9 February 2012

21st Century Librarianship in Transportation

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BECOMING A 21ST CENTURY LIBRARIAN

Dr. Steve Matthews

Transportation Librarians Roundtable
Webinar February 9, 2012

"21st Century Librarians Create 21st Century Libraries"

TRANSPORTATION

21st Century

- Environment
- Librarian
- Library

21st Century Environment

21st Century Literacy

"Computer games, email, the Internet, cell phones and instant messaging are integral parts of their lives. It is now clear that as a result of this ubiquitous environment and the sheer volume of their interaction with it, today's students *think and process information fundamentally differently* from their predecessors."

Marc Prensky

Digital Natives, Digital Immigrants, 2001

21st Century Literacy

"The illiterate of the 21st Century are not those that cannot read or write, but those that can not learn, unlearn, and relearn."

Alvin Toffler
Forward, *Rethinking the Future*, 1999

21st Century Changes

"… the delivery of library and museum services will be impacted by technology, education reform, and societal and economic changes …"

Dr. Anne-Imelda M. Radice
Director, Institute of Museum and Library Services
The Future of Museums and Libraries: A Discussion Guide, 2010

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EXTERNAL INFLUENCES

TECHNOLOGY

- Digital everything
- Diverse formats and media
- Mobile access and digital delivery
- Exponential development
- Globalization of information

EXTERNAL INFLUENCES

EDUCATION REFORMS

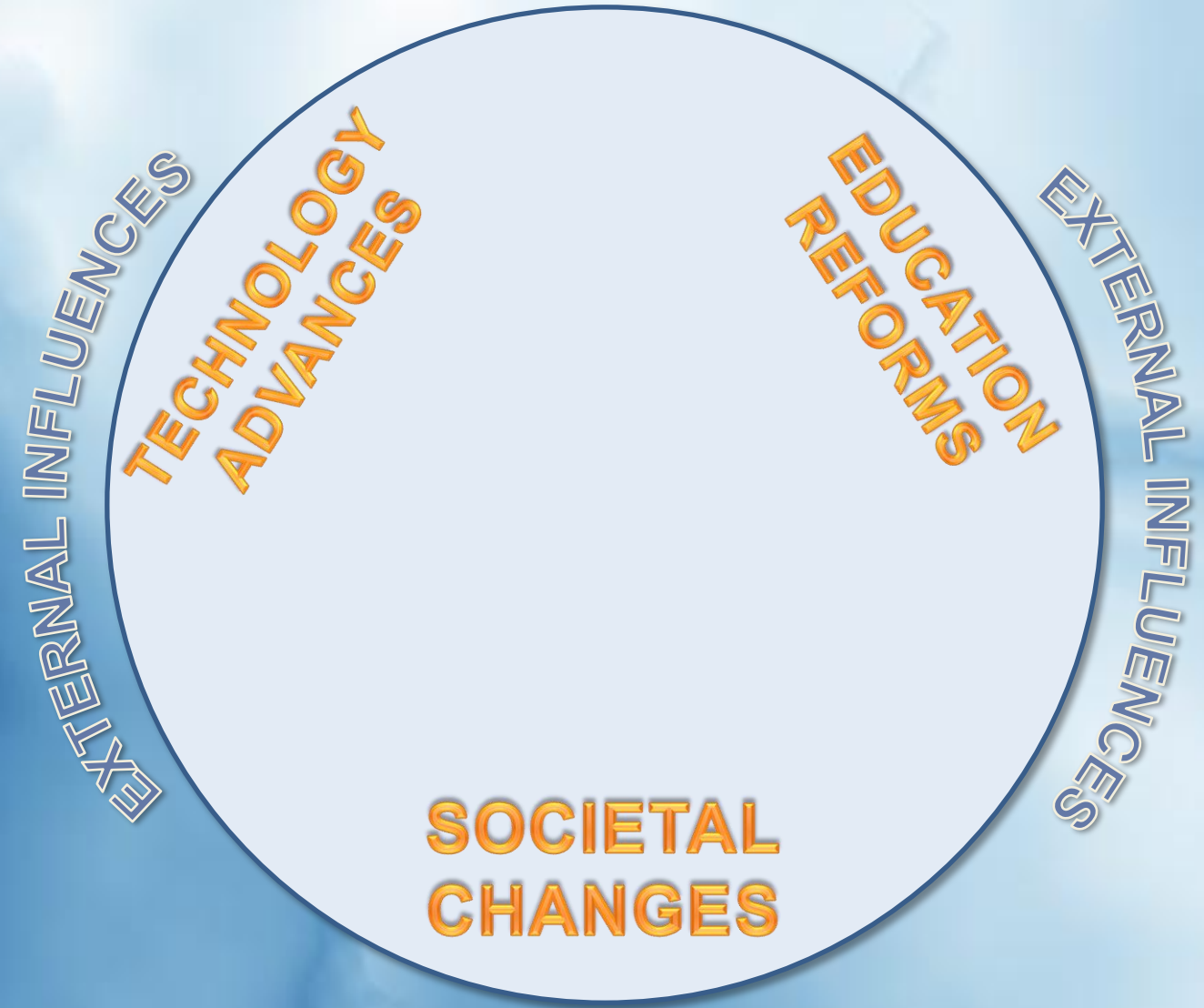
- "21st Century Skills"
- Information Age model
- Engaged and collaborative learning
- Information literacy skills
- Media literacy skills

