

# Designing a 21<sup>st</sup> Century Roadmap for Libraries

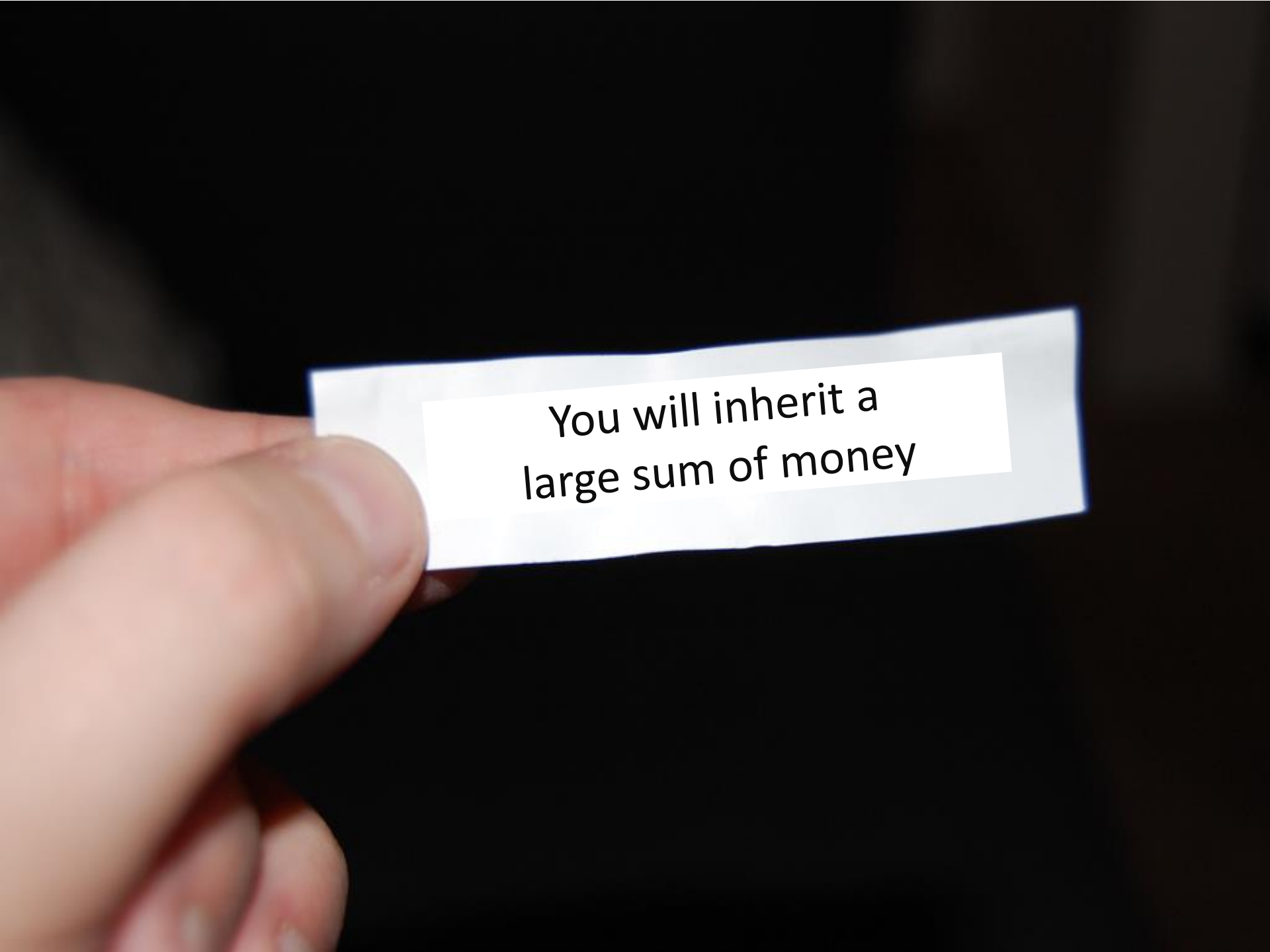


**Designed by:**  
**Garry Golden**  
Forward Elements, Inc



Who is this 'Futurist' guy?



