

TO: ALA Council Members

RE: *Center for the Future of Libraries Update*

ACTION REQUESTED/INFORMATION/REPORT:

Update on activities of the Center for the Future of Libraries

ACTION REQUESTED BY:

Miguel Figueroa, Center for the Future of Libraries

CONTACT PERSON:

Miguel Figueroa

800-545-2433 ext. 5851 or 312-280-5851

mfigueroa@ala.org

DRAFT OF MOTION:

No motion proposed – informational only

DATE: 06/16/2015

BACKGROUND:

The attached update includes information on the Center's work identifying and promoting trends, development and grant proposals, programs at the annual conference, and presentations since January.

Attachments:

The American Library Association's Center for the Future of Libraries works toward three primary goals:

- *Identifying emerging trends relevant to libraries and the communities they serve*
- *Promoting futuring and innovation techniques to help librarians and library professionals shape their futures*
- *Building connections with experts and innovative thinkers to help libraries address emerging issues*

The Center for the Future of Libraries is initially modeled on the successful [American Alliance of Museums' Center for the Future of Museums](#). AAM's and the Center for the Future of Museums' support and guidance are appreciate and valued. The establishment of the Center for the Future of Libraries was made possible in part by the Institute of Museum and Library Services [RE-00-13-0096-13].

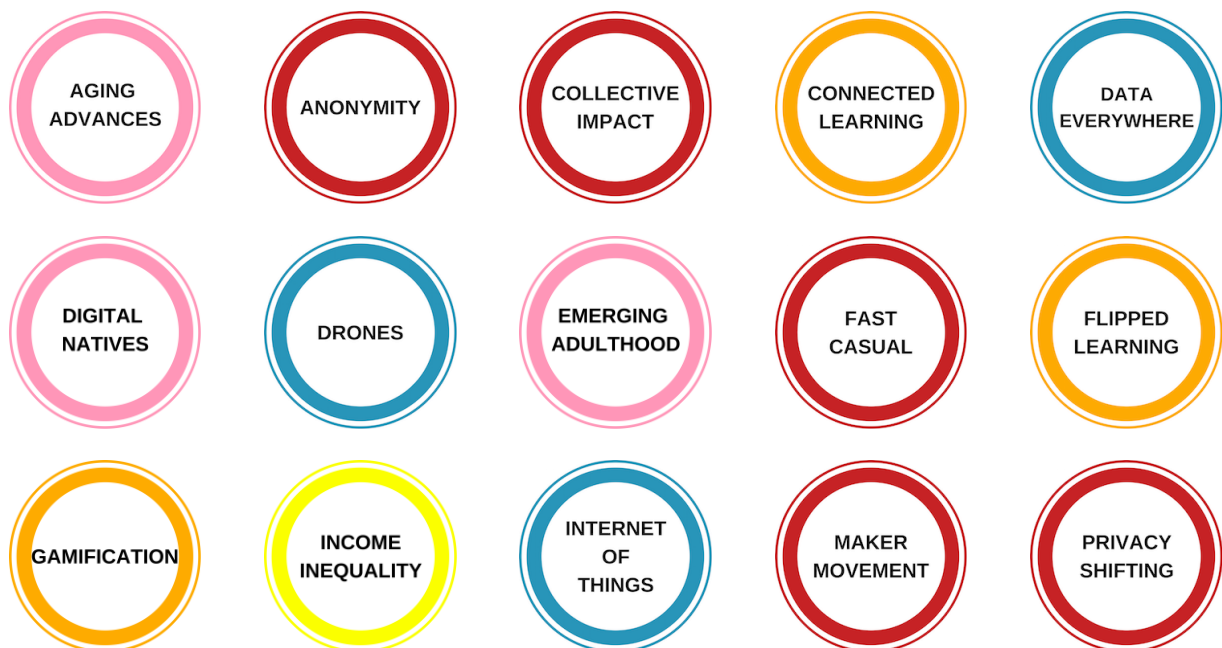
Trends

In light of the vast range, the amount of information, and the multitude of sources and sectors from which we piece together our understandings of trends, the Center is working to develop a ready resource for librarians interested in keeping up with trends relevant to our profession.