EXTERNAL INFLUENCES

SOCIETAL CHANGES

- Multiple generation customers
- Constantly connected *online*
- Instant access mentality
- Information overload
- Digital divide reality
- Information competition
- Economic landscape

21ST CENTURY LIBRARY ENVIRONMENT



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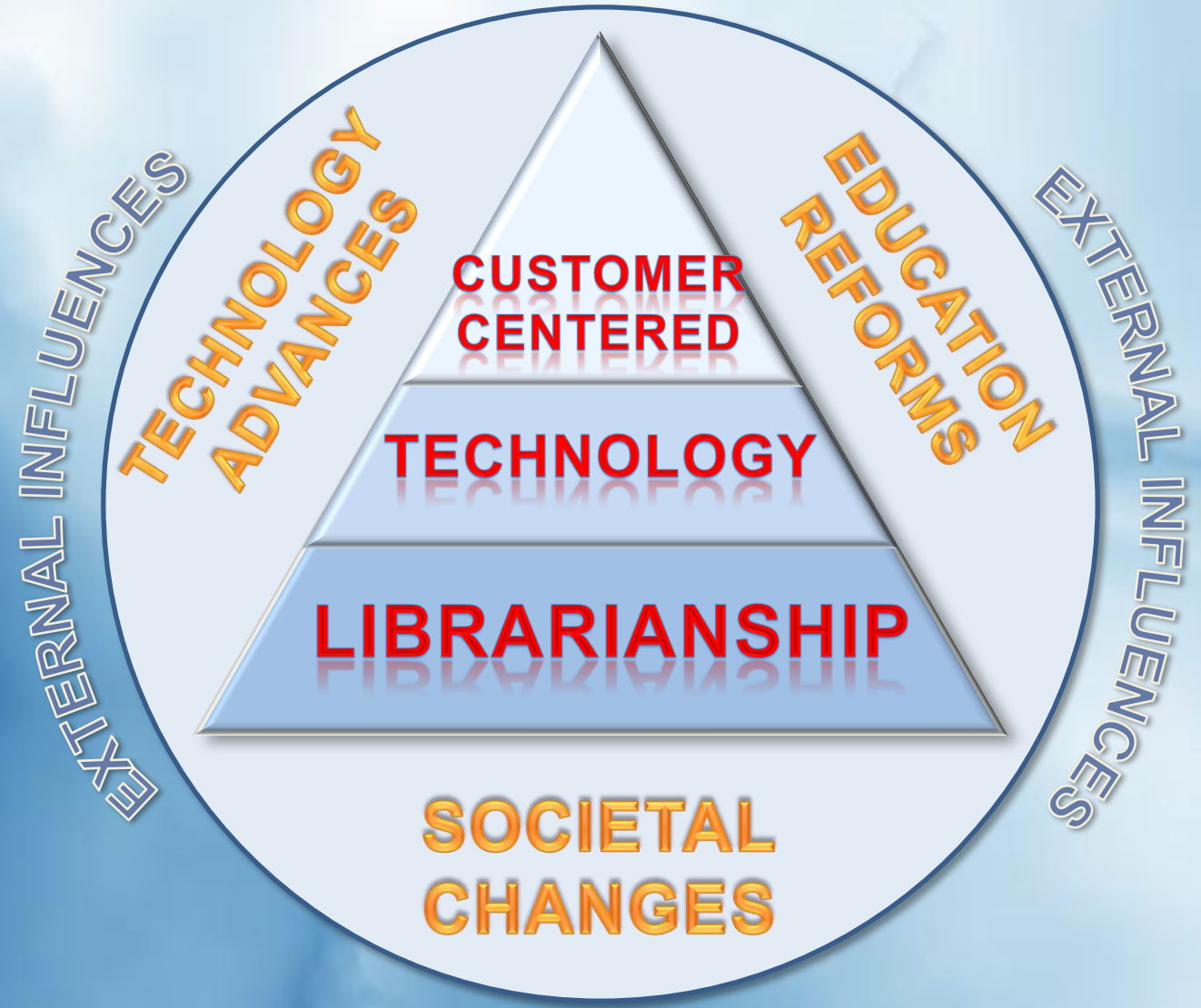

