Library Futures:
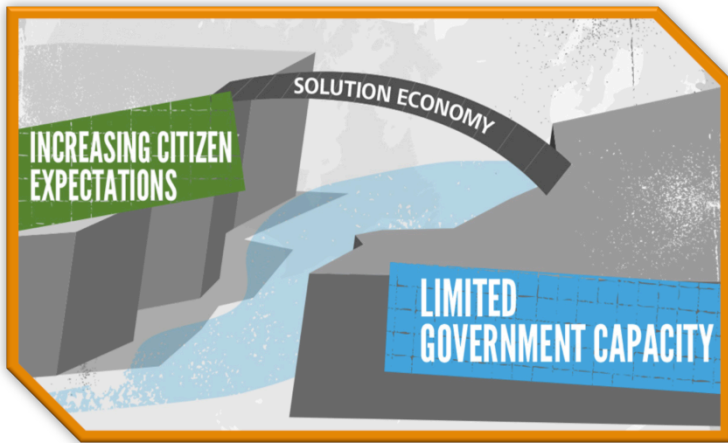# *Where Are We Going?*

VLA-PF

May 19, 2014

Tyler Walters, Dean, University Libraries, and Professor

The Discussion:

- Why all this change?: The external factors

- The ascendance of Knowledge Production (KP)

- KP components

- Evolving library scenarios

Why are libraries transitioning?

External Change Factors:
- Economics, Funding, and Parent Institution Transitions (e.g.: cities/ counties, universities)
- Globalization

- Publishing industries and Libraries – Publisher Relations
  - New ventures, e.g. Amazon Kindle Direct Publishing, Createspace, etc.

- Information Policies (copyright, public access policies, etc.)

Technology is changing rapidly:

The Internet / Digital Tools / the Web

Library users = content creators / producers:

- Multimedia, music, artwork, poetry, photography, stories, audio/video,
- Websites, wikis, blogs, software/apps, databases, social networks…

Public, academic libs will decide how to respond to these forces

Example:
Addressing fair use/copyright in user content creation services

Result: A need for new libraries
- infrastructures
- services
- employee skills

CREATE

Human Drivers:

1. To Acquire
2. To Bond
3. To Comprehend
4. To Defend

Nohria, Groysberg, and Lee. Employee motivation: A powerful new model. Harvard Business Review July/August 2008.

David Lankes on knowledge production

"…knowledge is created through conversation. Libraries are in the knowledge business; therefore libraries are in the conversation business. New librarians approach their work as facilitators of conversation.

…librarians seek to enrich, capture, store and disseminate the conversations of their communities."

http://my.ischool.syr.edu/Profiles/Preview/rdlankes

Libraries, Kitchens, and Grocery Stores…

Joan Frye Williams (2008):

"Libraries are no longer "grocery stores" where students can go to pick up ingredients, but "kitchens" where they have the resources necessary to create a finished product."

"We need to stop being the grocery store or candy store and become the kitchen."