A close-up photograph of a person's hand holding a small, white, rectangular slip of paper against a black background. The paper is slightly wrinkled and has a white rectangular area in the center containing text. The hand is visible on the left side, with the thumb and index finger gripping the paper. The text on the paper is written in a simple, black, sans-serif font.

You will inherit a  
large sum of money

IF YOU HIT THIS SIGN  
YOU WILL HIT THAT BRIDGE





WAIT FOR IT

.....Wait for it.....

Every day I make an effort to go  
toward what I don't understand.

Yo-Yo Ma

**Start**

**End**



**Testing  
Assumptions**



**Drivers of Change**  
Learning; Local  
& *Third Place*



***Learning More***



How will libraries  
communicate our value?

**Mission:**  
**Access to Collections**



**Outputs focus on**  
**Access & Usage**

**Mission:**  
**Mastery of Learning**



**Outcomes focus on**  
**Impact & Behavior Change**

**Direction  
of Change**



# In the News

Section Removed





Era of  
**Apprenticeship**



Era of  
**Institution**



Era of  
**Learner**



**Disruptions of  
Books & Industrial Work**



**Disruptions of  
Web & Knowledge Economy**





**KHAN**  
ACADEMY

Flip the  
Learning Experience

Could a *flipped* model of education  
shift demand within public libraries?

coursera

edX

=

Massive  
Open  
Online  
Courses

MOOCs

UDACITY

Early days, but can we imagine a new scale for community programs?



# Library Experiences with Authors vs Instructors



Thinking beyond collections, might libraries facilitate relationships between learners & instructors?



*Paul's*  
Lifeclass

**Celebrity  
Instructors**

**Community  
Instructors**

**Culture vs Technology**

**Culture & Technology**

**Technology as Culture**

**Forget about technology,  
culture drives social change**

# Beyond Social: The Web and Culture of Behavior Change

©Cartoonbank.com



*"On the Internet, nobody knows you're a dog."*

*"On Facebook, 273 people know I'm a dog.  
The rest can only see my limited profile."*



**Anonymous Web** .... to a more  
**1998**

**Social Web**  
**2008**

# Libraries & Culture of Mastery

Everyone knows  
I'm working on  
some personal  
growth issues

The web is becoming a  
platform for managing our lives  
& personal behavior change.

How might libraries adjust  
to this new era?

Andrea Arden  
• Mastering...  
• Personal...  
• Drug...  
• Behavior...

BARRON'S

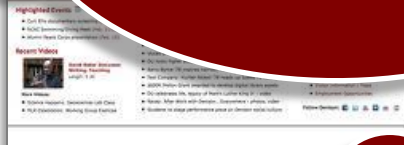
# Era Transition: Adaptive Learning/ Media Consumption

Is it 'offline'  
or 'online'?

Direction of Change

Is it 'software-guided' or not?

How might libraries adjust to an era where software guides information searching/discovery, media consumption and knowledge building?



IBM.WATSON

smarterer

THE WALL STREET JOURNAL.

ARTS & ENTERTAINMENT | Updated July 19, 2012, 3:24 p.m. ET

# Your E-Book Is Reading You



How do libraries translate data into improve user experiences?

# Library Experience Design in an *Adaptive* Era

**Prescriptive**

What should happen..!

**Predictive**

What might happen..

**Descriptive**

What happened..

Outcomes & Value Chain of Data



# Borrowing from 'Gaming Mechanics' Design Principles:

- **Rules & Rewards**
- **Quests & Challenges**
- **Badges & Recognition**  
(‘Level up’ Stages of Mastery)
- **Reputation Management**
- **Teamwork & Strategy**
- **Continual Feedback**

