Skills For The Librarian Of The Future

Presenter: Alka Bhatnagar
Regional Information Resource Officer
Email: BhatnagarAB@state.gov
Overview

Draw a new map of where you are, where you want to be, and how you will get there.

21st century challenges for Librarians require you to –

• be **visionary leaders** with a strong commitment to public service.

• have “people skills” to **motivate their employees, build partnerships, and communicate with their customers.**

• have management skills **to deliver optimum results with limited/shrinking resources.**
Evolving Libraries

Then...
- Book & information repository
- Paper
- “Guarded” information
- Defined hours of service
- Customer—In-house
- Resources—Self Contained
- Consumption

**CONSTANT** = Civic Institution

Now...
- Book & information repository
- Paper & Electronic
- Customer – In-house and Remote & self publisher
- Resources-- shared
- Community hub
- Collaborative & learning space
- Tech Center
- Creation (Maker Space)
- Open Access
- 24/7 services
Current Situation & Trends

State of America's Libraries Report 2014

Libraries continue to transform to meet society’s changing needs, and more than 90 percent of the respondents in an independent national survey said that libraries are important to the community. But school libraries continue to feel the combined pressures of recession-driven financial tightening and federal neglect, according to data from the National Center for Education Statistics, and school libraries in some districts and some states still face elimination or de-professionalization of their programs. These and other library trends of the past year are detailed in the American Library Association’s 2014 State of America’s Libraries report, released today during National Library Week, April 13–19.


Zmags version of the report at American Libraries Magazine

2014 State of America's Libraries Report (PDF 9.4MB)
Libraries continue role as transformative institutions

After an economic recession that has left about 12 million Americans unemployed and millions more underemployed, libraries continue to play a transformative role in their communities.

The more than 16,000 public libraries nationwide “offer a lifeline to people trying to adapt to challenging economic circumstances by providing technology training and online resources for employment, access to government resources, continuing education, retooling for new careers, and starting a small business,” Maureen Sullivan, president of the American Library Association, said in an open letter published July 10, 2012. Three-fourths of public libraries offer software and other resources to help patrons create résumés and find employment materials, and library staff help patrons complete online job applications, Sullivan wrote, responding to a June 8 post about the value of a library and information science master’s degree on the Forbes website.

“More than ever, libraries are community hubs, and it is the librarian who works to maintain a safe harbor for teens, a point of contact for the elderly, and a place to nurture lifelong learning for all.”

HOW PEOPLE USE LIBRARIES. 53% of Americans told Pew Internet and American Life Project that they had visited a library or bookmobile in person in the past 12 months. This is what they said they did at the library.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Browsed the shelves for books or media</td>
<td>73%</td>
</tr>
<tr>
<td>Borrowed print books</td>
<td>73%</td>
</tr>
<tr>
<td>Researched topics that interest them</td>
<td>54%</td>
</tr>
<tr>
<td>Got help from a librarian</td>
<td>50%</td>
</tr>
<tr>
<td>Sat, read, and studied or watched or listened to media</td>
<td>40%</td>
</tr>
</tbody>
</table>
Ecosystem Libraries Are Operating In

- Provide products and services to shifting demographics in fast changing socio-economic conditions
- Flat world with 2.0 environment where "average" is no longer acceptable.
- Abundance of choices
- Time is premium
Libraries competing for $$$

• Due to shrinking budgets PL Libraries asked to show ROI, their values, etc.

• Understand “Data Gathering” and then “Data Mining” for reporting.
Customer of today and tomorrow

• Customer has grown accustomed to, rather pampered with personalized, customized, and on-demand experiences that are easy to access and simple to share and build upon. (UI)

• Has *exponentially* growing needs.

• *Convergence* “one stop” service point.

• Present in both *virtual* and *physical* space.

• Expects higher levels of *engagement*. 
Information Delivery & Receipt

The formats and modes of delivery and receipt of information:

• Netflix
• Hand Held devices
• Books by mail
• 24/7
• Social Media
Our Opportunity...!

• The relationship between libraries and their communities is at a critical intersection.
• There has never been a more rapid period of change affecting libraries and their communities

As a result, there has never been a better opportunity for librarians to act as leaders for positive change.
Expected Future of Libraries

• “House of Books” to “Third Place” to “Community Center” to “Place of Social Bliss”. As per OCLC’s “Perception of Libraries” report books are 40% library brand. Rest is virtual and place to engage in meaningful engagement.

• “Omnipresent”, Book mobiles, Tech Mobiles, on Mobile Platforms, digital (e-readers)
Changing roles and demands...an ad

“Library seeks an energetic, creative and tech-savvy individual for our Youth Services Librarian position. .....engaging ongoing youth programs, coordinating the summer reading program, youth collection development...—related web pages, publicity and outreach with the local schools. ...The candidate should also be comfortable with technology and have experience with the library use of social media, web design, gaming, computers and mobile technologies.”
Changing roles—Course For Libs.

“Finding Money to Invest, Preparing to Invest, and Getting Started as an Investor” – a program @ library

• Learn how to assist library customers with questions about:
  -- how *to find money to begin to save and invest*
  -- various *financial tools and accounts*
  -- strategies *for creating a savings and spending* plan
  -- *paying off credit card* and high rate debt
  -- the *basics of stocks, bonds, and mutual funds*
  -- and much more.