http://blogs.slj.com/neverendingsearch/2008/08/25/library-as-domestic-metaphor/

Relationships

*"Our business is <u>about relationships.</u> It's about catalyzing connections. It's not about information containers. Library users think of themselves as members,
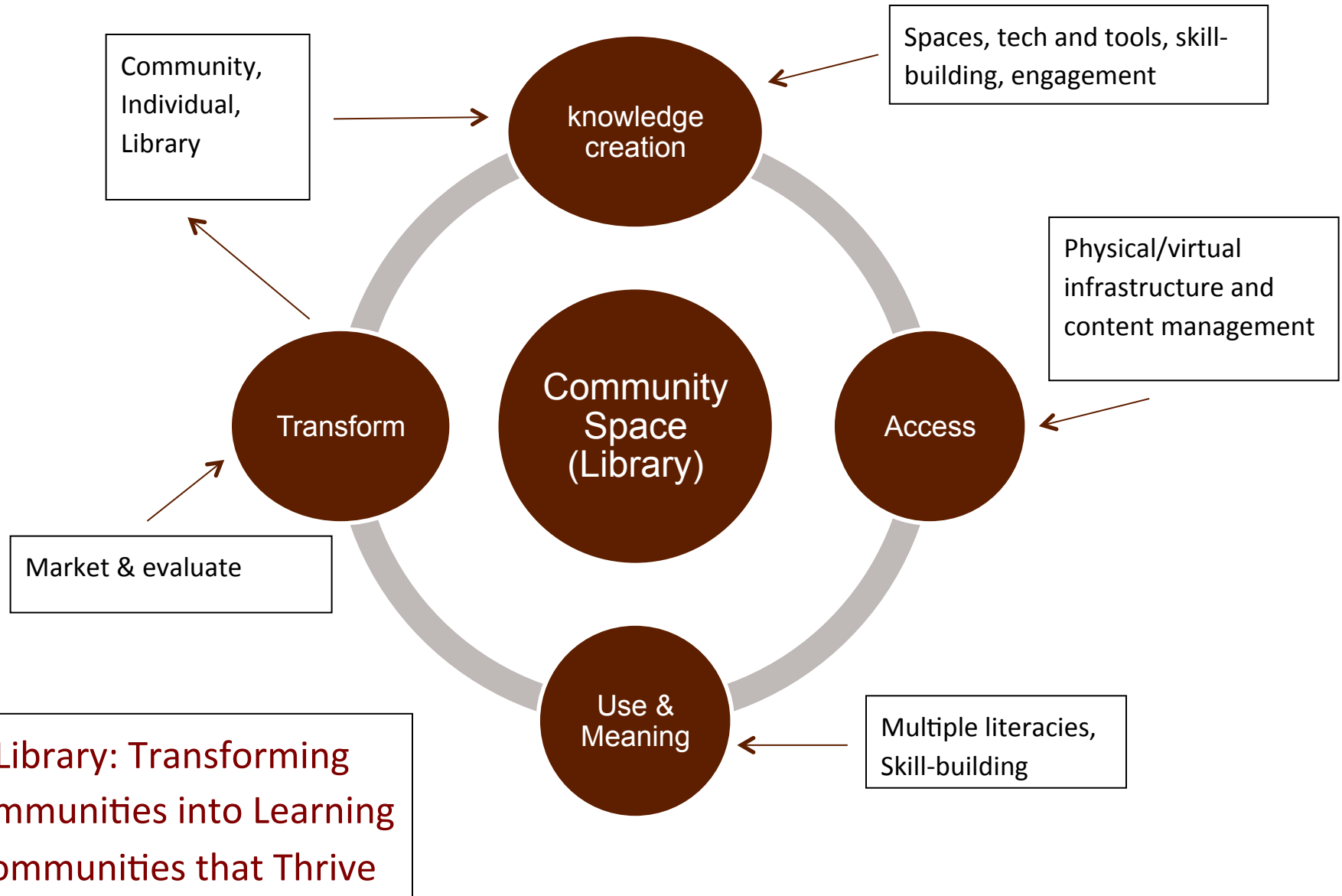not users or customers. Our real work is about relationships, not transactions."*

Trust

- *"The library will become a laboratory in which community members tinker, build, learn, and communicate."*

- *"We should emphasize hospitality, comfort, convenience and create work environments that invite exploration and creativity both virtually and physically. We want our users (members, students, teachers) to trust us enough to allow us to participate."*

Knowledge Creation – Library Model

Community, Individual, Library

Spaces, tech and tools, skill-building, engagement

knowledge creation

Physical/virtual infrastructure and content management

Community Space (Library)

Transform

Access

Market & evaluate

Use & Meaning

Multiple literacies, Skill-building

Library: Transforming Communities into Learning Communities that Thrive

SIX ASPIRATIONAL QUALITIES:

The VT Libraries strives to establish six aspirational qualities for anyone who interacts with our people, places, and resources

OPENNESS

- We design pathways to information, access, ideas, and discovery.

CURATION

- We partner with people to produce, disseminate, preserve, and use information and data.