=



Experience Design = *Novice to Expert* Level Skills



# How might libraries help learners tell stories of their growth and development?

# mozilla



## OpenBadges

Get public recognition for your skills and achievements



**badges** = visual representations of a **skill** or **achievement**

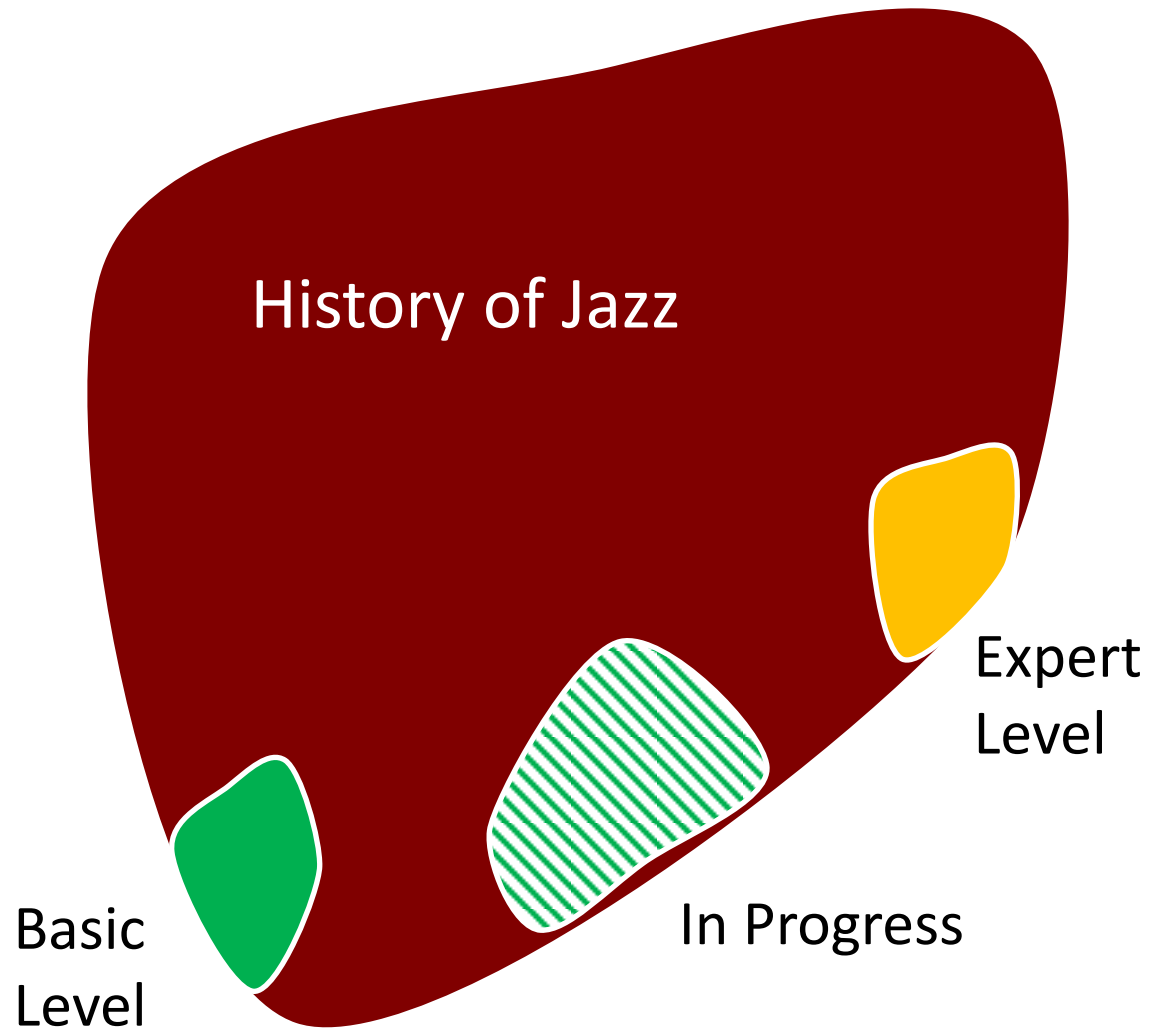
Pilot Project to Explore:



# How might collections align with desired levels of knowledge building and outcomes?

## Concept to Watch: **Learning Graph**

Evangelist: Danny Hillis



## *Library Role in Shaping a Culture of Lifelong Learning?*

### **Rethinking Library Membership for Outcomes Era**

- **Mastery-focused**
- **Personal Story-based:  
Role of 'Badges' or Learning Graphs**
- **Expanding Collections  
of Learning Media & Linking to Behavior Change**





