The Path to Becoming A Next Generation Resource Center

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Dream Big or Go Home

Creating

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Ushering in Transformation

- What the library means-it means the world of information and access to it, and it will be accessed in all kinds of ways if we will do our job of ushering forward the transformative moment that we're in.“-- NYPL President Anthony Marx

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Gartner delivers the technology-related insight necessary for our clients to make the right decisions, every day.

The Next Generation Resource Center

- Must be technologically cutting edge
- Must go far beyond visits to the library
- Must be a major gathering place for knowledge
- Must require partnerships with communities, schools, tech partners and patrons
- Must be built on open standards
- Must extend the brand of the library yet be true to its roots

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Agenda

- The dream of a next generation resource center
- Colliding stakeholders
- Market disruptors
- The technology roadmap
- Consumerization of IT
- The library as a brand
- The role of social
- Take-aways

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Satisfying Multiple Stakeholders

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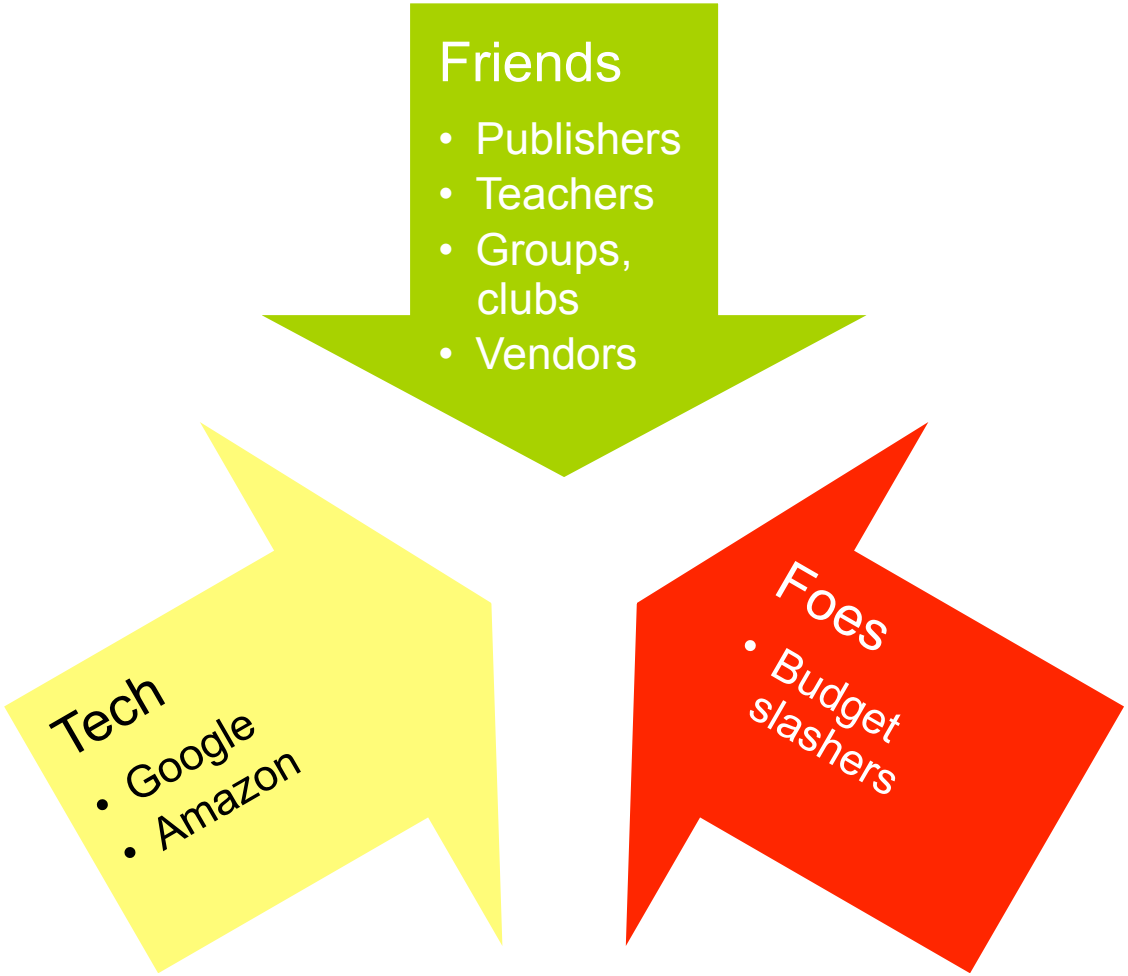
Friends, Foes and Frenemies