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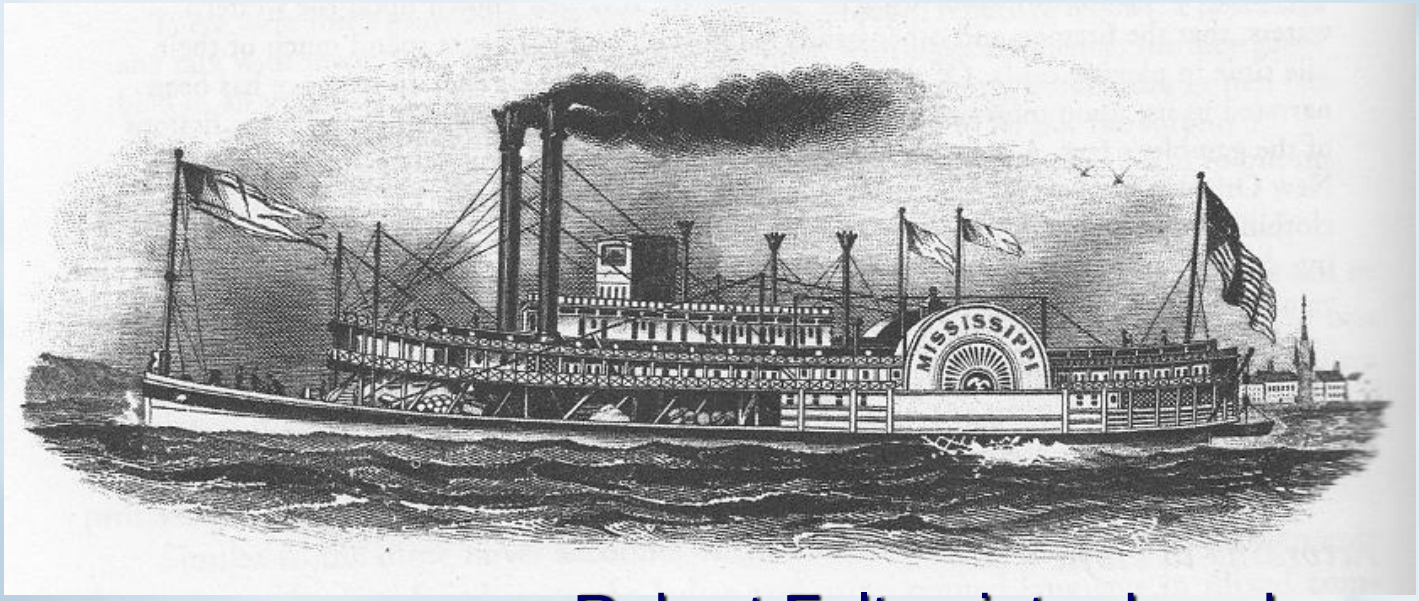
21st Century Librarian



