



# Strategies for Innovation and Development of the Public Library in the Digital Age

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# Outline

Introduction

Value and Impact

Research Reports

Future Trends

Performance Evaluation

Staff Development

Conclusion

# American Library Association

Welcome to The Campaign for America's Libraries

## @your library®

The Campaign for America's Libraries is a multi-year public awareness and advocacy campaign sponsored by the American Library Association and libraries across the country to communicate the value of libraries and librarians in the 21st century. The campaign is designed to showcase the unique and vital roles played by public, school, academic and special libraries nationwide.

The campaign was developed in response to research that shows that libraries are popular but often misunderstood; libraries are rooted in nearly every community, including schools, campuses and businesses across the country, but are often not visible; and libraries are unique, but facing new competition.

Our goals are to:

- **Raise awareness** about the variety of programs and services offered at our nation's nearly 123,000 libraries;
- **Encourage people** to check out and use their libraries—at school, on college and university campuses, at work, and in daily life;
- **Promote librarianship** as a profession;
- **In the long term, positively impact public policy toward libraries and increase support for libraries and librarians.**

So what do we want to convey through the campaign? We want the American public to know that:

- **Libraries are changing and dynamic places.** Librarians are techno-savvy, at the forefront of the information age, and help people of all ages find the information they need, when they need it.
- **Libraries are places of opportunity.** Libraries are part of the American dream, a place for education, self-help and lifelong learning.
- **Libraries bring you the world.** Where else can you have access to nearly everything in print or online and even have the personal assistance of a librarian to help you find what you are looking for?

- ❖ **Libraries are popular but often misunderstood;**
- ❖ **libraries are rooted in nearly every community, but are often not visible;**
- ❖ **libraries are unique, but facing new competition.**

## Amazon, Apple, Facebook, and Google...

<http://www.ala.org/Template.cfm?Section=librariesandyou&template=/ContentManagement/ContentDisplay.cfm&ContentID=53854>.

# The problems that face all libraries

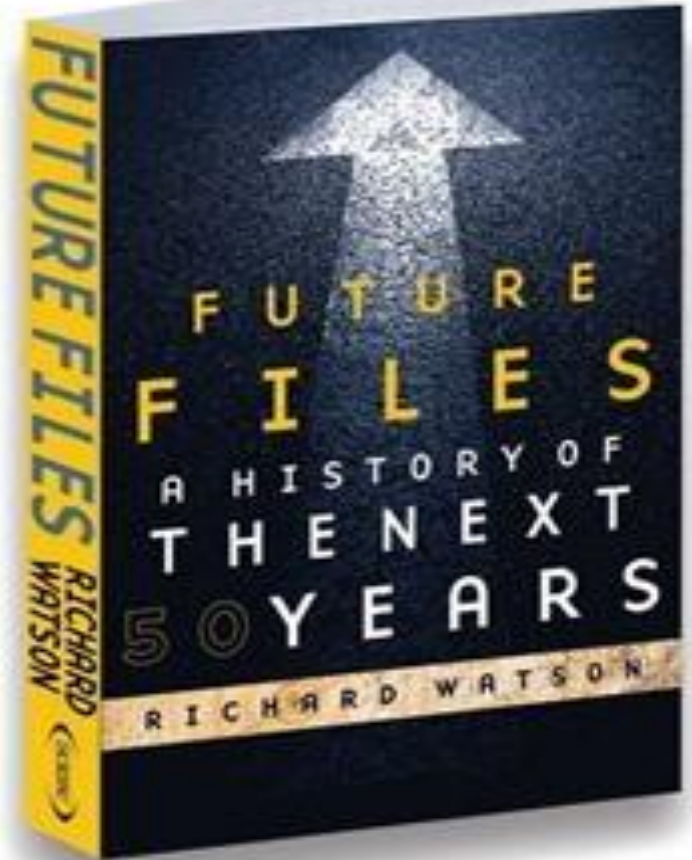
- ❖ The traditional role of the library is questioned :  
“everything is available on the Web”
- ❖ Public libraries having to take on more expansive but unfunded roles, particularly with regard to children.
- ❖ Pressure on public libraries to incorporate, maintain, and pay for digital collections, databases, etc.,
- ❖ Newly graduated librarians lacking an education in basic library skills.
- ❖ Greatly increased needs for library instruction/ information competence programs for all library users.
- ❖ A crisis in preservation—especially of digital/electronic materials.
- ❖ .....

# A common challenge for all libraries

- ❖ Will the future society need the library ?
- ❖ Will the public library survive ?
- ❖ **Libraries will become irrelevant by 2019.**

*Future Files: A History of the Next 50 Years*

(Brunswick,  
Victoria, Australia: Scribe Publications,  
2007).





# Challenges facing all public libraries

- ❖ Financial Constraints
- ❖ Demographic Transformation
- ❖ Heightened Competition
- ❖ Continued Advances in Digital Media
- ❖ ...



# Library values

*Eight values:*

- ❖ **Stewardship,**
- ❖ **Service,**
- ❖ **Intellectual freedom,**
- ❖ **Privacy,**
- ❖ **Rationalism,**
- ❖ **Commitment to literacy and learning,**
- ❖ **Equity of access to recorded knowledge and information ,**
- ❖ **Democracy.**



(Michael Gorman, *Our enduring values* , 2000)

# The values of Finnish public libraries

## The values of public libraries



**Equality**



**Transparency**



**Reliability**



**Sense of community**



**Open-mindedness**



**Free access to information**



## PUBLIC LIBRARY ACTIVITIES & RESOURCES

- Free book loans
- Journals and newspapers
- Reference collections
- Access to ICT & Internet
- Information, advice & guidance
- Dedicated expert staff
- Council information and guidance
- Reading groups
- Study support
- Formal & informal learning, including basic skills
- Job-hunting support
- Outreach
- Public space
- Activities & events
- Third sector information
- Community information
- Health & well-being information, signposting and support
- Personalised service
- Access to partner and shared services
- MP and council surgeries
- Volunteering

## IMMEDIATE PERSONAL BENEFITS

**EMPOWERED**  
**INFORMED**  
**ENRICHED**  
**SAVING MONEY**  
**ENJOYMENT**

## INTERMEDIATE OUTCOMES

### SOCIAL CAPITAL

- Involvement in democratic process, service design, participation & volunteering
- Supporting the development of social networks and relationships
- Capacity building the third sector
- Awareness of rights, benefits & external services