• Facilitator: Carole Glade; Financial Education Consultant with Consumer Dynamics and the NJ Coalition for Financial Education
Welcome from the Dean

Welcome to the School of Communication and Information, home to students interested in careers in journalism, librarianship, government, and organizational communication. We are the nation's leading interdisciplinary research facility with a dynamic, engaged faculty and a commitment to using research to influence the challenges of the future -- challenges to which we are committed.

Read more >>

About SC&I

Communication Department

Journalism and Media Studies Department

Library and Information Science Department

Office of Student Services

Top 2013 Highlights at SC&I

Undergraduate
Graduate
Professional Development
Research
News & Events
Directory

Evolving Curriculum
Finally a recognition from ALA that librarians be trained in management skills. Offered “MBA for Librarians” at annual conference this year in several narrower subjects like:

- Strategic Planning
- Administration & Leadership
- Marketing & Advocacy
- Budgeting and Finance
- Statistics (& reporting)
Administration & Leadership

• Have a mission & vision
• Develop Strategic plan
• Resource Optimization (Performance with Purpose)
• Take “Calculated Risks”
• Nurture and Leverage partnerships
• Be the “Change Agent”
• Harness and cultivate potential
• 360 Communication
• Community Embedment
• Transparency
Marketing Fundamental

• Delighting Customers:
  It is no longer enough to satisfy customers. You must delight them—” Philip Kotler on Marketing”
  - It is experience & engagement world

• Forecasting
  Identify, anticipate, and satisfy customer’s perceived (and unperceived) requirements.

“Ask & Tell”
Marketing & Advocacy....
Points to remember

• Evidence based on: numbers, stories, etc.
• Marketing is continuous awareness (eg. Coca cola)
• You are the marketing symbol (1st point)
• Have your “elevator speech” ready
• Be at and be visible “at the table”
• How will you measure & convey your success?
• Branding & Visual Identity
Marketing Skills to focus on...

• Know what is our product? Information?
• Who is the target audience? Youth,+
• What are current and expected needs of target audience?
• How can we match the needs?
• Does the target audience know our product?
• What methods to employ?
• What are Optimum channels to employ? (traditional & innovative & locally specific)
Just Be There...Community Engagement
LEARNING AND INNOVATION SKILLS

• Self Driven
• Critical Thinking and Problem Solving
• Creativity and Innovation
• Communication and Collaboration
• Visual Literacy
• Cross-Disciplinary Thinking
21st Century Skills Framework – Adapted for Libraries

INFORMATION, MEDIA, AND TECHNOLOGY SKILLS

• Information Literacy
• Media Literacy
• Information, Communications and Technology (ICT) Literacy
LIFE AND CAREER SKILLS

• Flexibility and Adaptability
• Initiative and Self-Direction
• Social and Cross-Cultural Skills
• Productivity and Accountability
• Embrace Diversity
21st Century Skills Framework – Adapted for Libraries

21ST CENTURY THEMES

• Global Awareness
• Financial, Economic, Business, and Entrepreneurial Literacy
• Civic Literacy
• Health Literacy
• Environmental Literacy
Future Super Librarian

• Facilitator
• Life Transformer
• Constant Adapter
• Social Scientist / Economist
• Trends and Financial Analyst
• Media Expert – news, photos, social media
• Tech Wiz
• Multi Faceted
• Outreach expert/PR expert/Marketing genius
• Interior Designer
Facilitator / Provide Platforms
Making Reading fun!! Creative Ideas!

In Gyeonggi, new libraries aren’t just about books

Mar 29, 2014

Libraries in Gyeonggi are transforming, increasingly offering a range of cultural and educational options. Here, children are experiencing simulated zero gravity at the Uijeongbu Science Library in Uijeongbu, Gyeonggi.

Provided by Uijeongbu City Government

Last Saturday, the acclaimed pianist Cho Jae-hyuck was performing a free concert in Paju, a city northwest of Seoul in Gyeonggi. But while performing is nothing unusual for Cho, the location - a library - was.

Cho’s concert was held to a packed house in the 300-seat Solgaram Art Hall in Garam Library.

The art hall and the 3,862-square-meter (41,570 square foot) library just opened on March 12, an impressive facility that cost Paju 11.3 billion won, or about $10.5 million. The whole
Technology Librarians to navigate the changing landscape of libraries today. **Maker Spaces** programs, as examples of places to learn more about meeting the needs of a knowledge society today.
“Eyes and Ears”

• Understand demographics
• Immerse in Community
• “Be at the table”
• Potential customer “detective”!
Action for us...

- *Dream BIG*

- *Ask & Tell*

- Think Global & Act Local—*Glocal*! example Queens Borough Public Library, NY.
Adapt Service Philosophy

Provide *user-centric, high quality* resources and services to meet the *exponentially growing* recreational & knowledge needs of the *globally networked* current, potential, and future *diverse community user* in a *conducive environment*. 
To Summarize:

• *Adapt to an exponentially changing* world And will have to *evolve constantly* to stay relevant.

• Have cross-disciplinary simultaneous mastery of many fields, wearing “several hats”.

• Self directed, life-long learners.

“Be a Super-Librarian @ Community Hub”
"It's not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change." -- Charles Darwin

“You must be the change you wish to see in the world.” – Mahatma Gandhi
President Clinton on GPS

The skill of tomorrow:

Cooperation / Partnership