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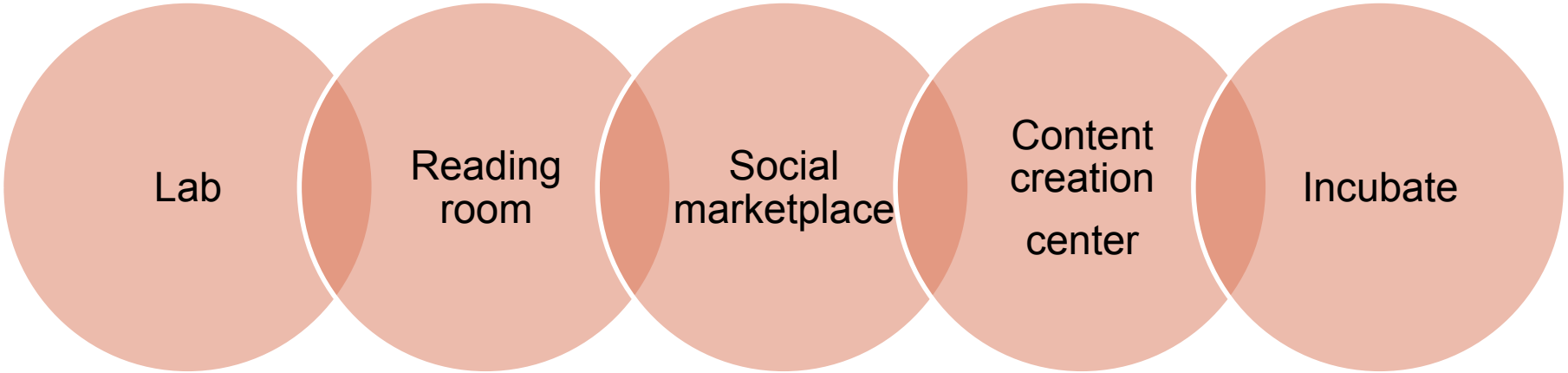
The Next Gen Resource Center

Borrow books in any form

Pop-up editorial



The place to go to explore new ideas

Meetup

Tweetup

Collaborate

Magic happens where there is knowledge

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Technology Profiles: Devices