### NON-COGNITIVE SKILLS DEVELOPMENT

- Personal, social and emotional skills

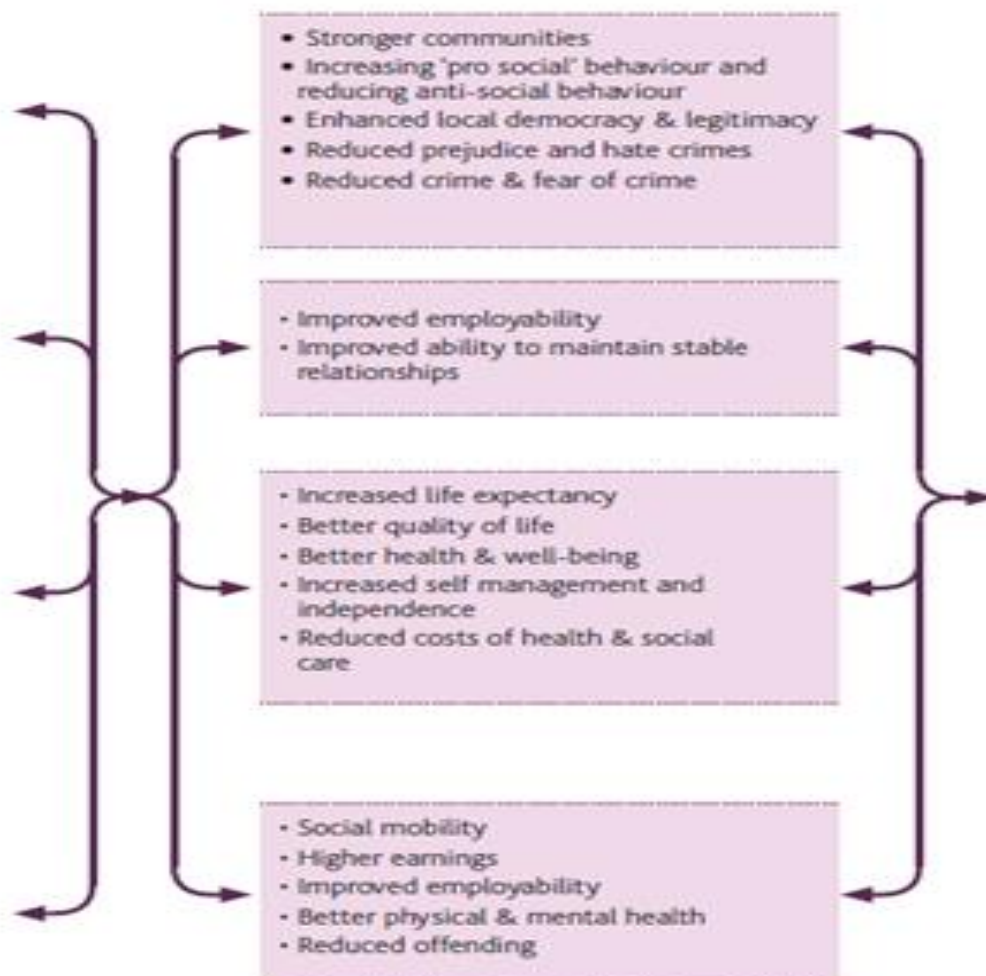
### WELL-BEING & HEALTH

- Increased health information
- Enable better choices about health
- Self management abilities
- Reduced boredom & social isolation
- Improved mental and physical well being
- Access to online transactions such as appointments booking

### COGNITIVE SKILLS DEVELOPMENT

- Speech, language & communication
- Literacy & language development
- Other adult basic skills (e.g. ICT, numeracy, health literacy)
- Business support & career management skills

## LONG TERM OUTCOMES



## NATIONAL INDICATORS (SUMMARISED SELECTION)

NI 1 % of people who believe people from different backgrounds get on well together

NI 2 % of people who feel that they belong to their neighbourhood

NI 3 Civic participation in the local area

NI 4 % of people who feel they can influence decisions in their locality

NI 5 Satisfaction with local area

NI 6 Participation in regular volunteering

NI 7 Environment for a thriving third sector

NI 9 Use of public libraries

NI 11 Engagement in the arts

NI 13 Migrants English language skills & knowledge

NI 15 & 16 Violent & acquisitive crime rates

NI 17 Perceptions of anti-social behaviour

NI 19 Young offenders – reduced rate of reoffending

NI 23 Perceptions of respect and dignity

NI 45 Young offenders engaged in education, employment, training

NI 50 Emotional health of children

NI 72 – NI 117 Children and young people – Enjoy and Achieve & Positive Contribution

NI 119 People's overall health and well-being

NI 120 Mortality rate

NI 124 People with a long-term condition supported

NI 138 Satisfaction of people over 65 with both home and neighbourhood

NI 139 People over 65 receiving information, assistance and support to live independently

NI 140 Fair treatment by local services

NI 141 & 142 Vulnerable people achieving & maintaining independent living

NI 144 Offenders in employment at end of order/licence

NI 146 Adults with learning disabilities in employment

NI 148 Care leavers in employment, education or training

NI 150 Adults in contact with secondary mental health services in employment

NI 161 Learners achieving a Level 1 qualification in literacy

NI 162 – NI 165 Contribution to outcomes

NI 179 Value for money

# Roles of Public Libraries

- ❖ Research shows that, in communities large and small, public libraries have a strong role in **literacy and learning, innovation, community, and prosperity.**

Report for the Ontario Ministry of Culture, 2008

- ❖ Librarians have made a difference:

- Digital Content
- Leadership
- Advocacy
- Cultural Diversity
- Multilingualism

# Libraries—A Force for Change

Technology changes the tools, not the essence.

Encompassing the principles and practices of  
**inclusion, transformation, innovation and  
convergence.**

Libraries can and do affect the future.

- ❖ How do we demonstrate the value of libraries and the transformative impact of our services?
- ❖ Evidence-based research data and statistics should be collected to use to provide proof of impact and ROI. This data can and should be used for library advocacy.

# Literature Review

- ❖ Social, economic and technological trends
- ❖ A literature review of the ideas of visionary thinkers in the library sector
- ❖ Major initiatives where libraries have partnered with other organizations
- ❖ Recent library conferences and seminars
- ❖ Innovative library and information services in Taiwan and elsewhere



# Common goals of Public Libraries worldwide(1)

- ❖ 1. Providing high-quality, rapid and free access to information
- ❖ 2. Emphasising equity and meeting the needs of their ethnic communities with appropriate content and information
- ❖ 3. Preparing themselves, their staff members and their customers to take full advantage of the digital revolution and the power of ITC developments
- ❖ 4. Paying particular attention to the learning and recreational needs of children and young adults



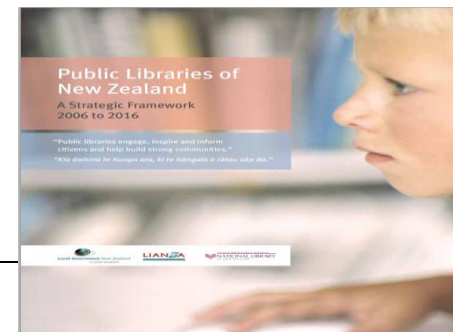
# Common goals of Public Libraries worldwide(2)

- ❖ 5. Providing opportunities for lifelong learning and literacy development
- ❖ 6. Building new facilities and renovating old libraries to create an exciting, innovative and welcoming environment
- ❖ 7. Locating libraries in places that encourage use and meet customer requirements
- ❖ 8. Upgrading staff qualifications, training and recruitment.

Local Government New Zealand (2006). *Public Libraries of New Zealand: A Strategic Framework 2006 to 2016*

# Public Libraries of New Zealand: A Strategic Framework, 2006 to 2016

- ❖ **The Digital Strategy**, aiming at making New Zealand a world leader in using information and technology to realise economic, social and cultural goals.
- ❖ **The Growth and Innovation Framework**, supporting economic transformation in New Zealand.
- ❖ **The E-Government Strategy**, making all government information and services available online.
- ❖ **The Connecting Communities Strategy**, facilitating provision and use of information and communication technology (ICT) at the local level.



# Australian Library and Information Association

## Australian Library and Information Association NATIONAL VISION AND FRAMEWORK 2010 – 2015 DOCUMENT 3 OF 3: EXECUTIVE SUMMARY

Developed by the Australian Library & Information Association, in partnership with Public Libraries Australia, Friends of Libraries Australia, State and Territory Libraries, ACT Library and Information Services and the state public library associations

This executive summary explains the national vision and framework for Australian public libraries.

