hours each, daily questions projected on floor, giant chess board. The results were that users could drop in and stay for a brief time or move past without getting involved. There was instant gratification with the open events being well-received.

YouTube video http://www.youtube.com/watch?v=TpFO_L_jA1c

- Medellin, Colombia “Library Parks” – five beautiful new libraries were built with hands-on, interactive spaces that encourage patrons to explore. The libraries were publicly-funded and are part of a cultural revolution in Colombia. This initiative provided more computer access for the residents and focused on a connection to the global community. The project won a Gates award.

http://www.nytimes.com/2007/07/15/world/americas/15medellin.html?_r=1

- ImaginOn, Charlotte Mecklenburg, North Carolina – a phenomenal building with interactivity as the core objective. Children and teens can take advantage of the “page to stage” mentality in a combined library and children’s theater. Gaming is also a focus as well as training in animation, both creation and production.

<http://www.imaginon.org/index.asp>

Reinvent: Presenting libraries in a new light by doing different and imaginative things will give us a better chance at survival.

- DOK Library Concept Centre, Delft, Netherlands – featuring incredible use of technology that is interactive and highly useful.

<http://www.youtube.com/watch?v=iKpH8fwfqNs>

(Note: Michael Stephens is on the tour featured!)

- Storyville, Baltimore County Public Library – taking children’s services to a new level.

http://www.bcplstoryville.org/storyville_home.html

- Senior Spaces, Old Bridge Library, New Jersey – valuing and providing

<http://www.infolink.org/seniorspaces/diy/index.htm#arrangement>

- San Jose Public Library, California – library organization by subject creates bookstore like atmosphere

<http://libguides.sjsu.edu/browse.php?o=s>

- WordThink™, Rangeview Library District, Colorado – doing away with Dewey in the library

http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=news_view&newsId=20090602005291&newsLang=en

Reallocate: Decide what you want to do and then use staff time in new and different ways.

Sometimes you have to take a risk to create a risk-tolerant environment. Use vision, creativity and courage to help you plan and move forward in deciding your future.

“Live out of your imagination, not your history.” Stephen Covey

Karen Hyman, Jersey Regional Library Cooperative

Shortcuts to Greatness or 10 Things That Great Libraries Know and Maybe You Don’t?

(Handout)

Random notes:

A great leader stands out because they:

- Set an inspiring and effective vision
- Are confident that they can fix what doesn’t work
- Have courage
- Take care of business
- Ask questions, find the answers
- Model behavior
- Are high in emotional intelligence (self-aware, self-regulating, motivated, empathetic, socially skilled)

Rangeview Library District website, Anythink(er)TM - Highlighted the outstanding job descriptions

Ann Arbor District Library - Recognized the library's phenomenal work, especially their "get to the yes" service mentality that speaks to the concept of generosity

Topeka & Shawnee County Public Library – simple ideas that make sense

- Plain language in mission statement and on website – “our mission, your place”
- Prominently displayed names, pictures, numbers and email addresses of staff/managers

Wordles www.wordle.net

- Word clouds created using words that people say about a topic or your library
- Larger words are the ones that are repeated more often
- Great marketing tool