CREATION

- We enable people to design, make, and express their ideas.
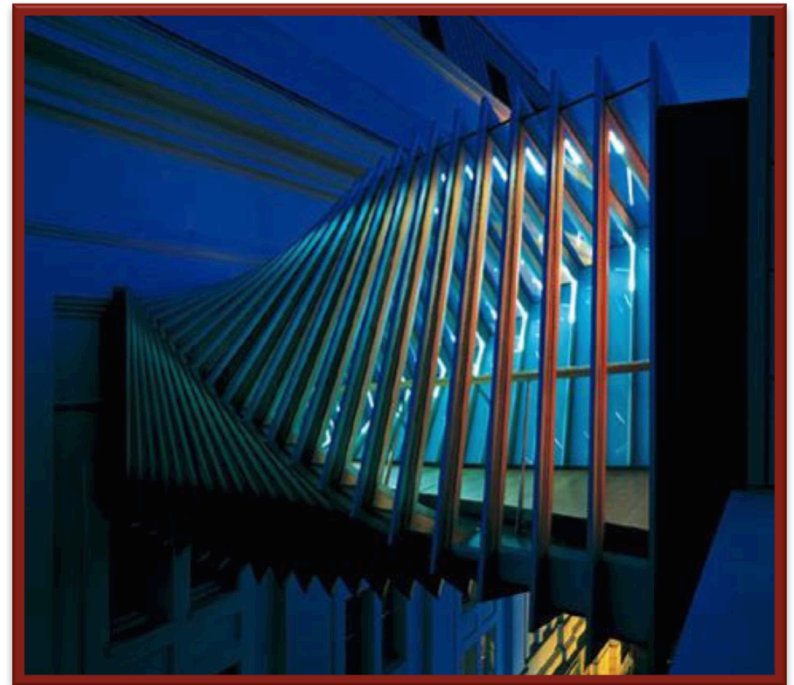
Aspirational Qualities…

COMMUNITY
- We bring people, ideas, and resources together.

CATALYST
- We ignite people's curiosity and sense of possibility.
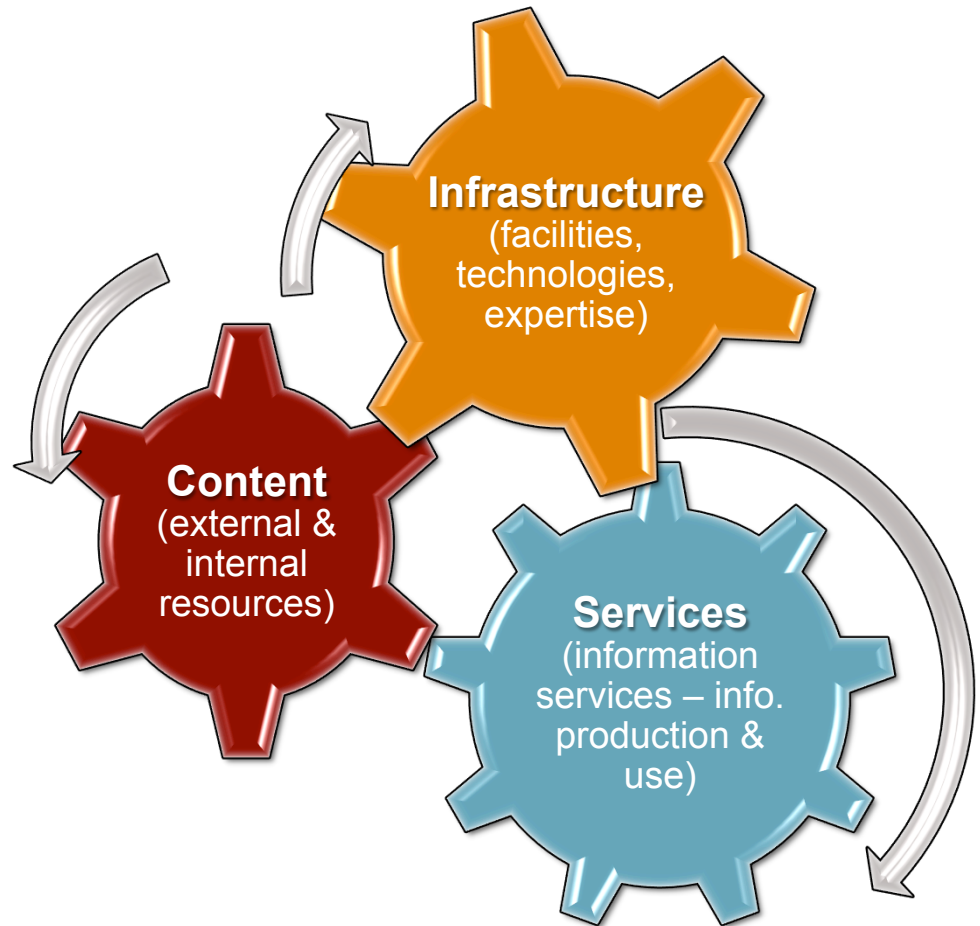
KNOWLEDGE
- We stimulate creative, cultural, social, and intellectual endeavors.