Final version: 5 November 2010



Australian  
Library and  
Information  
Association

### The need for a national vision and framework for Australian public libraries

As public libraries have not been seen by federal government as having a national role:

- State governments have not been held to account for under-investment in public libraries
- Before PLAC, there was duplication of effort by public library services in different states and territories
- There have been lost opportunities to deliver appropriate nationally-funded initiatives through the public library system
- The federal government has not taken advantage of a nationwide network whose core users are described by other agencies as 'hard-to-reach'

The objectives of the vision and framework are to:

- Provide a strategic direction for public libraries at a national level
- Reshape the public library system for the 21st century
- Raise public libraries higher on the government agenda
- Secure an appropriate level of funding

Taking into account the political, economic, environmental, social and technological landscape, the vision for Australian public libraries is that they should be

### United, Collaborative, Community-focused, Valued

The first two goals are internally focused:

**United:** a further step-change in the level of interstate and national cooperation between public library services, cementing the concept of a national public library system

**Collaborative:** an exciting opportunity for public libraries to work together and in partnership with other organisations, in a way that reflects the spirit of the age

The second two are externally focused:

**Community-focused:** ensuring that services are appropriate to the wants and needs of local communities

**Valued:** providing a service that gives a good return on investment; appeals to users; is admired by non-users and brings libraries to the attention of politicians and their advisers

### Vision

### Framework for action

This vision has been used to develop a workplan for PLAC for 2010 and 2011. The workplan is based on four strategies which link back to the vision. These are the four strategies and a few examples of activities from the workplan:

**United:** we will come together to achieve our vision

- Formation of PLAC
- Collation of national public library statistics
- Development of major initiatives, including the National Year of Reading 2012 and a national family literacy program

**Collaborative:** we will work together and with partners to guide and improve operations, build services and increase our reach

- Seek out best practice and next practice in Australia and overseas
- Create national standards for Australian public libraries
- Research new ways of using technology, especially e-books

**Community-focused:** we will shape public library services to suit the changing needs of the communities they serve

- Produce a community profiling tool

# Canada

## ❖ **People:** community and learning

Public libraries, as **community hubs**, are a positive venue for and partner in civic engagement.

## ❖ **Technology:** participatory media

libraries are major assets to society. Libraries have a longstanding role in **information literacy**

## ❖ **Economy:** creativity and sustaining prosperity

*Local library as place, partner, and conversation*

Wendy Newman , *THIRD GENERATION PUBLIC LIBRARIES*, 2008

# Highlights of worldwide public library innovation

- ❖ **Technology** as an enabler of equity and participation
- ❖ **Collaboration** to create new content and enable wider access to existing content
- ❖ Improving traditional and **new literacies**
- ❖ Informal and co-curricular **learning** opportunities for preschoolers and youth
- ❖ Partnership and collaboration to strengthen **economic and cultural development**
- ❖ Renewal of infrastructure to create more **flexible spaces**
- ❖ New services to respond to greater **diversity** in the population
- ❖ Government **e-services** delivery.

Newman, W. (2008). *Third Generation Public Libraries: Visionary Thinking and Service Development in Public Libraries (to 2020) and Potential Application in Ontario*. Report for the

# Key Policy Themes for the future

## 未來應思考的政策議題

- ❖ 1.學習和青少年(Learning and youth).
- ❖ 2.幼兒學習(Early childhood learning.)
- ❖ 3.老化(Ageing).
- ❖ 4.身體障礙 (Disability).
- ❖ 5.協作和社群 (Collaboration, consortia and networks).
- ❖ 6.基礎建設和建築物 (Infrastructure and buildings).
- ❖ 7.寬頻(Broadband).
- ❖ 8.E化服務的平衡 (Leverage for government e-services).
- ❖ 9.公用創作(Commons of ideas, Copyright regulation )
- ❖ 10.原住民(Aboriginal people).
- ❖ 11.多元化(Diversity).
- ❖ 12.文化發展(Cultural development).
- ❖ 13.和政府部門之間的合作(Collaborations within and among governments).

Newman, W. (2008). *Third Generation Public Libraries: Visionary Thinking and Service Development in Public Libraries (to 2020) and Potential Application in Ontario*. Report for the Ontario Ministry of Culture.



# Toronto Public Library

## Strategic Plan 2012-2015

- Grow a City of Readers
- Develop a City of Learners
- Inspire and Support a City of Innovators, Entrepreneurs and Creators of All Ages
- Deliver Excellent Library Service to Torontonians

### Tell Us How the Library Can Better Serve You

Every year there are 19 million visits to our branches, making the Toronto Public Library one of the city's most popular destinations and the world's busiest library.

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#### Give Us Your Feedback

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##### Complete Our Online Survey

Please take a few minutes to fill out our survey. Your feedback will help us develop our Strategic Plan.

[Download a print version of our survey \(pdf\).](#)



##### Read and Comment On Our Blog

Residents and staff will blog about topics related to our themes. Join the conversation and give us your feedback.



##### Take Part In Our Twitter Chats - Details Coming Soon

Residents and staff will host several chats on Twitter through the @TorontoLibrary profile. Join the conversation: [#TellTPL](#).

The well known Canadian architect Jack Diamond is designing the Mariinsky Theatre, the...

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#### Connect Yourself To Opportunities at the Library

Aug 02 | Posted by Francis Atta

Growing up in the Jane and Finch community was one of the best things that could have ...

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#### > > [Strategic Plan Blog](#)

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#### Learn More

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- [Toronto Public Library - 2011 Key Facts](#)
- [Our 2008-2011 Strategic Plan & Achievements](#)
- [2011 Census: Toronto Age and Sex Counts](#)
- [2011 Census: Toronto Population and Dwelling Counts](#)
- [Download: Strategic Plan PowerPoint Presentation](#)

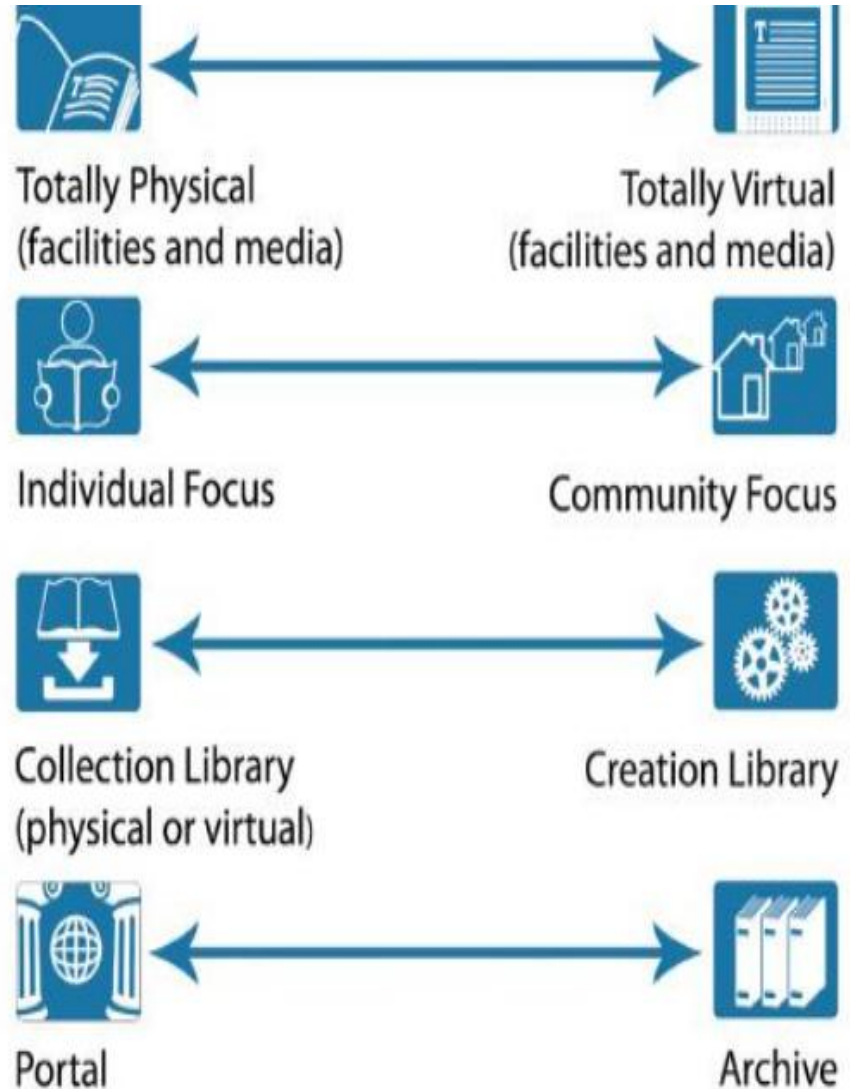
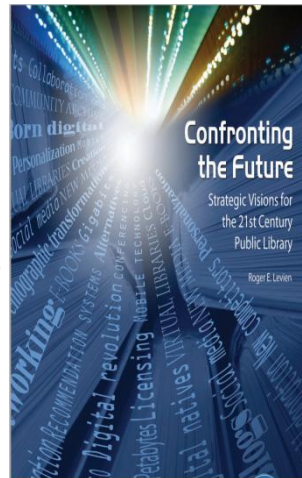
# A vision for Public Libraries

