



INCOL

Inland Northwest Council of Libraries

Today we will have breakout discussions at each table – please sit with others from similar libraries. If you need help finding a table just ask!



Carson Block
Consulting Inc.
Technology Vision. Technology Power. Your Library.

<http://www.carsonblock.com>
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INCOL

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Choose Your Adventure: How you shape the Library of the Future everyday!

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Welcome!



Your thought collectors



Before we begin...

- Today we will learn some things together, but the focus is on **exploration** and **conversation**.
- This room is a **safe place** to speak and share your thoughts & ideas.
- Today is **interactive**.
- Take **breaks** when needed.
- Use your **thought collector**!

Let's Begin!

Do you feel like you are influencing
your future...



...or is it something that is being “done
to you?”



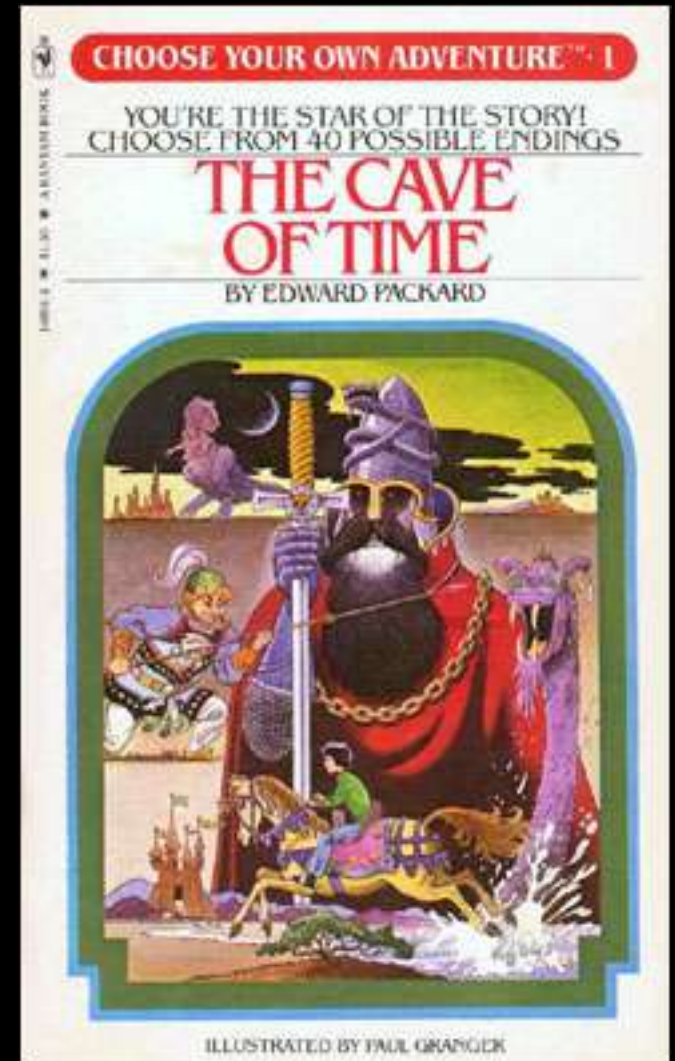
My belief: We largely create our future through the big and little choices we make.

We're not always in control...

...but we all have influence.

The Storyline...

- Genre: Gamebook
- The reader is a character, and chooses his or her path through the story to create a personal adventure
- Based on the reader's choice anything can happen – good or bad!



My epiphany at the Library of Congress...



Anyone recognize this book?



I believe that the public good
served by libraries is essential to a
healthy society and a strong
democracy.

Vermont Library Protest – a “hug” – January 12, 2013.



I believe a primary **strength** of libraries is that we are **hyper-local**. Always have been. Always will be.

Libraries and librarians
are trusted.*

Can you say the same
about other providers of
information?

*OCLC Perceptions of Libraries study

Libraries have significant,
(and sometimes
unmeasureable) impacts on
people's lives.

Every day.

24/7.

365.

The library of the future is

You.

You are the library of the future.

Together, **we** are the **libraries** of
the future.