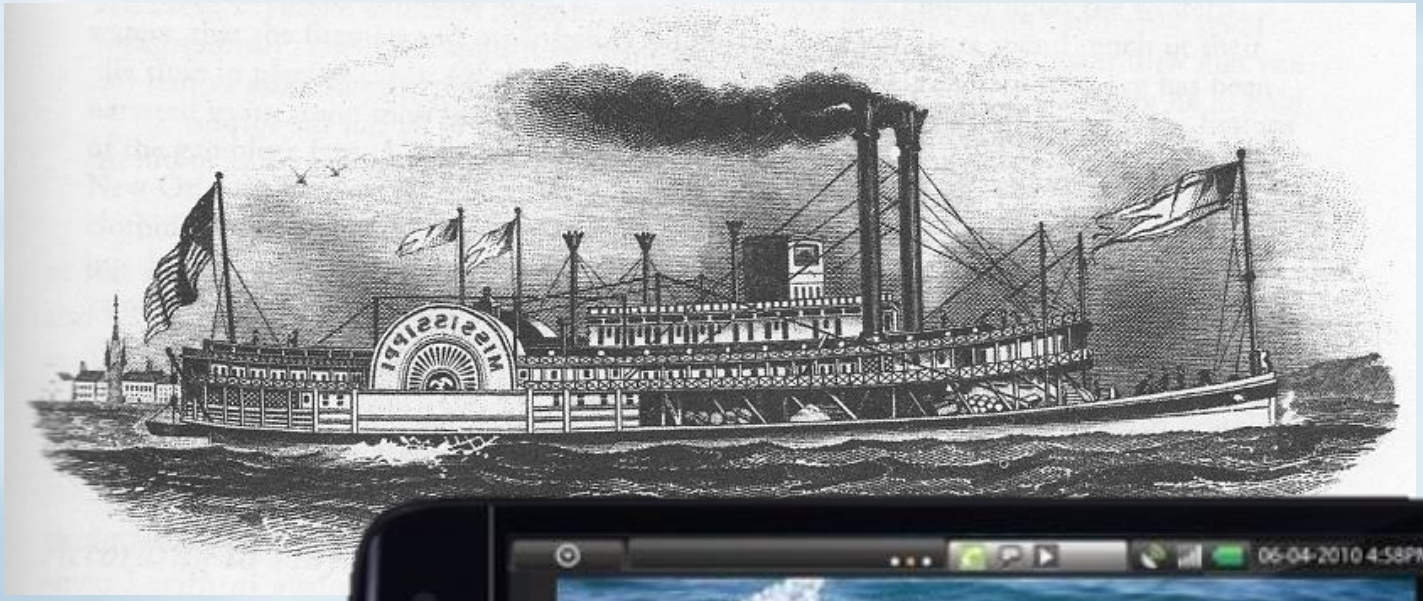
Robert Fulton introduced commercial steamboat travel into the US in 1811.

19th Century Literacy

"Two things seemed pretty apparent to me. One was, that in order to be a pilot a man had got to learn more than any one man ought to be allowed to know; and the other was, that he must learn it all over again in a different way every twenty-four hours."

Mark Twain

Life on the Mississippi, 1883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21st Century Literacy

Two things seem pretty apparent to me. One is, that in order to be a librarian a person has to learn more than any one person should have to know; and the other is, that they must learn it all over again in a different way every month.

Steve Matthews

21st Century Library Blog, 2012

21st Century Librarian?

- Is there a role for librarians in the 21st Century?
- What is today's role for librarians?
- How are we different from and similar to yesterday's librarian?
- What role do we fill in the library?
- What skills do we need?
- How do we acquire the necessary skills?
- ????????

What can YOU do?

Our strengths over large ubiquitous sites like Amazon, Google and Wikipedia are – or should be - our deep human knowledge of:

- people in our community who use us, and those who do not
- the specific information resources needed by our community
- how our community wants to find and discover information

Getting deeply local at our libraries
2009 June 24 – Librarians Matter Blog by Kathryn Greenhill, Australia
http://librariansmatter.com/blog/2009/06/24/getting-deeply-local-at-our-libraries/

What can YOU do?

…our deep human knowledge of:

- of locally produced information
- our customers as people to provide many different services to the same individual
- our local community to anticipate needs

What can YOU do?

- Learn, use and teach new technologies
- Stay familiar with emerging technology and business models
- Learn about “frictionless-ness”
- Acquire access to everything

What can YOU do?

- Develop strategic partnerships
- Develop business acumen
- KNOW your customers
- Measure customer satisfaction
- Re-establish your relevance to your customers

What can YOU do?

- Develop business acumen
- Acquire access to everything
- KNOW your customers
- Develop strategic partnerships
- *Re-establish your relevance to your customers*

What MUST you do?

- Develop library services for a hybrid world
- Develop distinct services for distinct customers
- Develop “push” services
- Develop “your” identity

21st Century Librarian

"The illiterate of the 21st Century are not those that cannot read or write, but those that can not learn, reassess, and relearn."

21st Century Library

21st Century Library?

- Is there a role for libraries in the 21st Century?
- What role does it fill in the community?
- What does it look like?
- How is it different from yesterday's library?
- What does it offer?
- Who decides?
- Who / What is its competition?
- ????

21st Century Library

- Avoid a single 'correct way' of doing things.
- Offer online services through e-mail, IM and texting – "push" technology.
- Hold LAN parties in the library to play online.
- Schedule support services on a 24/7/365 basis.
- Look for ways to involve "Digital Natives" in designing library services and providing them.
- Expertise is more important than credentials.
- Introduce play.
- Introduce crowd sourcing.

"When 'Digital Natives' Go to the Library", *Inside Higher Ed*, June 25, 2007

How to get there?

- Decide to be a 21st Century Library
- Acquire, Use and Teach new technologies
- Get in touch with your customers
- Adapt, Change, Innovate, Grow

"21st Century Librarians Create 21st Century Libraries"

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21st Century Library Blog

http://21stcenturylibrary.com