Not 'Public' vs. 'Technical' but rather…

A New Triad:

- Infrastructure

- Content
  - Licensed
  - Purchased
  - Donated (special collections)
  - Locally generated and reposited

- Services
  - Information production skills/tech
  - Access and dissemination
  - Long-term curation and preservation
  - Rights

Infrastructure (facilities, technologies, expertise)

Content (external & internal resources)

Services (information services – info. production & use)

Libraries in the Evolving Paradigm

- As Teachers / Instructional Partners in learning spaces (physical and virtual – more collaborative, media focused)

- As Observers / Anthropologists of information users and producers (includes market research and assessment)

Libraries in the Evolving Paradigm

- As Systems Builders
  - Learning spaces, digital information systems, licensing and rights, metadata, etc.

- As Content Producers and Communicators
  - Content is still very important

Libraries in the Evolving Paradigm

- As Organizational Designers
  - Managers, leaders, organizational designers and org learning specialists

- As Collaborative Network Creators and Participants
  - Coordinating inter-institutional alliances, maintain clear roles and responsibilities for each institution
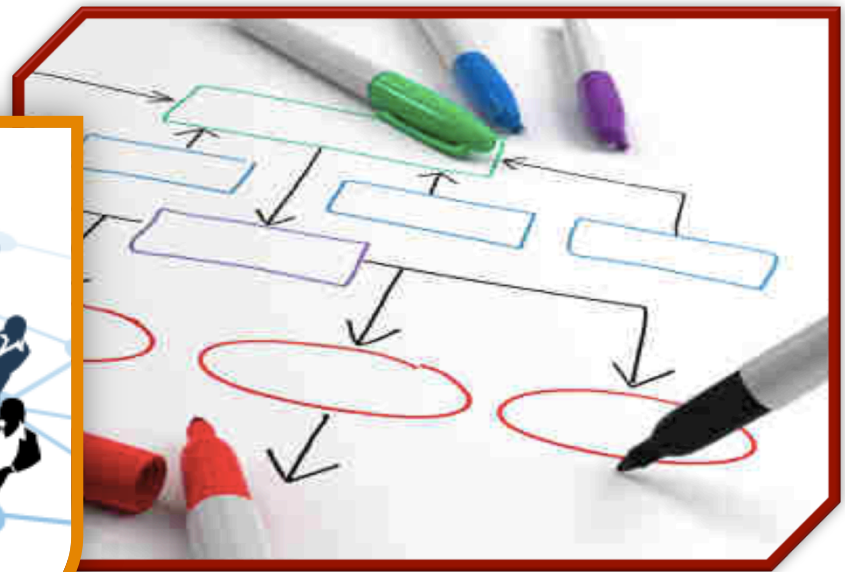
A PLACE THAT SUPPORTS THE FULL KNOWLEDGE CONSTRUCTION PROCESS

