"I need someone well versed in the art of torture—do you know PowerPoint?"

"Legacy Librarianship"

Assumption: Libraries are the “go-to” place for information

Where do you start an information search?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search engine</td>
<td>82%</td>
</tr>
<tr>
<td>E-mail</td>
<td>7%</td>
</tr>
<tr>
<td>Topic specific web sites</td>
<td>3%</td>
</tr>
<tr>
<td>Online news sites</td>
<td>2%</td>
</tr>
<tr>
<td>IM</td>
<td>1%</td>
</tr>
<tr>
<td>Online bookstore</td>
<td>1%</td>
</tr>
<tr>
<td>Online database</td>
<td>1%</td>
</tr>
<tr>
<td>Library web site</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Perceptions report

Where would you go for information on nutrition?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consult a professional source</td>
<td>56%</td>
</tr>
<tr>
<td>Look it up in a book</td>
<td>18%</td>
</tr>
<tr>
<td>Ask a friend/family member</td>
<td>9%</td>
</tr>
<tr>
<td>Consult a magazine</td>
<td>8%</td>
</tr>
<tr>
<td>Consult a library</td>
<td>1%</td>
</tr>
</tbody>
</table>
The Public Library Inquiry, 1947

How do libraries add value in an open information ecology?

Recombinant resources

Enhanced discoverability

Assumption: Libraries aren’t “just” about books anymore

We can run, but we can’t hide!
Why do you use the library?

- Borrow print books: 53%
- Use reference books: 48%
- Get assistance with research: 39%
- Bestsellers: 39%
- Use databases: 33%
- Copies of journal articles: 32%
- Use PCs/internet: 29%
- Do homework/study: 25%

Source: Perceptions report

How can we leverage the “book” brand?

Give me the reading life!

Embrace new forms and formats for reading

Emphasize abundance

For example...

Examples from OCLC’s publication, “How Libraries Stack Up 2010”

It’s in our wallets

Library cards are about as prevalent as credit cards. Nearly half of Americans have a library card. For many young people, the library card is their wallet and a library card.

Getting technical

108 million

5,400

181 million

U.S. public libraries offering free technology classes

U.S. public libraries offering free adult education classes

U.S. public libraries offering free children’s programs

1.4 billion

1.3 billion

218 million

U.S. adults

U.S. households

U.S. working adults

No ticket required
**Assumption:** People won’t find the “good stuff” on their own

Sometimes, that’s true...

Wow, who knew libraries rented DVDs?

But we also have our supporters!

Self-directed service

People who go INSIDE libraries
Neighborhood pharmacists
And librarians
Making civilians successful…
Simplified way-finding
Success Insurance
Redeployed reference

Assumption: Civilians value library confidentiality

Extremes usually don’t work

Building the buzz

Evidence-based planning and decision making

Assumption: We need to educate these people
Predictable life passages

“Relationships, not transactions”

“So you’re telling us we’re doing it all wrong?”

“Ranganathan’s “Five Laws of Library Science”

Save the time of the reader.
Books are for use.
Every book its reader.
Every reader his book.
The library is a growing organism.

The Public Library Inquiry, 1947

Ranganathan’s “Five Laws of Library Science”

Table 27.
New Library Users Who Might Be Gained
Through New Services

Percent who say they would
use new service

<table>
<thead>
<tr>
<th>Service</th>
<th>Of those who never have used the library</th>
<th>Of those who have used the library but not in last year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movies</td>
<td>22</td>
<td>47</td>
</tr>
<tr>
<td>Rental films</td>
<td>8</td>
<td>27</td>
</tr>
<tr>
<td>Phonograph records</td>
<td>10</td>
<td>21</td>
</tr>
<tr>
<td>Study groups</td>
<td>8</td>
<td>19</td>
</tr>
<tr>
<td>Club rooms</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Reclaiming a legacy

Passionate library workers

Think of a favorite book, poem, movie, piece of music, play...

What is it?
Why is it important to you?
How has it affected your life?

Thanks for being here!

Sources referenced or used in this presentation:


Campbell, Angus and Charles Metzner. Public Use of the Library and Other Sources of Information. (University of Michigan, Institute for Social Research, 1950) http://www.worldcat.org/oclc/1461485&referer=brief_results