Smartphones

E-book Readers

E-Reader Tablets

iPad

Tablets

Snacks | **Trade** | **Plus** | **Apple** | **Open**

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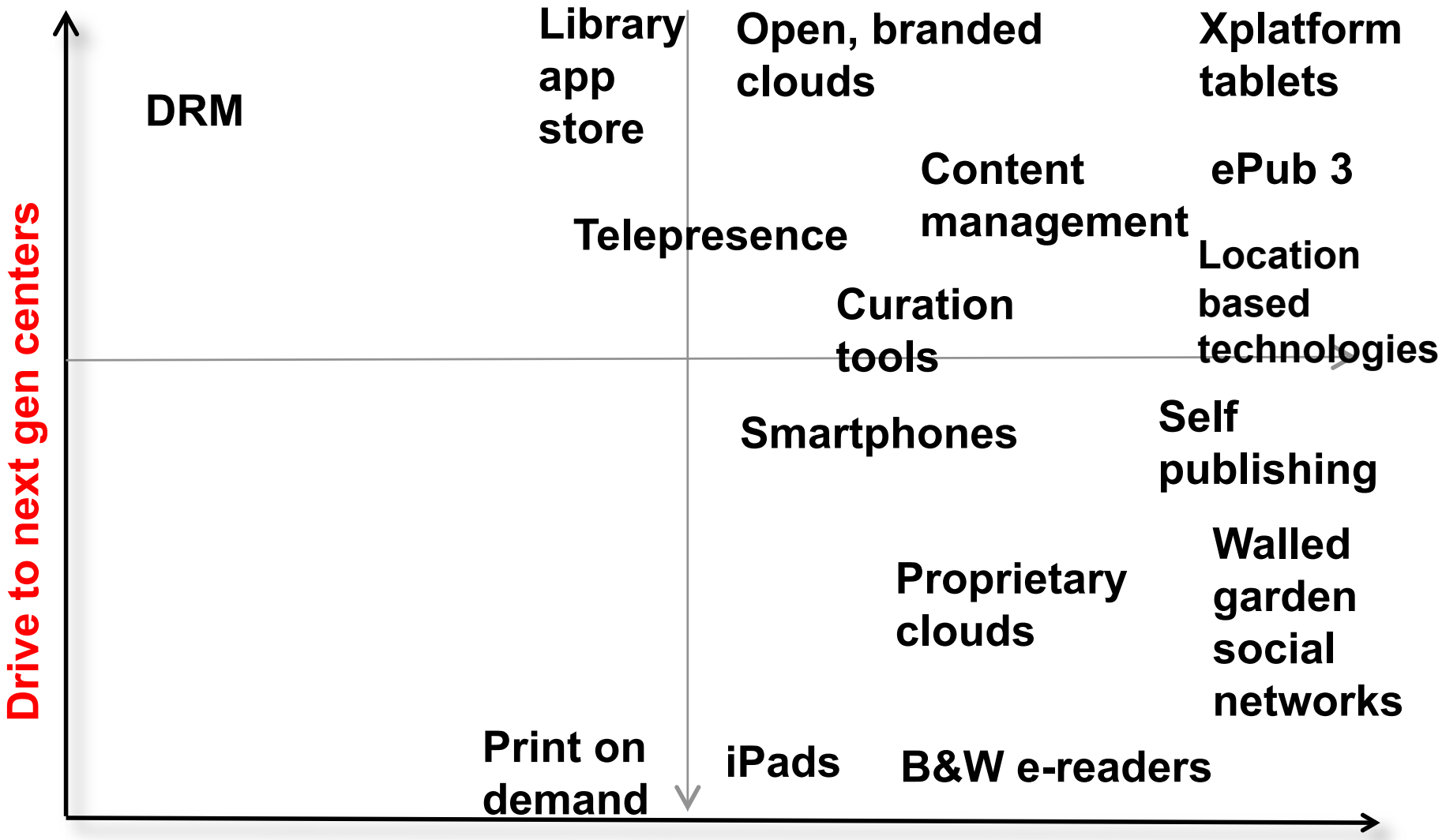
Technology Roadmap