- ❖ To drive the quality of all library services up to the level of the best
- ❖ To reverse the current trend of decline in library usage and grow the numbers using the library service
- ❖ The library service is able to respond to limited public resource and economic pressures
- ❖ To ensure that all libraries respond to a 24/7 culture and to changing expectations of people who want immediate access to information
- ❖ All libraries grasp the opportunities presented by digitisation
- ❖ To demonstrate to citizens, commentators and politicians that libraries are still relevant and vital



# *Confronting the Future : Strategic Visions for the 21st-Century Public Library*

# ❖ Portal to Archive Libraries



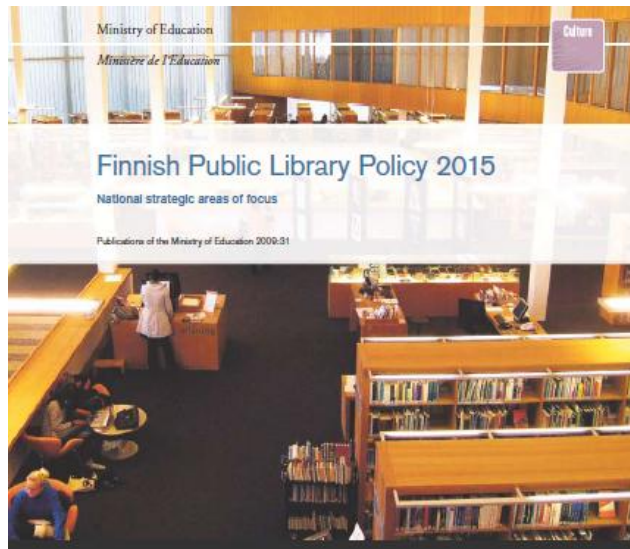
# Common Elements

- ❖ Librarian Competencies
- ❖ Collaboration and Consolidation
- ❖ Digitization
- ❖ Personalization and Social Networking
- ❖ Archiving and Cataloging
- ❖ Pricing
- ❖ Community Service

[Roger Levien, Confronting the future.  
http://www.districtdispatch.org/wp-content/uploads/2011/10/levien\\_confronting.pdf](http://www.districtdispatch.org/wp-content/uploads/2011/10/levien_confronting.pdf)

# Finnish Public Library Policy 2015

- ❖ The Library is a basic service along with comprehensive education.
- ❖ Focusing on expertise and emphasizing quality
- ❖ The patron at the center, always.
- ❖ Implements the cultural rights



# 10 Changes to Expect from the Library of the Future

- ❖ More **technology**
- ❖ Sensory story times
- ❖ Better outreach to ESOL and ESL adults and children
- ❖ Automation
- ❖ Emphasizing **community space**
- ❖ Electronic outposts
- ❖ Crowdsourcing
- ❖ More social media savvy
- ❖ Digital media labs
- ❖ **More active librarians**

OnlineUniversity.com. (2012)

<http://www.onlineuniversities.com/blog/2012/04/10-changes-to-expect-from-the-library-of-the-future/>



# Horizon Report 2012 地平線報告

圖1 內容列示了Horizon Report Higher Ed Edition分別在縱行2010、2011與2012的年度預測重點對照，其中橫列為各年度的新興科技分別在1年內、2至5年內，以及超過5年以後會被產學界採納的科技應用項目。



圖1 Horizon Report 2010~2012之教育科技預測

# Framework for the strategy



The dimensions of the strategy for the Council of Public Libraries

# Main approaches to meet the future

- Innovative strategies for literacy – reading, joy of reading, competence in reading, literature in general
- Effective strategies for connecting the library to strategic areas for the society (political strategies) like integration, tourism, senior citizens, urban development.

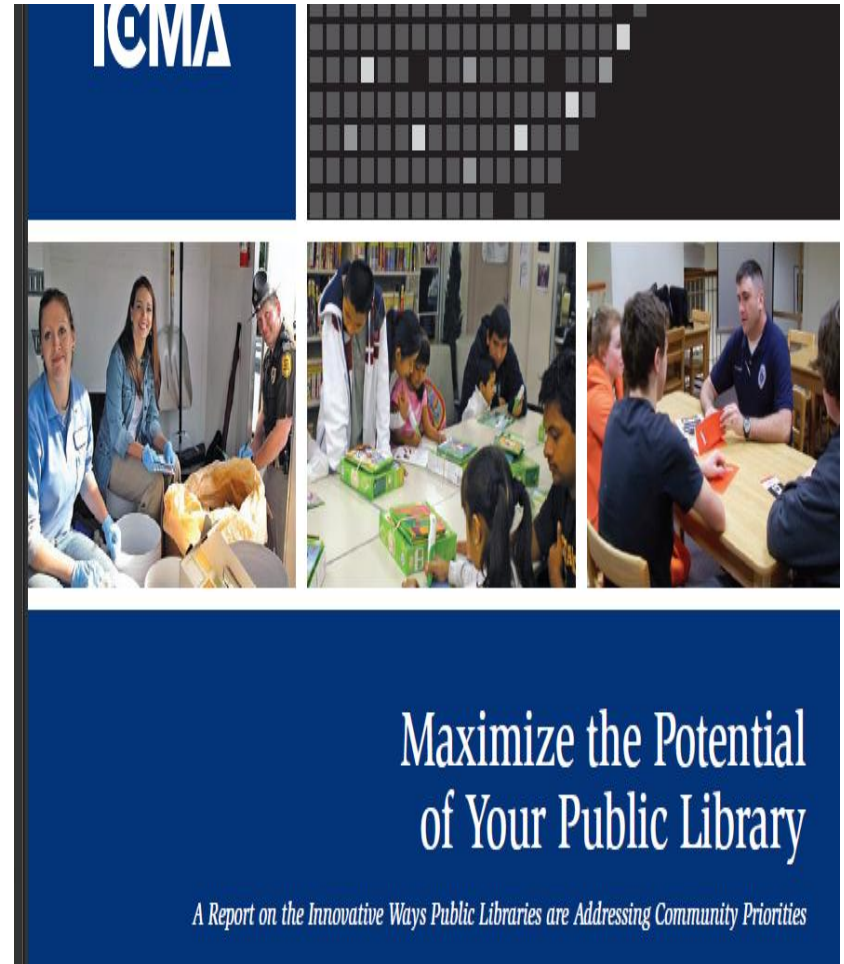
Liv Sæteren, Innovative strategies for big city public libraries in Europe, IFLA 2010 – Gothenburg, Sweden,  
<http://blogg.deichman.no/nyedeichman/files/2010/08/LIV-MANUS-IFLA-2010-22.pdf>

# Focus areas/methods

- The library as **place and space** – a new concept for library buildings
- Competence and new organisation – including partnership and alliances
- Programmes and distributing/intermediating activities
- Accompanying all development work is – overall and underneath – technology and efficiency.