| CONCEPT | IDEA | SKILLS | TECHNOLOGIES | PRODUCTS |
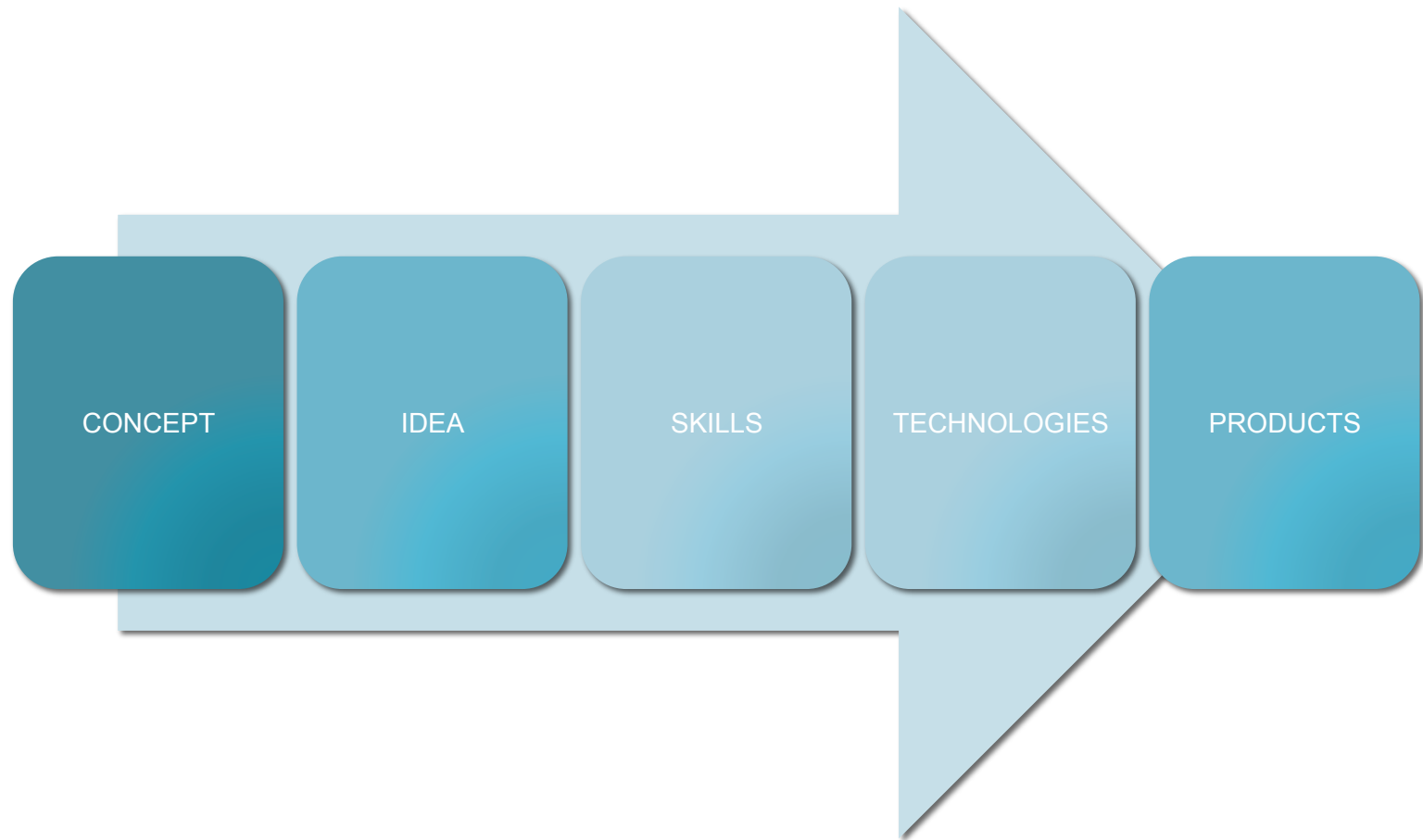
IDEAS / SKILLS / TECHNOLOGY

Member-facing content creation services
- Engage Producers to Build Literacies / Skills
    - Visual communication concepts and design principles
    - Multimedia design principles and production techniques
    - Digital fluency / social media literacy: how to communicate your works

- Provide Content Creation, Production, Conversion Tools
    - Digital recording, capture, digitizing, printing
    - Hardware and software: selection and deployment
    - Production spaces: design and management
    - Training and just-in-time assistance

- Offer Content Hosting Services
    - Web sites, digital libraries / repositories, organization, access and preservation

Knowledge Production Components

1. <u>Spaces</u> designed for knowledge production, esp. collaborative production
    - Emphasis on the design element