Lifelong  
Learning



**Retooling *Local***  
***From Collections***  
***to Connections***



Place-based  
Experiences

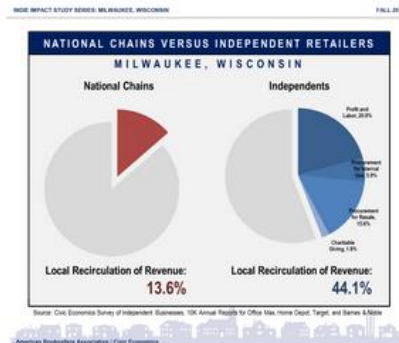
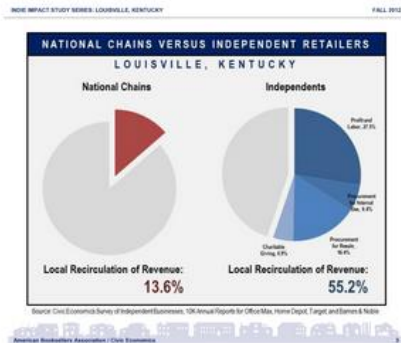
# Institutional Roles in Retooling Local Resilience?

## Capturing the Local Economic Premium

## Understanding Communities & Institutions at Crossroads

Louisville, KY

Milwaukee, WI



Spending at indie retailers generates **4 times** more local economic return than spending at chains in Louisville.

