OLAQ

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Report on the Vision 2010 Think Tank Meeting

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On March 8, 2007, representatives from libraries across the state of Oregon attended a one-day meeting at Oregon State University's Valley Library to address the future of technology as related to libraries in the state of Oregon. This group was presented the following context:

Libraries are in an age where techno-logical change and advancement are increasingly causing us to reexamine our traditional roles and the services we provide to our communities. Search engines such as Google, Google Scholar, Yahoo, and Microsoft Live, as well as other services such as Amazon, Flickr, and Wikipedia, are now primary discovery tools for most library users. Library users also are now expecting online services that are as easy and fun to use as commercial online services. They now see the library as only part of a much greater informa-tion ecosystem.

Given this context, what new ap-proaches and new services should Oregon Libraries be undertaking to better meet the needs and wants of our customers? How can Oregon Libraries better prepare for our digital future?

This group was charged with develop-ing a brainstormed list of potential services/initiatives, along with the identification of a core subset of these new initiatives, and suggestions as to how to move forward on these initiatives.

The list of brainstormed items is presented within Appendix A. Four items were identified as a core subset. These four items are:

1) An examination of current OLA standards in regards to core electronic services, digital initiatives, and require-ments for RFPs.

2) A statewide open source catalog/inte-grated library system/universal dis-covery tool that promotes a consistent experience.

3) Social software for libraries.

4) A statewide standard which requires a minimal level of online services at all libraries

As a next step on these potential ef-forts, the group is presenting this executive summary to OLA, along with the notes from the meeting. The group is recom-mending that OLA establish efforts to pursue each of these activities.

Appendix A
- What needs to be done?
- Continuing education
- Marketing
- Marketing in new, fun ways (I)
- Statewide standards
- Minimal level of online services (III)
- OLA standards
- Spec's into RFPs (II)
- Statewide support for network infra-structure for new media
- New technology
- Library Web site as social space (I)
- Service that removes barrier between 'Web' library (I)

Brainstorming
- Minimal level of online services for all libraries, # see below
- Identify core digital library services

- Creating a basic standard
- Surveying
- Marketing the library as a source of all types of materials, not just books
- Services that focus on DVDs, CDs, etc.
- Staff training for new e-services
- Reexamine OLA standards
- E-services, digital initiatives, promote change (VIII)
- Downloadable anything (II)
- iTunes for libraries
- Required requirements for RFPs (III)
- Content creation studios in libraries (I)
- Statewide support for network infrastructure for new media
- Statewide support for legislative issues
- Templates for forward thinking job descriptions and core competencies
- Providing a service that allows patrons to choose to share information while protecting privacy
- Statewide unified discovery tool (I)
- Make our library into discoverable via any search tool (I)
- Statewide marketing in social software spaces (I)
- Libraries as social software spaces (VI)
- Statewide library thing (I)
- Statewide technology guru
- 5-year public library strategic plan model that includes digital services component
- Online collaboration for library staff
- Technology planning institute

- Statewide OS ILS or catalog that promotes a consistent experience (VI)
- Library 'on'
- Library Web site templates with standard core services
- Library games or video
- Providing human interactive services
- Developing qualitative measures
- Richer information experience
- Creation of multimedia content
- New books
- Subversive/viral marketing (I)
- Make it easy to link to the library
- Service that removes the barrier between 'Web' info. and 'library' info (I)
- 2nd life demo
- Continuing new tech and change education
- Charlette-Mecklenborg model
- Modeling new technologies
- Create OLA technology division (II)
- Mobile device compatible (II)
- Services
- Cell phones
- IPods
- PDAs
- Compatible DRM
- Virtual branches/materials
- Spaces = still real?
- Rich browse experience
- Give them a place to go when the first try doesn't work

- Providing a path of continuation
- Are we the destination of intermediary (finding info/providing info)
- Use the structures we already have differently
- Change the user's discovery experience
- Identify where we add value
- Remember and recognize the human/social aspect of discovery
- Take advantage of the rich data we have
- Make the hidden info we have, available
- Keep the value of the local community, interest community
- How can users add their value?
- Tagging/folksonomy
- Think about providing community/connection
- Everything we do, pit it out there, findable on the Web
- In silos? Dispersed throughout

OLA Standards Reexamination/Support

- Standards around collection development and managing content
- Minimal level of services described by OLA standards
- Form a group to explore approaches in this area

Libraries as Social Spaces

- Online discussions
- Integrating with Flicker, Delicious, etc.
- Seamless user experience
- Personal identity
- Library isn't the only content creator

- Content creation, sharing
- Centering around people
- Personal portals
- In and out
- Library blog
- Tagging
- Friends
- Linking to materials that people are using
- X-box live, exp.

Statewide Library OS ILS

- Usability and user interface features
- Catalog front end
- Explore back end components
- Including courier services, delivery
- Universal discovery tool
- Includes catalog
- Extends beyond
- Separation of data from presentation
- Might be able to include resource sharing

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