# Maximize the Potential of Your Public Library

- ❖ The International City/County Management Association, 2011
- ❖ generous support from the Bill & Melinda Gates Foundation.
- ❖ *A Report on the Innovative Ways Public Libraries are Addressing Community Priorities*



# projects

- ❖ **Every Child Ready to Read @ Dallas Expansion**
- ❖ **Fairfax County, Virginia: Changing Lives through Literature**
- ❖ **Fayetteville, Arkansas: Solar Test-Bed Library Project**
- ❖ **Georgetown County, South Carolina: The Hurricane Project**
- ❖ **ECO Iowa City**
- ❖ **Miami, Oklahoma: Miami Native American Language, Culture, Health Education/Empowerment Center**
- ❖ **Pendleton, Oregon: Wired for Safety**



## Six themes emerged from the nine innovation grant projects

- ❖ Library and local government leaders need to connect on community priorities.
- ❖ **Building partnerships is key to innovation.**
- ❖ Leadership happens at all levels of an organization.
- ❖ Successful partnerships require commitment to the effort.
- ❖ Innovation occurs in communities of all sizes.
- ❖ Not every effort will be successful.

# EIFL- PLIP: Public Library Innovation Programme

## Libraries rise to community development challenges

## EIFL-PLIP in action

- ❖ Sparking ideas for using technology to improve lives
- ❖ Providing resources to support innovative ideas
- ❖ Promoting ideas that work, and encouraging replication
- ❖ Sharing learning and knowledge



The screenshot displays the EIFL-PLIP website. The header features the EIFL logo and the tagline 'knowledge without boundaries'. A navigation bar includes links for Home, Who we are, What we do, Where we work, News, events & media, and Contact us. A sidebar on the left lists various resources and programs. The main content area highlights the 'EIFL-PLIP: Public Library Innovation Programme' with a video player and text describing its mission and impact.

**EIFL-PLIP: Public Library Innovation Programme**

Libraries rise to community development challenges

International development targets – like the Millennium Development Goals – may seem beyond the reach of local public libraries, but EIFL-PLIP's work in 23 countries shows that by responding to community needs in innovative ways, local libraries are helping to achieve their countries' development goals.

EIFL-PLIP helps public libraries in developing and transition countries - where the need is greatest - rise to the challenges of development.

Public libraries are uniquely positioned to meet community development needs and improve lives in crucial areas like agriculture, health, employment and livelihoods and support vulnerable children and youth.

**EIFL-PLIP in action**

- Sparking ideas for using technology to improve lives
- Providing resources to support innovative ideas
- Promoting ideas that work, and encouraging replication
- Sharing learning and knowledge

With EIFL-PLIP support, libraries in Ghana and Bosnia and Herzegovina are teaching young people ICT and media skills that will improve their chances in life. In Macedonia, a library-based employment service helped 39 people find jobs. 11 people in remote mountain communities in Georgia now consult with their doctors online through their local library. Farmers in Serbia cannot miss the color of their mittens as a result of their



**Life teaches us  
to make good  
use of TIME,  
while time  
teaches us the  
VALUE of LIFE.**

# Magic

$$\begin{array}{rclclcl} 1 & \times & 8 & + & 1 & = & 9 \\ 12 & \times & 8 & + & 2 & = & 98 \\ 123 & \times & 8 & + & 3 & = & 987 \\ 1234 & \times & 8 & + & 4 & = & 9876 \\ 12345 & \times & 8 & + & 5 & = & 98765 \\ 123456 & \times & 8 & + & 6 & = & 987654 \\ 234567 & \times & 8 & + & 7 & = & 9876543 \\ 345678 & \times & 8 & + & 8 & = & 98765432 \\ 456789 & \times & 8 & + & 9 & = & 987654321 \end{array}$$

# Prepare For Accountability & Assessment

- ❖ Institutional expectations
- ❖ Government/funder mandate
- ❖ Measures of user satisfaction
- ❖ Measures of market penetration
- ❖ Measures of success & impact
- ❖ Measures of cost effectiveness
- ❖ System design for usability



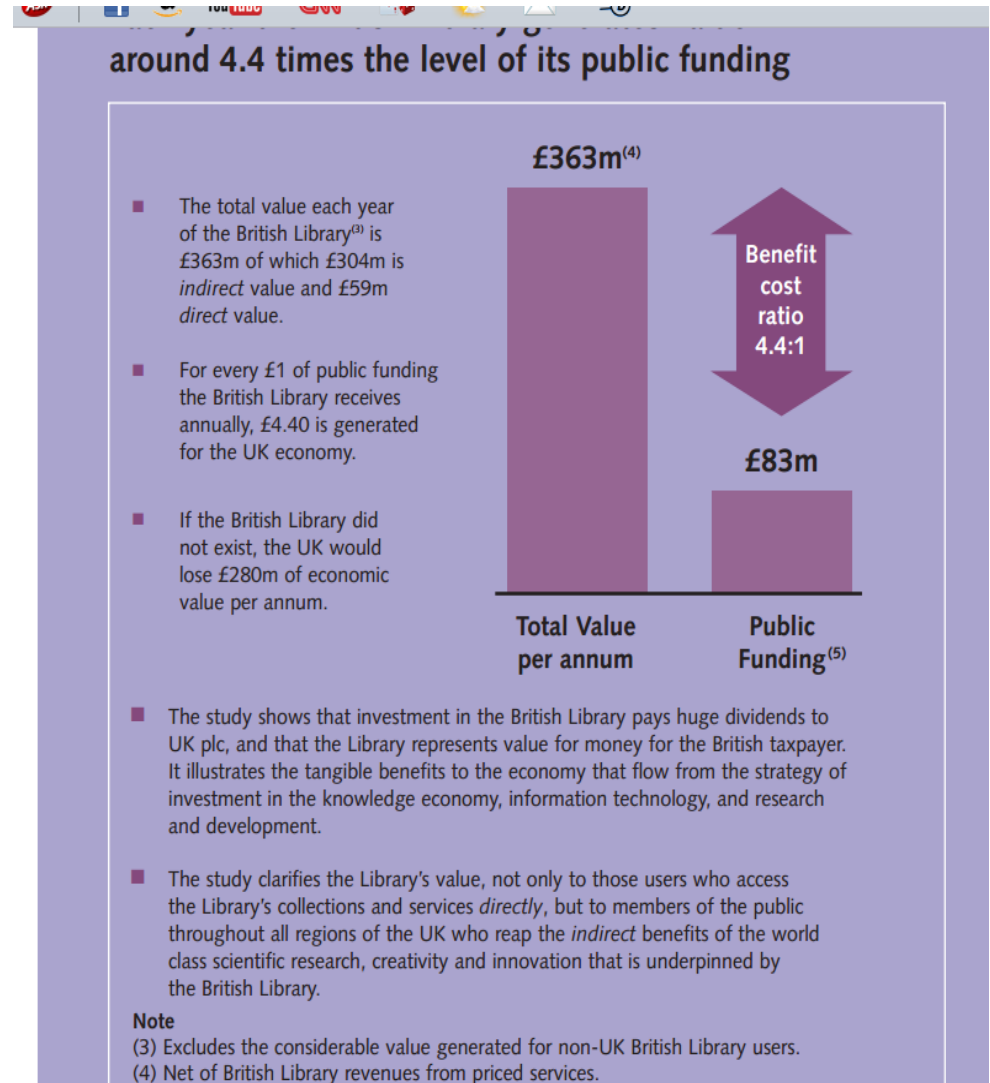
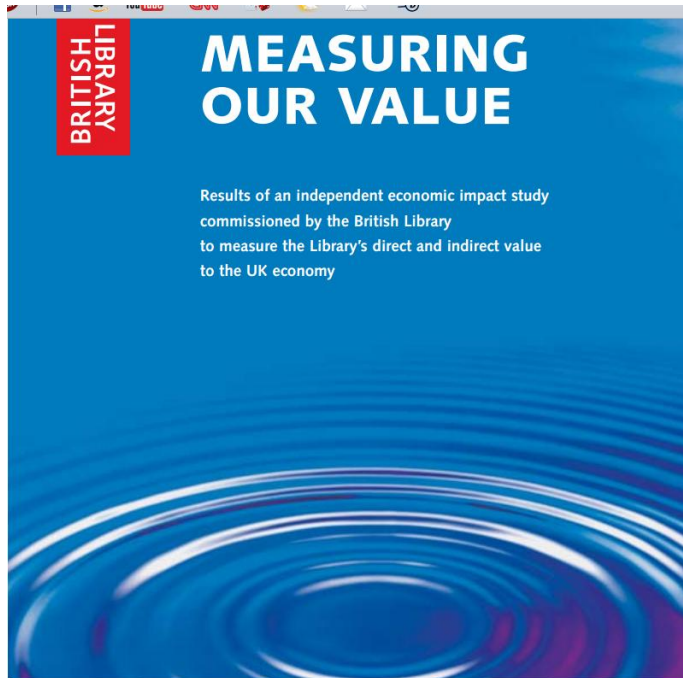
# Quality recommendation for public libraries