2. <u>Tools</u> and technologies
    - Scanners, recorders, PC, tablets, laptops, printers, software, Web tools, platforms and services, etc. (Internet access)

3. <u>Literacies</u> and skill-building: teach people how to create content/knowledge
    - Look at what skills, literacies, and pedagogies are effective? (what do your community members want to do?)
      - Information, Visual, Multimedia, Data, etc.
      - Partnerships in skill-building

KP Components, part 2

4. Content Creation Services (mediated)
   - Produce journals, magazines, books, conference proceedings, event recordings, photography and video collections, etc.

5. Content: Organize, sustain, and disseminate
   - Repositories, web sites, preservation networks, and other content hosting mechanisms, etc.

Library Scenario: Assertive partnering in the creation & protection of original content

Mission: support creation of new/original content by community members

- Spaces: 'Production commons'
  - Community members can work on their own or collaborate with others to write, design, draw, code, and produce multimedia works
  - Printing on paper, 3-D design and printing, imaging equipment, audio and video production, graphics creation, writing and drawing, code development, tagging. Equipment loaning

- Services: 'Remove barriers'
  - Provide vast array of technology tools to create / produce / convert content
  - Host user-created content, access/dissemination, sustain/manage content, training/ instruction (media literacy)

- Social Networking:
  - Integrate tools w/ Virtual Communities used to disseminate certain content types, subjects

Scenario: Assertive library / original works ~Rights~

- **Library staff**:
  - Expertise in using tools
  - Instruct creators in content creation practices and copyright expertise
    - (designate licenses to their works)

- **Leadership role**:
  - Some libraries have staff who specialize in copyright/IP, provides policy direction and advises the library and its parent institution. Take the lead on rights policies for the parent institution

- **Publishing role?**:
  - Engage in publisher role for content in various formats, shifting resources to support the growing demands of the production commons and dissemination venues, e.g. digital libraries, social network sites, etc.

Focus on processes and
idea generation, not the products

- Idea Generation:
  - Facilitate and capture people's connections, communications, conversations
- Concept & Design
- Production Spaces & Services
- Production Literacy/Skills
- Information Management
  - Organization, dissemination, sustainability, promotion
- Community Relations
  - Outreach, events, embedded in others' activities

Next Talk: Staff roles!

- Training and Just-in-Time assistance
  - Text / image / video / multimedia design & production, technology training
- Space management
  - Roving support of various kinds, esp. tech equipment. Concierge.
- Production-based services
  - Periodicals, books, conferences, photography, event capture, repositories, technology management
- Community embedded positions
  - Writing / poetry groups, photography/video clubs, service projects, citizen science, live/learn student communities, etc.
- Community relations
  - Outreach / events – public programming / publicity
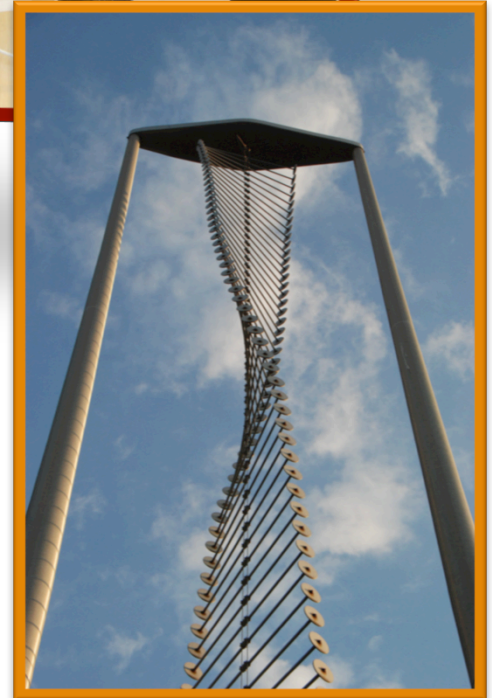
Discussion Questions…

Thank You and Discussion…

Libraries are embracing KP / content creation as a new service area in an effort to remain relevant in their communities

Tyler Walters

✉ tyler.walters@vt.edu   📞 540-231-5595