Shifting Sands... A Changing Library Landscape

ARSL Pre-Conference
Omaha, NE
September 2013

Presented By Bonnie McKewon
Sioux City, IA
Without change, something sleeps inside us and seldom awakens...

Henry David Thoreau
Segment 1:
- Intros
- Technology, Staff, Patrons

Segment 2:
- Library Spaces
- Photo Show

Segment 3:
- 21st Century Boardroom

Segment 4:
- Collaboration
- Planning For Results
- Wrap-Up
You are here
Video Clip:
Shift Happens
Updated 2013 v3 by Vimeo
Getting to Know You 😊
Technology =
Changing Expectations of Library Users
Changing Service Demands on Library Staff

They are us and we are them 😊
Digital Literacy

“...the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills.”

--ALA Office of Information Technology Policy Digital Literacy Task Force
“...Our Value Proposition:
If you *Turn Outward* and become more intentional in the judgments and choices you make in creating change, you will produce greater impact and relevance in your community...”

-- Harwood Institute –
[www.theharwoodinstitute.org](http://www.theharwoodinstitute.org)
New Job Titles in Libraryland

Creative Project Manager

Digital Access Architect

Discovery Coordinator

Emerging Technology Manager

Experience Coordinator
Great source job descriptions and KSAs 😊

Competency Index for the Library Field
Compiled by WebJunction

From WebJunction
http://www.webjunction.org/1
“...the more they stay the same...”

What *hasn’t* changed in the way people use the library?

What *hasn’t* changed in terms of staffing?

What *needs* to change in staffing?
“A clean, well-lighted place...”

Library Spaces, Gathering Places
Inconvenience stores
Q: What is the most important role of the public library?

14-17 year olds: “A place to gather and read…”
Visit a Comfortable Place: Physical & Virtual Spaces

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read; they will have open and accessible virtual spaces that support networking.
Library Spaces Photo Show...
“...the more they stay the same...”

What *hasn’t* changed about your library’s building / spaces?

What *needs* to change about your building / spaces?
The 21st Century Board Table

What should library trustees bring to...
No Grandma,
Listen,
Double-click the Internet Explorer Icon.
What should be in a trustee's tool box?

Checklist ...
Toward Tech Savvy Trustees 😊

- Green Your Board Meetings
- Include Demos @ Board Meetings
- Share News, Articles, Websites @ Board Meetings
- Bring Training to Board Meetings
- Use Tech to Inspire Tech – and Lighten Up
Perceptions Report 2010

Published by OCLC in 2010

Updated an earlier report published 2005

“...Chronicles the online practices and perception of the 2010 information consumer...”


Pew Internet Research

http://libraries.pewinternet.org/

The Rise of e-Reading (April 2012)

Libraries, Patrons, and e-Books (June 2012)

Parents, Children, Libraries, & Reading (May 2013)

Younger Americans’ Library Habits & Expectations (June 2013)
Q: In what format do you read books?

72% of respondents answered

Printed Books

(Pew Internet: The Rise of e-Reading)
“There are four times more people reading e-books on a typical day now than ... two years ago.”

(Pew Internet: The Rise of e-Reading)
In 2011, the eBook versions of the top 6 best-sellers outsold the print versions for the first time.
Which is better for these purposes, a printed book or an e-book?

% of those who have read both e-books and printed books in the last 12 months who say that this format is better for these purposes

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Printed books</th>
<th>E-books</th>
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<tbody>
<tr>
<td>Reading with a child</td>
<td>81%</td>
<td>9%</td>
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<tr>
<td>Sharing books with other people</td>
<td>69%</td>
<td>25%</td>
</tr>
<tr>
<td>Reading books in bed</td>
<td>43%</td>
<td>45%</td>
</tr>
<tr>
<td>Having a wide selection of books</td>
<td>35%</td>
<td>53%</td>
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<tr>
<td>Reading books while traveling</td>
<td>73%</td>
<td>19%</td>
</tr>
<tr>
<td>Being able to get a book quickly</td>
<td>83%</td>
<td>13%</td>
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Source: Pew Research Center’s Internet & American Life Reading Habits Survey, November 16-December 21, 2011. N=2,986 respondents age 16 and older. Interviews were conducted in English and Spanish and on landline and cells. N for those who have read both printed books and e-books in the past 12 months is 701.
Keeping Current With Websites & Resources

United For Libraries
http://www.ala.org/united/
Inspired By ...

Jane Lynch invites you to the wildest party in town.

HOLLYWOOD GAME NIGHT
EVERYDAY PEOPLE PLAY WITH BIG-NAME CELEBS.

The Logo Game
“...the more they stay the same...”

What *hasn’t* changed about your library board?  
Or your own trusteeship?

What *needs* to change about your library board?
Planning For Results

Making sense of a changing library landscape...
Some Titles in the “For Results” Series
Borrow from Your State Library

Purchase from ALA Online Store ($72.00)

Download the 18 Service Responses from ALA Online Store (approx $25.00)

www.alastore.ala.org

New - Online Service Response Workbooks; download for $15.00 each
<table>
<thead>
<tr>
<th>Identify Community Needs ⇒ Community Vision</th>
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<tbody>
<tr>
<td>Choose Logical Library Service Responses</td>
</tr>
<tr>
<td>[service priorities in response to community needs]</td>
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<tr>
<td>Write Library’s Planning Document</td>
</tr>
<tr>
<td>[mission statement, goals, objectives, activities]</td>
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<tr>
<td>Reallocate Library Resources</td>
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Why Plan, Anyway?
Your Le Mars Library Board Said...