- Administrator's service commitment for library services, library services and their use, human resources and competence, Collections library facilities.
- Libraries are required to develop the quality of services not only by library legislation but also by the national library policy, the Government Programme and policies jointly drawn up by local authorities.



# The British Library



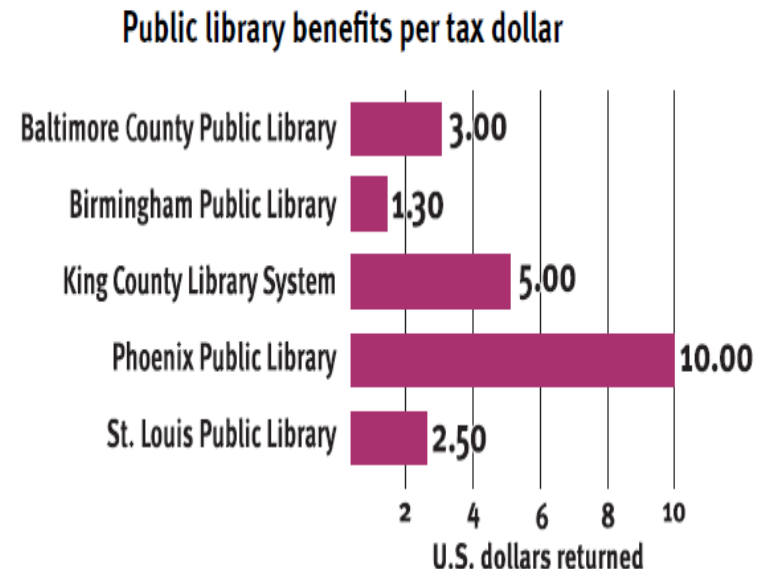
# OCLC 2003

## Libraries: How they stack up

### Value of library services

One way to measure a library's service value is to use cost-benefit analysis. Each public library in this sample returned substantially more than \$1 of benefits to its patrons for each \$1 of annual local taxes.

(Glen Holt and Donald Elliott, "Cost Benefit Analysis: A Summary of the Methodology,"  
*The Bottom Line: Managing Library Finances*, 15 (4) 2002, pp. 154-158)



# Taipei Municipal Public Library



- The Taipei Public library economic value worth NT 3,957,000,000 dollars, and rate of returns on investment is 530%.
- ROI 6.3 : 1

# The innovative strategies

- The strategies concerned with the **concept** itself,
- **buildings, organisation forms and competence**, all more overall strategies to make the library relevant for society in changing environments, and effective institutions as well.

# Rethink Library Space Planning & Identity

- ❖ Information Technology is a Catalyst of Change
- ❖ Technology changes the spatial glue between activities and their location so we need to recognize design elements in parallel physical/electronic design and the thresholds that connect them.
- ❖ “Librarians need to make sure that they provide a rich space, where human beings can gather, interact, and become more than themselves. If librarians can do that, and do it well, they will be a part of the future.”

[http://lib.tkk.fi/ifla/IFLA\\_Science\\_Portals/Presentations/Wastawy.pdf](http://lib.tkk.fi/ifla/IFLA_Science_Portals/Presentations/Wastawy.pdf)

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**John Perry Barlow**

# Taiwan

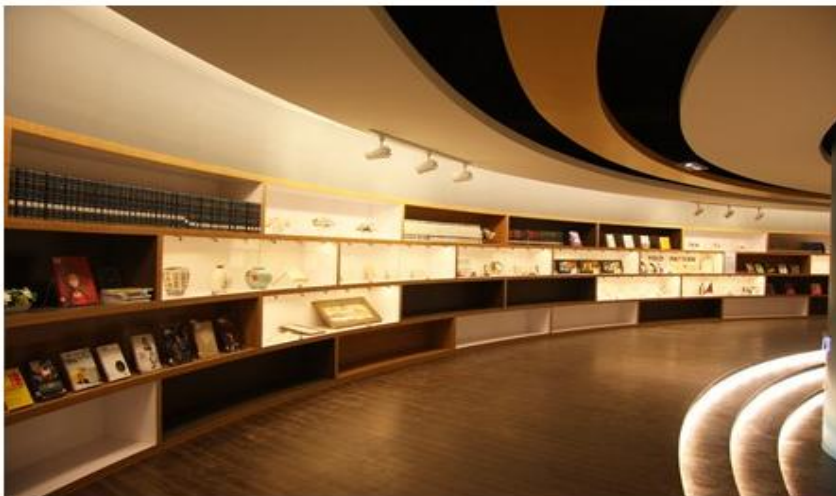
- *2003-2004 公共圖書館空間及營運改善計畫*  
Public library space and operational improvement plan 1,549,070,000 元(1,214,200,000元)
- *「閱讀植根與空間改善：Read rooted & Space Renovation*
- *2009-2012年圖書館創新服務發展計畫」*  
Creative Library Service Development Plan



# Major features of most public library's renovation

- **Create a welcoming and attractive library space,**
- **Provide space for library collections to grow and to accommodate new formats,**
- **Increase the number of computer work-stations ,**
- **Offer space for art displays, lectures, and cultural events,**
- **Consolidate all services to children in one functional and child friendly space,**
- **Improve physical accessibility by lowering book shelves and widening aisles,**
- **Incorporate energy efficient and sustainable design features**

# New Taipei City Public Library



# Types of reading promotion activities

- Reading schemes: Summer reading schemes
- Reading groups
- Author visits
- Festivals
- Bookshop/Book fair
- Book clubs
- Displays
- Storytelling sessions
- Recommending books



# Are **Maker Spaces** the Future of Public Libraries?



<http://www.shareable.net/blog/the-future-of-public-libraries-maker-spaces>

- The [Fayetteville Free Library](#), offers its community both options: A traditional, book-filled library, and a Fab Lab(fabrication laboratory) to learn new technologies and build new projects. “Libraries exist to provide access to opportunities for people to come together to learn, discuss, discover, test, create. **Transformation happens when people have free access to powerful information, and new and advanced technology.”**



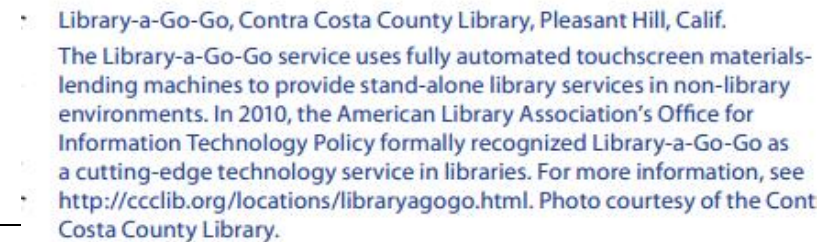
# YOUmedia

- An innovative learning space that's housed in a 5,500 square foot room full of noisy teens, food, computers, and video games on the ground floor of the Chicago Public Library's [Harold Washington Library Center](http://www.youmedia.org/locations/learning-labs/columbia-md-howard-county-public-library).