Group work:

What is your Vision?

What is your quest?



What are the challenges?

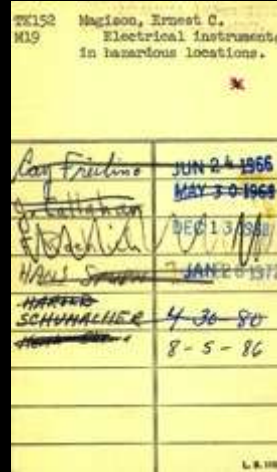


You're probably as sick of hearing about/dealing with these as I am of talking about them:

- eBook licensing & access & cost & confusion...
- Other content challenges (media)
- Muni Funding
- Dropping property values/tax collections

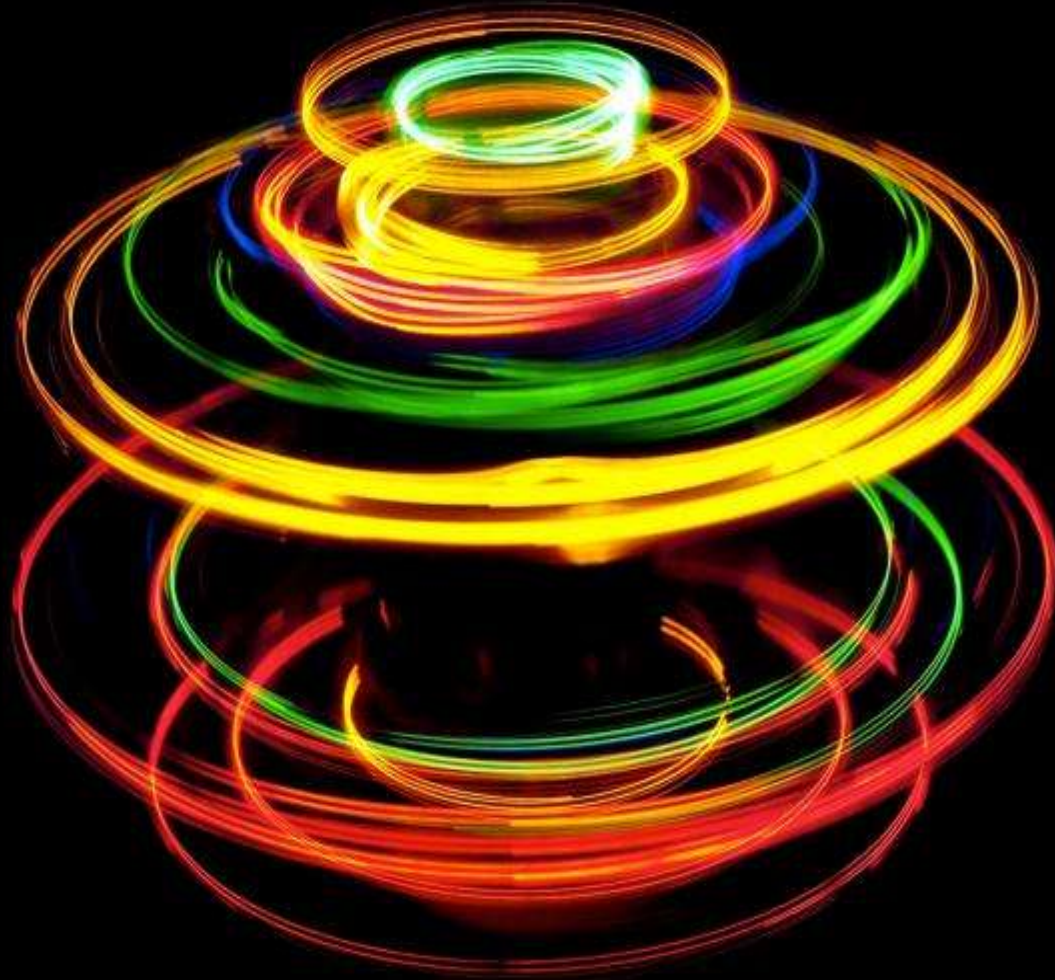
Oh wait – there's more!