The collection brings together and organizes information shared via social media and found in articles and reports from across industries, offering succinct information on trends, including how they are developing, why they matter for libraries, and links to the resources that can further explain their significance. The collection features coverage across categories, including society, technology, education, the environment, politics, the economy, and demographics (STEEPED).

Entries are updated as new information is identified, keeping content current and useful. New entries are developed from scanning available sources and through feedback from leadership in the association and profession.

Table 1 - Center for the Future of Libraries Trend Collection Available from
<http://www.ala.org/transforminglibraries/future/trends>





The reach of the trend collection and the Center's site in general is promising. From January to June 2015, the Center's trend page (<http://www.ala.org/transforminglibraries/future/trends>) received over 16,000 views from over 8,000 unique visitors. The most popular trends during that period included Aging Advances, Connected Learning, Maker Movement, and Fast Casual – each with over 1,000 unique visitors. Other trends vary in the 300 to 900 unique visitors range.

The Center also highlights trends through ALA's social media content, with posts marked by the hash tag #libraryofthefuture. The Center's contributions share content from across industries and encourage followers to offer their thoughts on the trends shaping the library of the future. Response to the Center's social media presence has been very positive with followers responding to posts (with likes, comments, and shares) and building connections between external, non-library trends and their own library practice.

Funding and Development

ASAE Innovation Grant

In December 2014, the Center for the Future of Libraries' proposal for an ASAE Innovation Grant (<http://www.asaecenter.org/foundation2/innovationgrants.html>) was selected as one of four projects (from over fifty applications) to receive a \$10,000 grant.

The Center will use the grant to explore how ALA and other professional associations might use crowdsourcing (where services, ideas, or content are collected from a large group of people often connected via the internet) for peer-vetted creative production, mobilizing members to submit innovative solutions to problems in their field and leveraging the wisdom of the crowd to point to the most viable solutions. For the purposes of this project, the crowdsourcing space will be promoted as a place for librarians to suggest innovative programs and services and for peers to evaluate, rank and comment on proposed innovations. The goal within the space will be to incubate and improve innovative programs or services, to responsibly develop innovations that conform to shared values and standards of the profession, and to provide broad-based support for innovators to launch their ideas within their communities. The grant project will run from February 2015 – February 2016.

IMLS National Leadership Grants – Learning from Learning in Libraries

The Center for the Future of Libraries and the Young Adult Library Services Association were invited to submit a full proposal for IMLS's National Leadership Grants for Libraries program. The proposal, "Learning from Learning in Libraries," works with partners at the Digital Media and Learning Research Hub and the College of Information at the University of Maryland, on a three-year project to:

- Bring together, in a series of in-person and virtual meetings, experts in connected learning from within the profession and outside of it as well representative from those library communities interested in, but not currently working with, connected learning in libraries.
- Develop a clear statement on the future of learning in libraries with an emphasis on connected learning. The statement will be based on the practices, features, and directions voiced throughout the first year's meetings and informed by scholarly research and theory.
- Develop a planning resource by which libraries can understand the features of successful connected learning in libraries. The resource may take the form of an evaluation matrix, by which users can consider the most appropriate and feasible elements for their environment or capacities; a self-assessment tool, by

- which libraries might rate their progress toward implementation of connected learning against a set of recommended practices; or an audit tool, by which libraries can review their performance and utilize a framework to enable improvements to be made.
- Engage a community of practice around connected learning in libraries, including those that have experience advancing connected learning in libraries, those interested in introducing connected learning concepts into their future practice, and experts and advocates from outside libraries who can continue to inform and broaden the conversation.

If funded, the project would begin December 1, 2015. A total of \$241,771 in grant funds from the Institute of Museum and Library Services is being requested for the project with \$103,315 in cost share from the American Library Association contributed to the project.

Programs at Annual Conference

At the 2015 ALA Annual Conference, the Center will sponsor five programs and one preconference.

The Center, with the Entrepreneurship and Maker Spaces Member Interest Group, will host a pre-conference, "An Innovation Workshop for Library Entrepreneurs and Makers (and Librarians Who Support Entrepreneurs and Makers)." Interest in the preconference has been very strong – the enrollment has been increased from 25 to 35 based on demand and it almost sold out.