# ATM





# Web 2.0 and public libraries

- ❖ Over recent times the implementation of Web 2.0 within society has led to a change within the structure and role of libraries, specifically in relation to youth.
- ❖ Web 2.0 can be defined as “the second generation of web-based environments which seek to facilitate communication, community, collaboration and creativity between users” (O’Reilly, as cited in Todd, 2008, p. 24).
- ❖ The implementation of web 2.0 within libraries is slowly being seen in the ‘after school hours’ programs and structure of many public libraries.

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資訊

643

人說過讚

282

人正在談論這

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個打次

## 國立台中圖書館 National Taichung Library

圖書館 · Taichung, Taiwan

資料

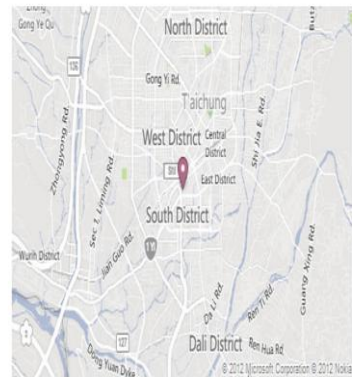
地址 臺中市南區五權南路100號, 402 Taichung, Taiwan 路邊

聯絡電話 04-22628100

網址

營業狀態 今天 8:00 - 21:00

營業時間 二 - 日: 8:00-21:00



附近的 Libraries

國立中央圖書館 國立自然科學博物館

想要對這個粉絲專頁按讚?

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2 個在 Changhua 附近



Nantouhsien 圖書館  
1 個在 Nantouhsien 附近



Lukang 圖書館  
1 個在 Lukang 附近

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新北市立圖書館  
9,044 人說過讚 · 971 人正在討論這專頁

政府機關  
我們的願景~專業 人性 豐富快樂閱讀 連接生活 留聲無限臺灣城市的窗口，由此開啟~<http://www.tphcc.gov.tw/>

關於 相片 說讚的粉絲 活動

9,044

# Web 3.0 promises change for libraries



- ❖ Some of the possible avenues for the future include **the 3D web**, the **semantic web**, and the real world web. All have gained a lot of interest among library and information professionals. Virtual 3D worlds such as **Second Life** provide new places and ways to offer information and services.

The Ohio Public Library Information Network (OPLIN) is pleased to invite their **Second Life** inworld holiday celebration

<http://slurl.com/secondlife/Talis%20Cybrary%20Island/30/37/21/?title=OPLIN%20Office>

*All RL & SL  
library staff & volunteers  
are invited to join the  
Ohio Public Library Information Network  
for their first*

***Holiday Party***

**December 17**  
**8:00 am - 10:00 am SLT**


*The OPLIN office  
Talis Cybrary Island (30, 37, 21)*

**OPLIN**  
OHIO PUBLIC LIBRARY  
INFORMATION NETWORK

*IM Lebachai Vesta  
with questions or for TP*








# INA Hamburg: Virtual Reference




BÜCHERHALLEN  
HAMBURG

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Guten Tag, ich bin Ina, - Ihre virtuelle  
Ansprechpartnerin bei den Bücherhallen. Bitte stellen  
Sie mir Ihre Frage.

**Ihre Frage**

[schließen](#)

## Publikationen der Bücherhallen Hamburg

Die Mitarbeiter der Bücherhallen Hamburg sind in Arbeitsgruppen, Arbeitskreisen, Kommissionen, Expertengruppen sowie auf Kongressen, Tagungen und Spezialistenzirkeln aktiv tätig und publizieren in diesen Zusammenhängen. Wir geben Ihnen auf dieser Seite einen Überblick der vielfältigen Veröffentlichungen der Mitarbeiter der Bücherhallen Hamburg.

**Sollten Sie Fragen zum jeweiligen Thema oder direkt an den Autor haben, dann können Sie gerne eine E-Mail an den jeweiligen Autor/Mitarbeiter senden!**

**Uta Keite – Referentin Bürgerengagement  
Ehrenamtliches Engagement**  
**Kontakt per E-Mail: [uta.keite@buecherhallen.de](mailto:uta.keite@buecherhallen.de)**  
[Broschüre "Ehrenamt Bücherhallen Hamburg" \(nicht barrierefreies PDF, 7 MB\)](#)

**Wolfgang Tiedtke – Leiter des Internet Portals**  
**Von der gewöhnlichen Homepage zum umfassenden Portal**



# Augmented Reality in San José



❖ The San José Public Library launched an augmented reality site in 2011, typically on a mobile device. In this case historical photos and documents from the library's local history collection have been chosen to augment three different walking tours near the city's downtown.

<http://libraryspeak.ca/2011/09/21/augmented-reality-in-san-jose/>



# Mobile Services

[Reading](#)[Movies & Music](#)[Research](#)[Events](#)[Teens](#)[Kids](#)

## Mobile Services at Skokie Public Library

*Access the Library from your phone!*

[Mobile Library apps](#)[Mobile Library website](#)[Mobile Library catalog](#)[Text messaging alerts](#)

### Mobile Library Apps

Download the Skokie Public Library app to your smartphone, and enjoy convenient access to many library services. Browse the catalog, renew and reserve books, find events, ask a librarian, and much, much more.

Download the app for your [Android](#) or your [Apple](#) device, or visit [skokie.boopsie.com](http://skokie.boopsie.com) from your mobile browser.



### Mobile Library Website

We've created a Library website specially formatted for small screens but with much of the same functionality as our regular site. The mobile version of our website features:

- Library hours and directions
- Contact information
- Loan policies
- Upcoming events
- New item listings

Point your phone's browser to [m.skokieliibrary.info](http://m.skokieliibrary.info) to check it out.



### Mobile Library Catalog



# LBS: Location Based Service

Viewpoints >> SoLoMo (Social - Local - Mobile)

## Excerpts from SoLoMo Report



How SoLoMo is Empowering Consumers, Transforming Shopping and Disrupting Advertising and Retailing

Prepared by  
Dr. Phil Hendrix, Immr  
Eric Risley, Architect Partners

September 2011



The world of advertising will fundamentally change because of the emergence of the social web.  
Paul Adams, Facebook

Knowing where someone is in real time – particularly if you know their context – is incredibly valuable.  
Fred Wilson, Union Square Ventures

Before [smartphones], you went to your desk to visit cyberspace... now cyberspace is something you carry in your pocket.  
Paul Safo



How SoLoMo is Empowering Consumers, Transforming Shopping and Disrupting Advertising and Retailing

Request

### Additional Viewpoints



Location



Analytics



M-Commerce



Mobile Advertising

Go Back to All Viewpoints

- ❖ O2O: Online to offline
- ❖ Smart Library
- ❖ Intelligent service
- ❖ App
- ❖ QR Code



How SoLoMo is Empowering Consumers, Transforming Shopping and Disrupting Advertising and Retailing

Prepared by  
Dr. Phil Hendrix, Immr  
Eric Risley, Architect Partners

The confluence of Social, Local and Mobile, or SoLoMo as VC John Doerr of KPCB refers to it, is empowering consumers, transforming shopping and creating disruptive new opportunities for businesses, especially Advertisers and Retailers. Building on our previous work (see [Location - the Epicenter of Mobile Innovation](#), Feb. 2010), the brief discusses key developments and outlines the implications and impact of SoLoMo on M-Commerce.