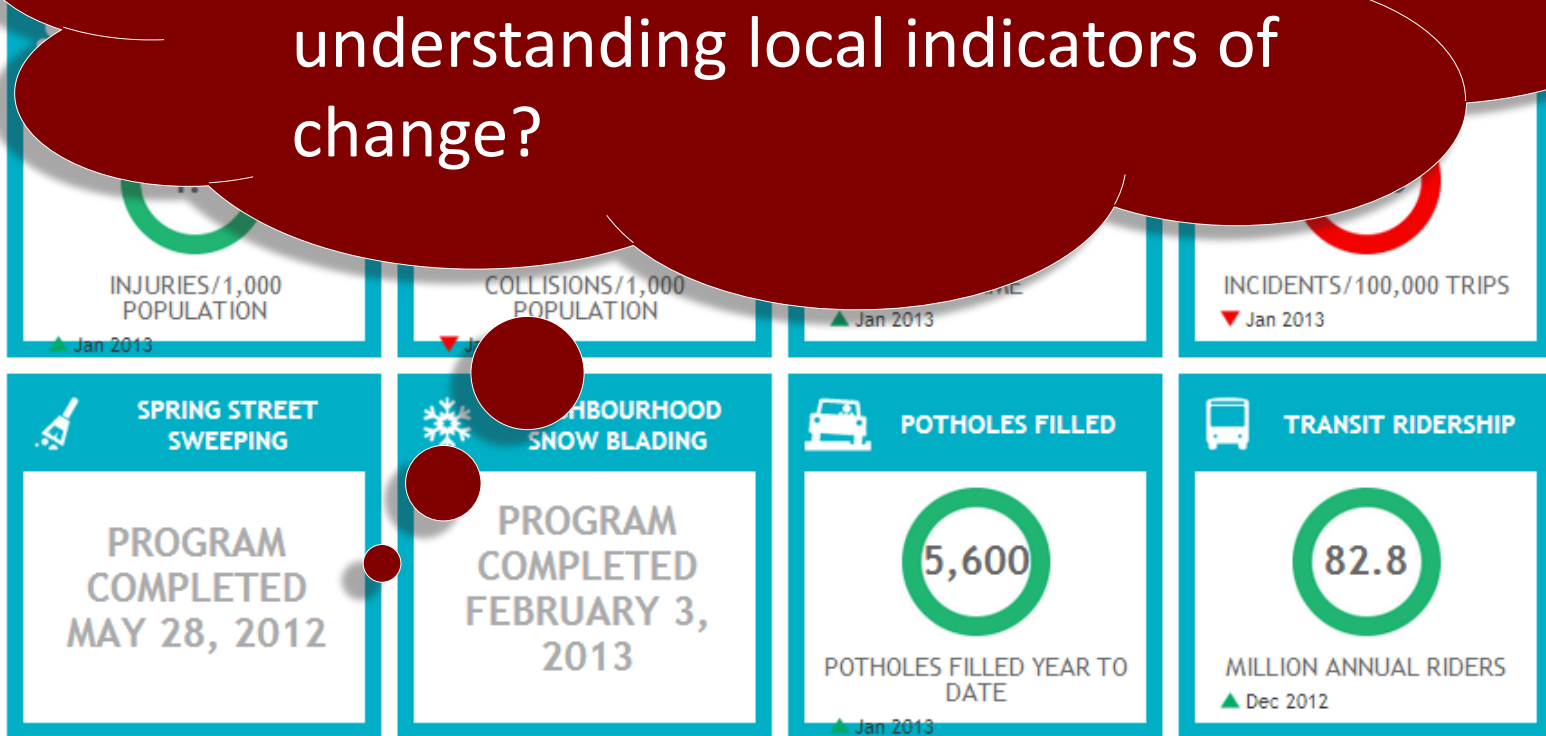
**3.24 times** more in Milwaukee



# Libraries – Indicator Dashboards & Civicware



How might libraries play a role in managing key data sets & civicware applications used in understanding local indicators of change?



▲ Meets or Exceeds Target    ▶ Near Target    ▼ Needs Improvement



Lifelong  
Learning



Rethinking &  
Retooling *Local*



**Place-based  
Experiences**

# Future Demand for **Place as Service**

**FAST COMPANY**

**11 Ways You Can Make Your Space as Collaborative as the Stanford d.school**

BY LINDA TISCHLER | MAY 6, 2010



***Collaboration  
Spaces***



***20-Somethings  
'Emerging Adulthood'***

**MetLife**



***Creative Aging  
Environments***



Managing Services & Communication by Time, Activity, Location

# Cultural Support for *Geo-Fenced* Relationships?



## Community Navigation

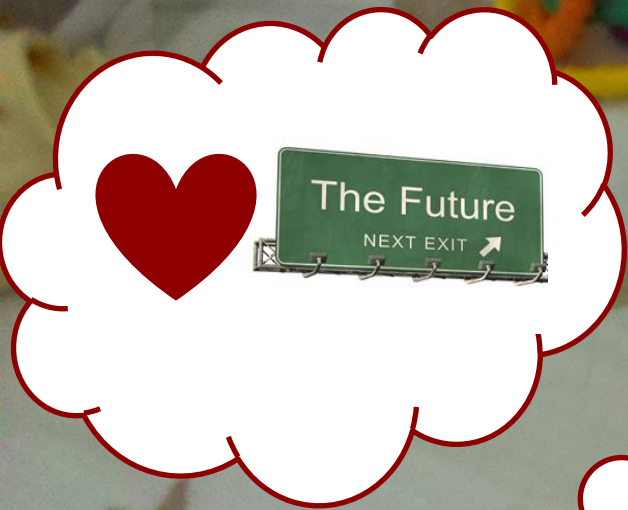
## Indoor Navigation



How might a foundation of trust and transparency based on location help improve service innovation?