- Libraries are a “niche” technology market
- Public expectations often exceed our resources and abilities
- We sometimes under-resource ourselves when it comes to technology...



....but a game without obstacles is
kinda boring.

What's changing?*



* A better question: what's *not* changing?

Alvin Toffler (Futureshock) on change:

“The illiterate of the 21st Century will not be those who cannot read or write, but those who cannot learn, unlearn and relearn.”



Alvin & Heidi Toffler

Yoda, on change:

“You must unlearn
what you have
learned.”



Yoda

What's changing the most in
libraryland?

The biggest change is an abrupt transition from static physical resources to active technology-based resources.

Our game has fundamentally changed.

And our core resource – the book –
has become something else.

eBooks are books.

eBooks are not books.*

**eBooks mostly are not books*

Pew Internet – December 2012

- eBook reading has increased from 16% to 23% since last year.
- Reading of printed books dropped from 72% to 67% since last year.
- Stats coincide with increase of eReader devices.

- “In (2012), the number of those who read e-books increased from 16% of all Americans ages 16 and older to 23%. At the same time, the number of those who read printed books in the previous 12 months fell from 72% of the population ages 16 and older to 67%.
- The move toward e-book reading coincides with an increase in ownership of electronic book reading devices.

Books as the Library's Brand?

- The singular most important finding in the latest Pew study, [*Library Services in the Digital Age*](#), is that libraries—in the opinion of most Americans—aren't just about books.
- 80% of U.S. residents say that lending books is a “very important” service, but they rate the help they get from reference librarians as equally important.
- — Brian Kenney, *Publisher's Weekly*, Jan 2013

Books as the Library's Brand?

- And nearly the same number, 77%, reported that free access to technology and the Internet is also very important.
- This triumvirate—books, help, and technology—runs through the entire report.

— Brian Kenney, Publisher's Weekly, Jan 2013

Some good news:

Change is a gift of opportunity.

More **good** news:

We live in a world of “and”
not
“either / or.”

Group work:

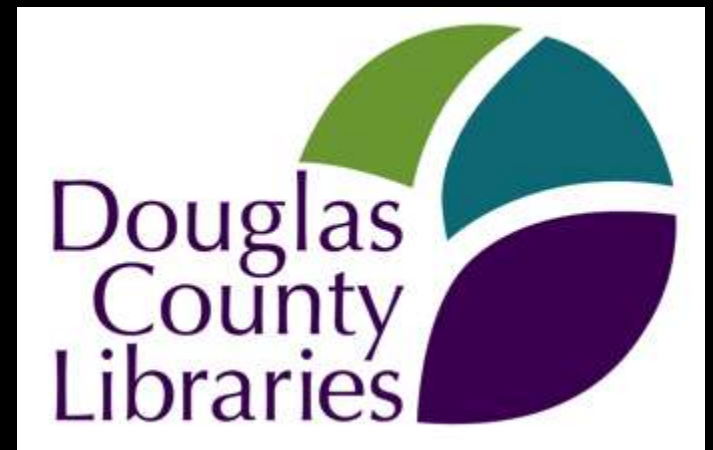
What are your biggest challenges?



Taking Chances



“Library as Publisher”



QUIPU GROUP LLC
creative information strategies

Anythink (Rangeview Library District)



R-Squared Conference



RICOCHET IDEAS

Fail Panel



INNOVATING COLORADO LIBRARIES

2012 Colorado Association of Libraries Conference October 18-20 Keystone, CO

Technology Fail Panel

Presented by: Nina McHale, Carson Block, Paul Betty, Aspen Walker and Monique Sendze