Programs in the regular conference schedule include:

"Library of the Future – Learning with the Participatory Library at Cedar Rapids Public Library" (Saturday June 27, 10:30 – 11:30 am) features representatives from OPN Architects and the Cedar Rapids Public Library, who came together in the wake of a destructive flood and radically re-imagined the role a library could play in the life of the community.

"Library of the Future – Because Innovation is a Literacy" (Saturday June 27, 1:00 – 2:30 pm) features Robin Breault and Brooke McDonald, cofounders of LeadLocal, and Pima County Public Library's Idea+Space founder Lisa Bunker, discussing structures that help people make their ideas real and actionable and ideas for using "Lean Startup" techniques to create transformative programming for all ages. This program is co-sponsored by the Entrepreneurship and Maker Spaces Member Interest Group.

"Library of the Future – Learning with Steelcase's Learning-Optimized Library" (Monday June 29, 10:30 – 11:30 am) will offer an overview of Steelcase's research on human behavior in libraries and examples of how libraries can design spaces that balance learning and socializing, and support individual and group work.

Dr. Daniel Russell, Senior Research Scientist for Search Quality & User Happiness at Google, will explore the future of search, online content, and reference questions during "Library of the Future – Learning with Google's Daniel Russell," (Monday June 29, 1:00 – 2:30 pm).

"Library of the Future – Learning with the Long Now Foundation" (Monday June 29, 3:00 – 4:00 pm) will provide an opportunity for attendees to stretch their sense of "now" and bring long-term thinking and responsibility into everyday decision-making through learning with the Long Now Foundation.

Additionally, the Center has worked with the Knight Foundation on three programs offered at the Annual Conference:

"Building the New Nostalgia: Making the Case for Why Libraries Matter" (Friday, June 26, 2:00 to 3:00pm) features author John Palfrey, Maker Media Chairman Dale Dougherty, and DC Public Library's Meaghan O'Connor, discussing themes from the new book "BiblioTech" and how to best position libraries to thrive in the digital age by leveraging existing—and new—assets amid dwindling government support.

"Crowdfunding for Libraries: How to Use Kickstarter to Build Your Community" (Saturday, June 27, 3:00 to 4:00pm) examines how libraries can use crowdfunding to expand their efforts to increase civic engagement and inform their communities.

"Digital Archiving for Humans" (Monday, June 29 10:30 to 11:30am) looks at how traditional archives and digital startups engaging the social web to make material more interoperable, searchable and usable.

American Libraries Magazine – Forecasting the Future of Libraries

The March/April 2015 issue of *American Libraries* magazine (<http://americanlibrariesmagazine.org/magazine/issues/marchapril-2015/>) featured a spotlight section on the Center and the future of libraries.

Presentations

The Center has benefited from several invitations to present and help promote the work of the Center.

Reaching Across Illinois Library System – “The Library of the Future – Learning with ALA's New Center for the Future of Libraries”
March 11, 2015

Columbia University Library Symposium – “Do We Plan Too Much?” (panel)
March 20, 2015

REFORMA National Conference V – “Creating our Future: Expanding Our Conversation” (panel)
April 4, 2015

Coalition for Networked Information (CNI) Roundtable – “Privacy in the Age of Analytics” (participant)
April 13, 2015

Texas Library Association 2015 Annual Conference – “The Future of Libraries” (panel)
April 15, 2015

Tennessee Library Association 2015 Annual Conference – Trustee and Friends Luncheon and “How Is the Table Shifting?”
April 24, 2015

Friends of Tennessee Libraries 2015 Annual Meeting – “What Will the Library of the Future Look Like?”
April 25, 2015

Library 2.015 Spring Summit – “Chasing Storms or Rainbows” (panel)
April 30, 2015

Houston Public Library 2015 Staff Development Day – “The Future of Libraries”
May 1, 2015

Southwestern Ohio Council for Higher Education (SOCHE) 2015 Library Conference
May 6, 2015

IMLS Focus: Engaging Communities (participant)
June 2, 2015

Santa Monica Public Library Staff Development Meeting – “Learning with ALA’s Center for the Future of Libraries”
June 3, 2015

Knight Cities Challenge Convening – “Reimagining the Civic Commons: Platforms for Change” (panel)
June 18, 2015

Questions or Comments

Questions or comments may be sent to Miguel Figueroa at mfigueroa@ala.org.