Part of our on-going research into SoLoMo, this is the first in a series of reports that will be

# 20 GREAT WAYS LIBRARIES ARE USING **PINTEREST**

- ❖ **Pinning book covers.**
- ❖ Showcasing historic archives.
- ❖ Creating reading lists.
- ❖ Sharing new acquisitions. .
- ❖ **Promoting library activities. .**
- ❖ Research.
- ❖ Showcasing learning-related infographics.
- ❖ Encouraging kids and teens to read.
- ❖ **Collecting ideas for library displays.**
- ❖ Getting inspired for library programs.
- ❖ Collecting learning materials for parents.
- ❖ Highlighting library staff members.
- ❖ Offering up access to digital collections.
- ❖ Running reading programs.
- ❖ Showing off things in the local community.
- ❖ Showing pictures of the library.
- ❖ Sharing craft projects.
- ❖ **Helping patrons start book clubs.**
- ❖ Building a community of libraries online.
- ❖ Creating collaborative boards with patrons

# Staff development

- ❖ **Traditional competence is librarians and non librarians**
- ❖ **New functions and methods demands competent storytellers, scenographers, editors, curators, IT nerds and specialists, event makers,**
- ❖ **Mixed with the traditional library educated staff development**

# New Roles

- ❖ Cultural Role
- ❖ Teaching Role
- ❖ Providing Access to Information
- ❖ Space Provision
- ❖ Act as Information Advocates
- ❖ Advising Role
- ❖ Information Organisation and Retrieval
- ❖ Knowledge and Digital Management
- ❖ Information Mining



# list of skills will need to be added to the appropriate library staff

- ❖ *Knowledge of digital preservation processes/workflows.*
- ❖ *Strong customer service skills.*
- ❖ *Marketing/outreach skills.*
- ❖ *Data set and e-data management knowledge.*
- ❖ *Data analysis skills.*
- ❖ *Partnership management.*
- ❖ *Knowledge and experience in developing and deploying mobile applications and services.*
- ❖ *Survey development.*
- ❖ *Interface design skills.*
- ❖ *Skills in understanding scalability.*

# The 21 st Century Librarian Will...

- ❖ Stay in advance of need
- ❖ Believe in themselves and what they can offer
- ❖ Not take their existence for granted
- ❖ Develop themselves
- ❖ Learn from each other
- ❖ Seize the opportunities
- ❖ Lift up their heads
- ❖ Get out more and engage
- ❖ Be confident and claim the future

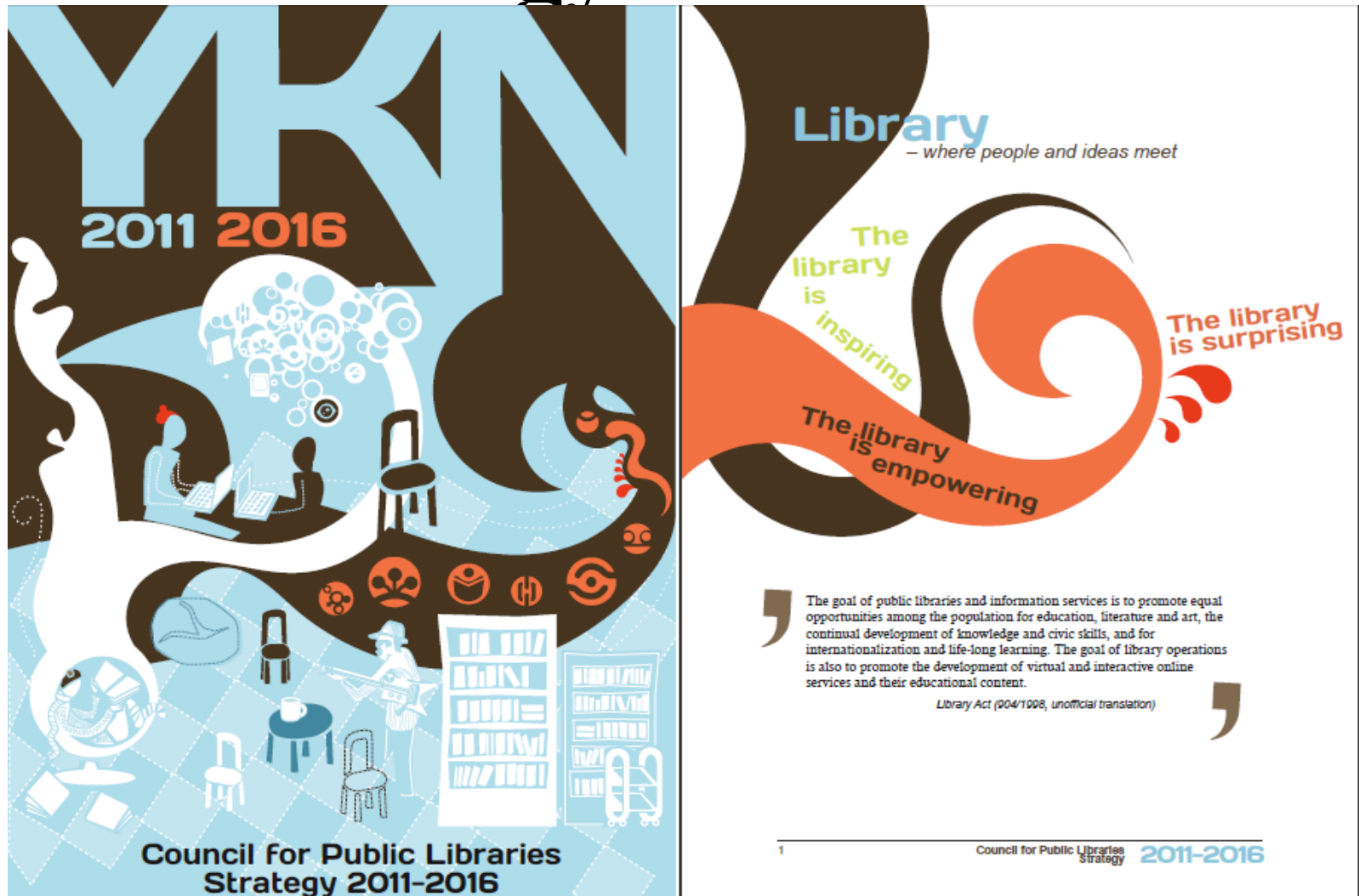




# value added

- ❖ First, you have to understand what is your library's "value add" for end users and how important it is that they see the library as the best available.
- ❖ What are your "core" services; that is, what do you do that creates differentiation that leads to you being the preferred source of that information service for your end users?

# Council for Public Libraries Strategy 2011-2016





# How do we get there?

To remain of value, we need to:

- ❖ Be open, nimble, participative, responsive, and user centric;
- ❖ Learn to learn & adapt to change;
- ❖ Cooperate: share ideas, experience, & innovations;
- ❖ Dare to change years long practice.



# Telling our stories

- ❖ Empowering library users to solve problems
- ❖ *If libraries are to continue to fulfill their valuable role in society, they must play an active role in shaping their future*

(Dr. Roger Levien,  
American Library Association)



IFLA World Library and Information Congress  
79th IFLA General Conference and Assembly

17-23 August 2013, Singapore



Congress theme:

“Future Libraries: Infinite Possibilities”

## Welcome

During the Closing Session in San Juan, Puerto Rico on 18 August, IFLA President Ellen Tise [officially announced](#) Singapore as the host location for the 2013 World Library and Information Congress.

## Registration

Online registration begins **1 October 2012**. Please visit our preliminary [Registration webpage](#) for complete details.

## Final Announcement

Complete information on how to become a delegate for WLIC 2013, including conference registration, hotels, library visits, tours & activities, etc. are now available:

[\[English - PDF - 2.2 MB\]](#)

Join us in Singapore on 17-23 August 2013!



# Conclusion

The public library of the future will respond to a new social, technological, and economic environment while keeping its enduring values.

- ❖ It will use new tools and partnerships in its traditional roles as part of a lifelong learning system and as an engine of cultural and economic development.
- ❖ **To communicate the role of public libraries in changing lives and building communities.**

Q & A



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