Future needs of patrons

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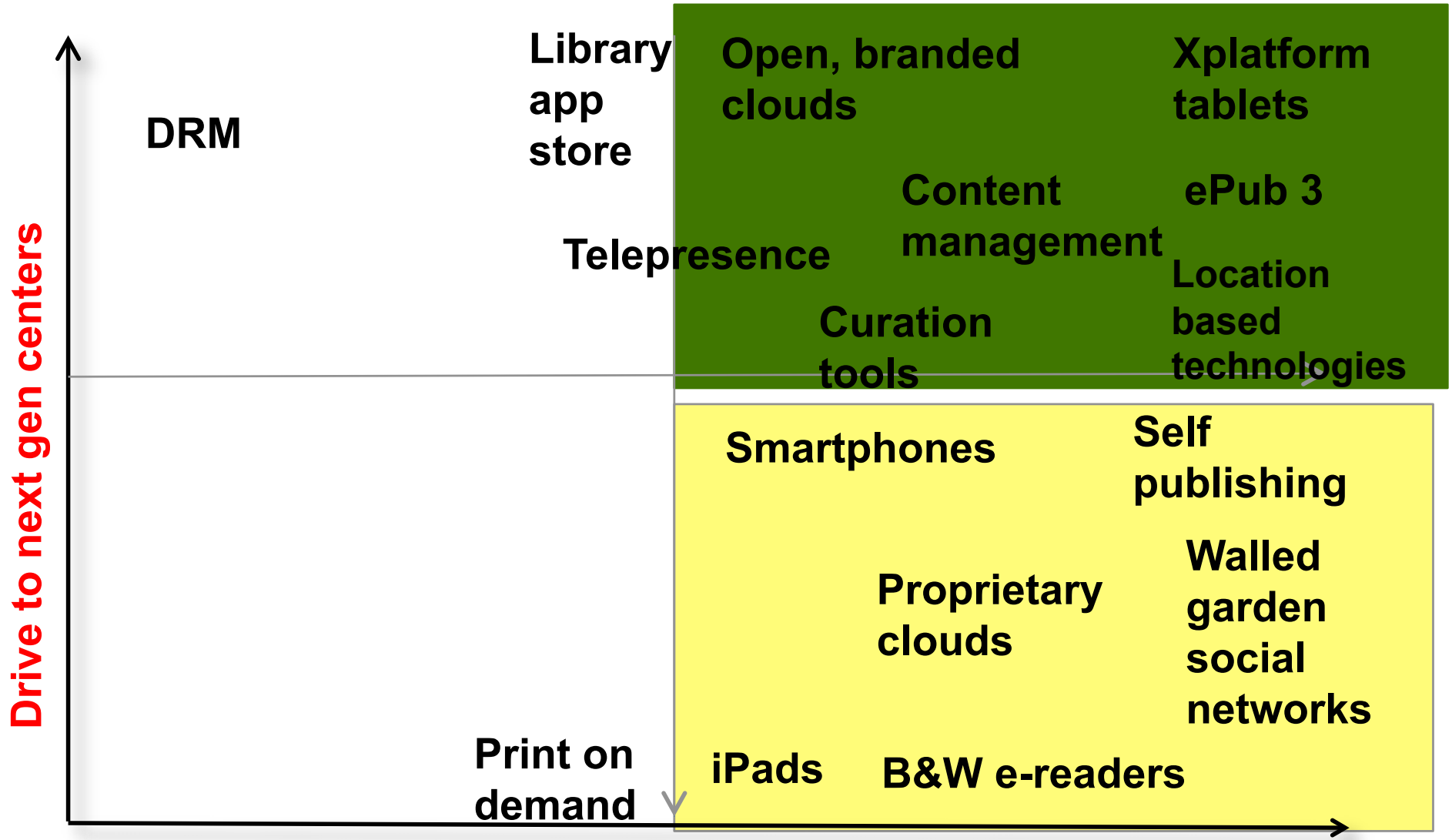
Technology Roadmap



Future needs of patrons

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The Library Cloud

Your Brand Here!

Ingest, transcode, manage, store, distribute

Search, recommend

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Feeding Content Foragers

Home

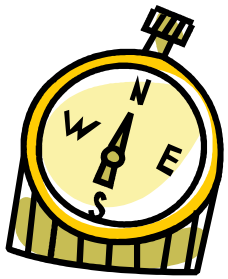
Workplace

Leisure

In transit

Library

My cloud



Device agnostic; experience and utility fits the access point; transparency between mobile and fixed yet location smart