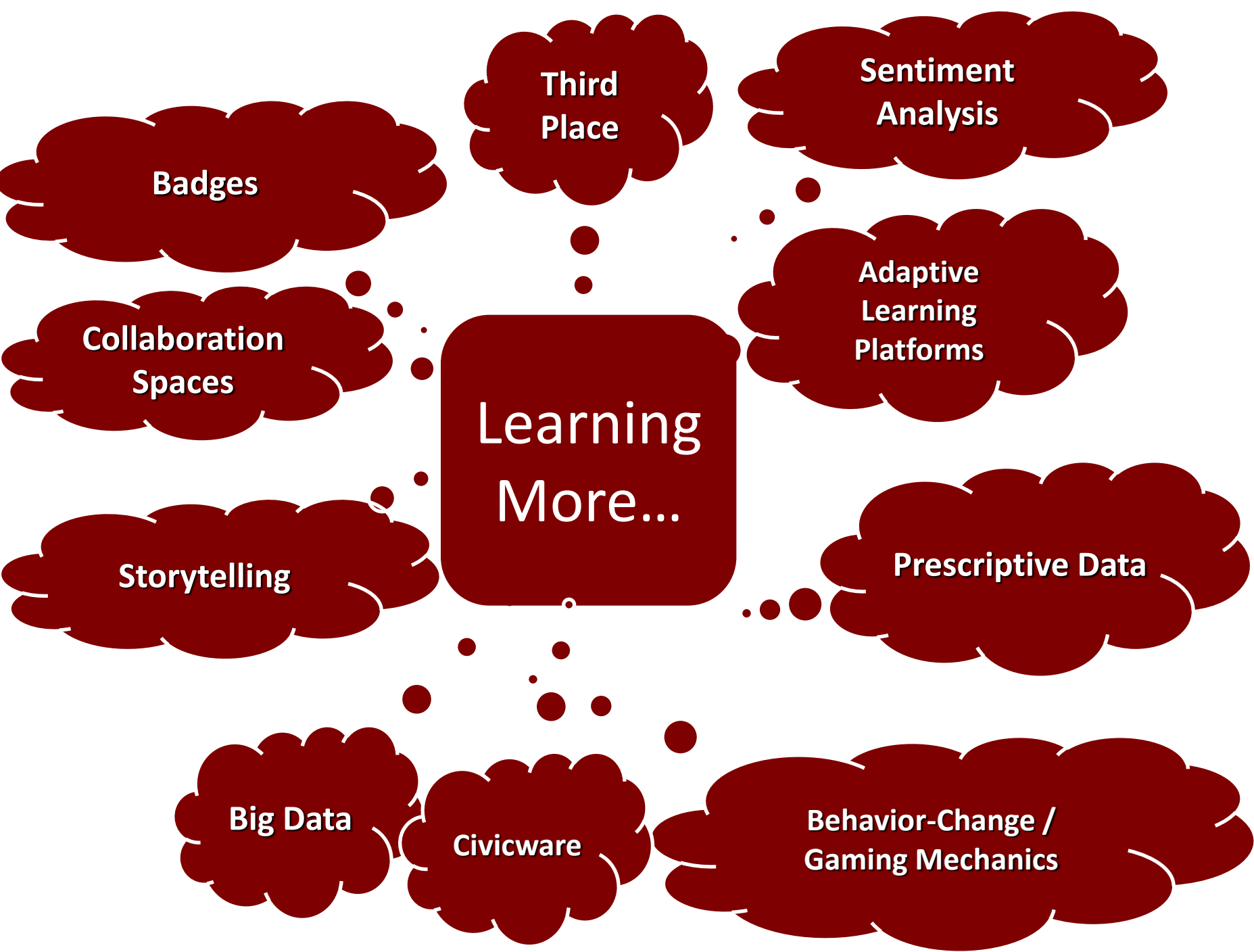
I don't  
like the  
future...





Every day I make an effort to go toward  
what I don't understand.

Yo-Yo Ma



# Follow Passionate People & Smart Conversations



**Tim O'Reilly**



**Nancy Duarte**



**Hans Rosling**



**Neil deGrasse Tyson**

The logo for CODE for AMERICA. The word "CODE" is in red, "for" is in a blue script font, and "AMERICA" is in blue. The entire logo is set against a light blue rectangular background.

**CODE** *for*  
AMERICA

The logo for ARTPLACE. The word "ARTPLACE" is written in white, uppercase letters on a green rectangular background.

**ARTPLACE**

The logo for KNIGHT, featuring the word "KNIGHT" in blue, uppercase letters. To its right is a blue silhouette of a city skyline.

**KNIGHT**

**Soul of the Community**

A PROJECT OF JOHN S. AND JAMES L. KNIGHT FOUNDATION

*in partnership with GALLUP®*

Fail Fast, Forward

Promote a Risk Taking Culture for Library Pilot Efforts



2014 Fail Faire Session?

# 'Killer Questions' to Brainstorm Ideas with Colleagues



**killerquestion**

@killerquestion

*A feed of killer questions that will unlock killer ideas .. also*

*follow @philmckinney*

<http://www.killerinnovations.com>



**killerquestion** killerquestion

**#KQ** What **#customer #segment** will emerge in 5 years that doesn't exist today? <http://om.ly/ytUv>

28 Oct

1. What if we invited a gaming mechanics team to redesign library membership levels?
2. What if formed a Creative Aging or an Emerging Adulthood Services Division?
3. What if libraries were charged with economic development services? Or were paid by a private company to train employees on information / discovery skills?

Garry Golden \*\*Two R's\*\*

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