The library in 2020 will be __________

Brodhead, Wisconsin PL 1912

what endures?
- stuff
- place
- people
- community
- leadership and vision

Photo credit: Wisconsin Historical Society, image 66739
Stuff

The Annoyed Librarian
LJ columnist

...just like the library today, except without all the books, music, and movies.
lots of formats, shifting: physical, digital, streaming, cloud
lots of services, functions, roles, also shifting
what stays, goes, and why and how?

Elisabeth Jones
PhD student, UW Information School

...will have been transformed by large-scale book digitization—for better or for worse.
which raises questions of preservation, rights management (esp murky 1923-ca 1990)
and opportunities around exposure and use, size and space, disintermediation and service [q.v. DPLA]

Clifford Lynch
Executive Director, Coalition for Networked Information

...a mirror of the broader society's questions and discontents about the evolution of the marketplace for cultural materials...
means of creation, production, distribution (including local production)
things that will be only available in digital/download formats yet not available to libraries b/c of publisher, cost, rights, embargo
sale ➔ license

up in the air (an apt metaphor)

• formats; physical, digital, streaming, cloud
• rights management (esp murky 1923-ca 1990)
• means of creation, production, distribution
• pricing models
can libraries still, viably, be about access to stuff?
and if so, what, how, and when?
and what happens to the mission/rationale for libraries as these continue to evolve?
Bill Ptacek  
Director, King County Library System

...will be a concept more than a place.
more about what it does for people than what it has for people
traditionally, people came to a place to get service gathering space, learning space, civic engagement outreach (and what that really means)

Loriene Roy  
Professor, University of Texas Information School

...the setting I hope to find and the place that I cannot yet imagine.
glamour, intrigue, comfort
a place of potential; to question yourself and others help me to lead a fulfilled life
where we are known, remembered, forgiven and welcomed
(sauna and wild rice salad, too)

the place of place

how important is place, physical and virtual?
use of space, what it’s for, can do
what it is, who owns, manages, maintains, controls, uses, purposes?
Research Commons: Yes. Why?

Sarah Houghton  
Director, San Rafael PL; Librarian in Black

...will be ruled by geeks.
increased technological sophistication for an increasingly technological world
skills that make good techies make good leaders (flexibility, change, problem solving)
hybrids: MLIS/tech
Stephen Abram  
VP, Strategic Relationships & Marketing, Gale Cengage

...everywhere.
professional assistance, ubiquitously available;  
consultation, training, evaluation, advice, etc  
expertise in copyright, licensing, privacy, ethics, use  
embedded in organizational teams of all kinds, all sectors

James Rosenzweig  
Education Librarian, Northeastern Illinois University

...an information base camp—a forward outpost serving as a temporary home to people journeying out into the information environment.
a wilder, less predictable landscape and environment,  
 cf. the more controlled one we’ve created and  
gotten used to  
experience, preparation, knowledge of the terrain  
“our job isn’t to convince people not to use the world  
of information we didn't control or maintain”

who shall we be?

mix of skills, background  
role of technology, soft skills; builders, designers, users, guides  
professional role models, aspirational  
“how much of librarianship is what we do and how much is how we do it?” (Courtney Greene, Indiana)

community

providing critical services, unduplicated elsewhere  
(Mike Crandall)  
authentic engagement, partnership, advocacy (Molly Raphael)  
boutique, tailored services and relationships, embedding in places expected and otherwise (courses, groups, airports, parks) (Lynn Silipigni Connaway)  
the role of civic institution; trust, neutrality, love (Susan Hildreth)
Josie Barnes Parker  
**Director, Ann Arbor District Library**  

…will offer a culture of generosity supported by fiscal oversight that reflects rigorous controls and realistic projections. never forget how power is manifested

Mary Ann Mavrinac  
**Vice Provost, River Campus Libraries, University of Rochester**  

…will be a tale of two academic libraries: one flourishing in the best of times and one languishing in the worst of times. transformational change  
risk taking, trust, sharing  
thinking honestly about freeing and reallocating resources toward a sustainable future

Peter Morville  
**President, Semantic Studios**  

…the last bastion of truth.  
“inspiration architecture” lifting us up, enabling our search for the truth, serving as symbol of past accomplishment and future potential, inviting us in the interplay between physical and digital, to explore

Daniel Chudnov  
**Hacker/Librarian; Director, Scholarly Technology, GWU**  

…crumbling.  
we’re librarians, and it’s our job to fight; for rights of communities to make choices about how they seek, manage, maintain, share information

what I saw

images of hope, peril, success, failure (productive and otherwise), innovation, possibility, warning, progress

what I think

those 5 elements will endure  
but it can’t be about access, primarily  
emergent from our heritage, what people want and are willing to pay for, in the context of important values  
+ things we uniquely bring: service orientation, organization/metadata, literacy, quality/depth/authority/detail  
niche(s)  
we make everything better
My library in 2020 will be _____

#mylibraryin2020