Colorado Public Library Association
PRESENTS

EMEDIA SMACKDOWN



21 SEPTIEMBRE 2012
9:30 AM - 4 PM

EMEDIASMACKDOWN.WORDPRESS.COM

5 LOCATIONS ACROSS COLORADO
VIA

TECH-NOLOGY

■ COLORADO SPRINGS ■ DURANGO ■
ESTES VALLEY ■ HIGHLANDS RANCH ■ RIFLE

JUMP IN THE RING

CAL MEMBERS \$25 ■■■ NON MEMBERS \$40



A graphic for the SXSW 2013 Interactive Music and Film event. It features a dark grey background with various colored rectangular blocks containing text. At the top left, a light grey block says 'AUSTIN TX' with a small 'Home' label below it. To its right is a white outline of the state of Texas. Further right, a dark grey block says 'MARCH 8-17' and a white block says '2013'. The 'SXSW.' logo is in large white letters on a dark grey block. To its right, a green block says 'MUSIC' and a blue block says 'FILM'. At the bottom, an orange block says 'INTERACTIVE'. A white block with 'News' is in the bottom right corner.

Libraries: The Ultimate Playground

Like 27 Tweet 2

Boxing Process



Libraries have grown far beyond the nostalgic scent of books on shelves (though we still have that too). There is an explosive realm of content-wrangling

★ Sunday, March 11
3:30PM - 4:30PM

[+ Add to my schedule](#)


VENUE INFO
Sheraton Austin
Capitol View So
701 E 11th St



CREDENTIALS WITH ACC



[f](#)
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Technologizer
 By Harry McCracken

SXSW: The Fate of Libraries
 By Harry McCracken | March 11, 2012 | [Add a Comment](#)

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Carson Block, who gave a SXSW Interactive talk on Saturday titled "The Great Library Swindle," says that he's passionate about libraries and technology. But he didn't really need to tell his audience that. The intensity of his interest was very much on display during his talk, which was about the daunting challenges that public libraries face in the age of the Internet and digitization.

I knew it was ugly out there, but I wasn't aware of all the details until Block went through them. Libraries are eager to jump aboard the e-book bandwagon, but major publishers such as Random House, Macmillan and Penguin are crimping their plans in multiple ways, including hiking prices, placing limits on lending policies or simply refusing to sell e-books to libraries at all.

"I'm not sure why publishers are so afraid of libraries," he said. "We pay."



HARRY MCCrackEN / TIME.COM

Carson Block speaks at SXSW Interactive

Libraries: The Ultimate Playground & more at SXSW

#ideadrop House

Continuing ER&L's commitment to advance the field of librarianship --and libraries/museums/archives in general--as well as our ongoing commitment to bridge physical events and digital spaces, ER&L is hosting the ER&L + ProQuest #ideadrop house sponsored by Electronic Resources and Libraries (ER&L) and ProQuest in Austin with live streaming and recording made possible through funding support from the Digital Library Federation, a Program of the Council on Libraries and Information Resources. [View the schedule](#) and [get involved](#). [View #ideadrop events](#) in Eventbrite.

CLICK [HERE](#) TO VIEW THE LIVE STREAM DURING INTERACTIVE, WITH FUNDING BY THE DIGITAL LIBRARY FEDERATION.

The ER&L #ideadrop house will serve as a seriously fun place to drop ideas



ER&L + ProQuest #ideadrop house



Libraries: The Ultimate Playground & more at SXSW



Digital Public Library of America



DIGITAL PUBLIC LIBRARY
OF AMERICA

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[ABOUT](#)

[WORKSTREAMS](#)



[JULY 27, 2012] AUDIENCE & PARTICIPATION WORKSHOP

July 27, 2012

Enoch Pratt free Library

Baltimore, MD

Makerspaces: The Library as a place of creation instead of just a place of consumption



**ALEPH
OBJECTS**
INCORPORATED

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Built upon the philosophy of freedom, Aleph Objects, Inc. is transforming the 3D printer industry.

Based in Loveland, Colorado, we are committed to Libre Innovation, which means the hardware and software we create is free to be copied modified and converted by all users. Empowering customers is part of our innovative spirit, and why we set out to manufacture the LulzBot line of rapid prototyping 3D printers, the first ever hardware product to receive the [Respects Your Freedom \(RYF\)](#) certification from the Free Software Foundation.

**LIBRE
HARDWARE**



**FREE
SOFTWARE**



**LIBRE
INNOVATION**



Good or
Evil?