- LPL has outgrown its building. We need more room to add more technology, programs, books, children's programs, etc. The board needs to look at options for this problem.

- We have to have an end goal. We need input from the citizens of Le Mars on what they think the library needs. Using citizens of various backgrounds who have various reasons to use the library will help the board plan out an end goal.

- The timing is right because we are well into the 21st century and our library MUST adapt to meet the changing needs of patrons. The public library plays an essential role in keeping a broad range of people informed and updated. As we try to decide how to use, adapt, or replace our facility, this is the perfect time to gather input from our community.
Wall Lake COMMUNITY NEEDS:

• Things for kids to do
• Build up local police force
• Build up aging infrastructure (schools, sewers)
• Programming for adults and kids
• Entertainment options
• Family time
• More collaboration/community calendar/community events
• Latest technology & training in using it
• More recycling efforts & education
• Ensure city keeps doing more of the GOOD STUFF
Public Library Service Responses From Planning For Results...

- What the library does for—or offers to—the public in an effort to meet a defined set of community needs

- Chosen service responses should be a logical connection between community needs and interests and how the library fits into that mix - the library’s role

- The task is to prioritize: what can the library do—and do well—in this planning cycle
Be an Informed Citizen: Local, National, World Affairs

Residents have the information they need to support and promote democracy, fulfill civic responsibilities, and participate in community decision making.
Business owners and non-profit managers will have the resources they need to develop and maintain strong, viable organizations.
Celebrate Diversity: Cultural Awareness

Residents will have programs & services that promote appreciation and understanding of their own heritage and the heritage of others.
Residents will have high-speed access to the digital world (without unnecessary restrictions or fees) to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.
Create Young Readers: Early Childhood Literacy

Children from birth to five will have programs and services designed to ensure that they'll enter school ready to learn to read, write, and listen.
Residents and visitors will have the resources they need to connect the past with the present through family histories and to understand the history and traditions of the community.
Residents will have the services and support they need to create original print, audio, or video content in a real-world or online environment.
Residents will have someone to answer questions on a wide array of topics of personal interest
Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies & organizations.
Adults and teens will have the support they need to improve their literacy skills in order to meet personal goals and fulfill their responsibilities as parents, citizens, and workers.

Learn to Read & Write: Adult, Teen, and Family Literacy
Make Career Choices:
Job & Career Advancement

Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests
Make Informed Decisions: Health, Wealth, & Life Choices

Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.
Satisfy Curiosity: Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.
Residents who want materials to enhance their leisure time will find what they want—when and where they want it—along with the help they need to make choices from among many options.
Succeed in School: Homework Help

Students will have the resources they need to succeed in school
Understand How to Find, Evaluate, and Use Information: Information Fluency

Residents will know when they need information to resolve an issue or answer a question; they will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.
Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read; they will have open and accessible virtual spaces that support networking.
Welcome to the United States: Services for New Immigrants

New immigrants will have information on citizenship, English, employment, public schooling, health & safety, social services, and any other topics they need to successfully participate in American life.
Service Responses

... Like a Closet ...
It’s All About What You Put In It!!
Sibley Public Library—Outcomes

Responding to “Create Young Readers” and “Satisfy Curiosity”
Using *Know Your Community* as a priority service...

applied for a grant to purchase a full color electronic sign

Sac City Public Library--Outcomes
Le Mars Public Library—PFR Outcomes

- Hired teen services staff
- Remodeled teen spaces
- Purchased 3 laptops with grant, including a Mac
It is the purpose of the Le Mars Public Library to provide informational, educational, and recreational materials to the citizens of the community, regardless of age, gender, or race. The library will strive to provide quality services, technology and programming, as we seek to build knowledge and enrich appreciation in those that we serve.

source: LMPL website
http://www.lemars.lib.ia.us/about/mission2/libmission
“Le Mars Public Library provides welcoming physical and virtual spaces, where people of all ages connect to the online world in pursuit of lifelong learning...”
Collaboration ...
I DON'T EVEN KNOW HOW

I GOT BACK TO MY CRIB LAST NIGHT
Toward Collaboration With Colleagues

• Meet Regularly
• Share Program Planning
• Share Staff
• Commit to Staff Development Days—Countywide Even!
• Use Tech to Inspire Tech – and Lighten Up 😊
Collaboration Tools
Available Training Topics...

- City Library, City Service
- Good Question...Phrasing Survey Questions For Best Results
- Pay It Forward
- Planning For Results Overview
- Policies For Results Overview
- Presentation Pointers

Board Development Programs Like...
- 5 ½ Habits of Highly Successful Boards
- Top10 List For Trustee Training

In person or online

Bonnie McKewon
Sioux City, IA.
mckewpac@cableone.net
“Oh, man! The coffee’s cold! They thought of everything!”
I find it helps to organize chores into categories:
Things I won't do now; Things I won't do later; Things I'll Never Do...
Shifting Sands, Yes...

But Take Heart, It’s Not Quicksand 😊

That’s Our Time... Thank You So Much!