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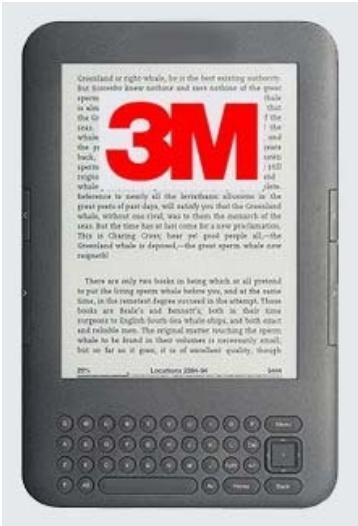
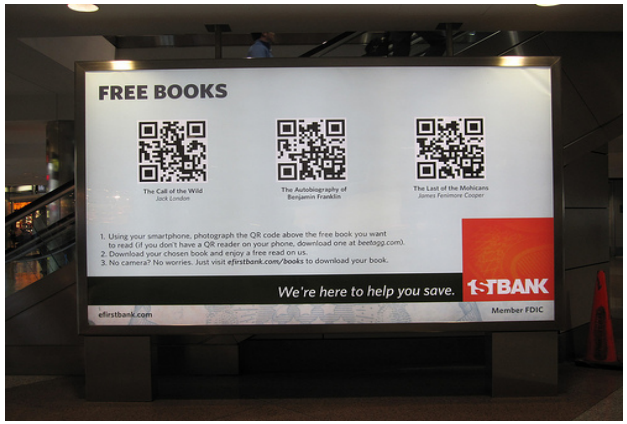
Technology Will Empower Foraging

Kiosks

Clouds





Barcodes

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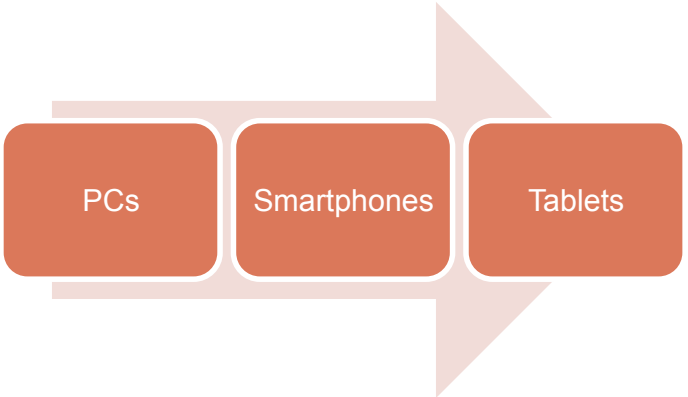
Consumerization of IT



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The Creation Center

- Libraries are well positioned to become content creation centers
  - Content needs are exploding
  - On site learning transforms into hands-on work
  - Content management systems are increasingly easier to use
  - Ties to local and hyperlocal journalism are natural
  - Barriers to entry and miminal
  - The library brand has meaning

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The Library as a Brand

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Libraries As Social Hubs

- "People use libraries less frequently to borrow books, but more frequently than ever to gain access to the Internet, to use libraries as more of a social hub than as a repository." – Brooklyn Public Library President and CEO Linda Johnson

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What Social Means to Libraries

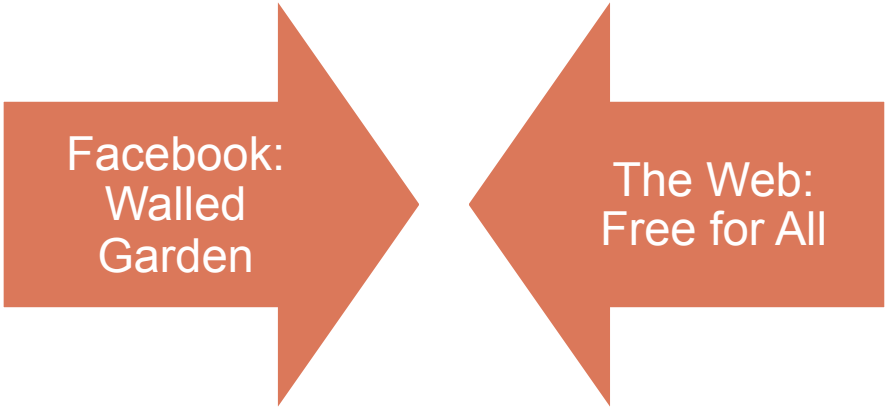
- Libraries have always been social
  - Book clubs
  - Community meetings
  - Classes
  - Librarians as curators = recommendation engines

Reach enormous audience

Profile your Fans and Likes

Easy sharing of content

Platform for content distribution



Loss of brand

Closed environment

Closed platform for distribution

Privacy

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The Evolving Role of Curation

The Need:

Read, categorize and recommend large and growing) amounts of content

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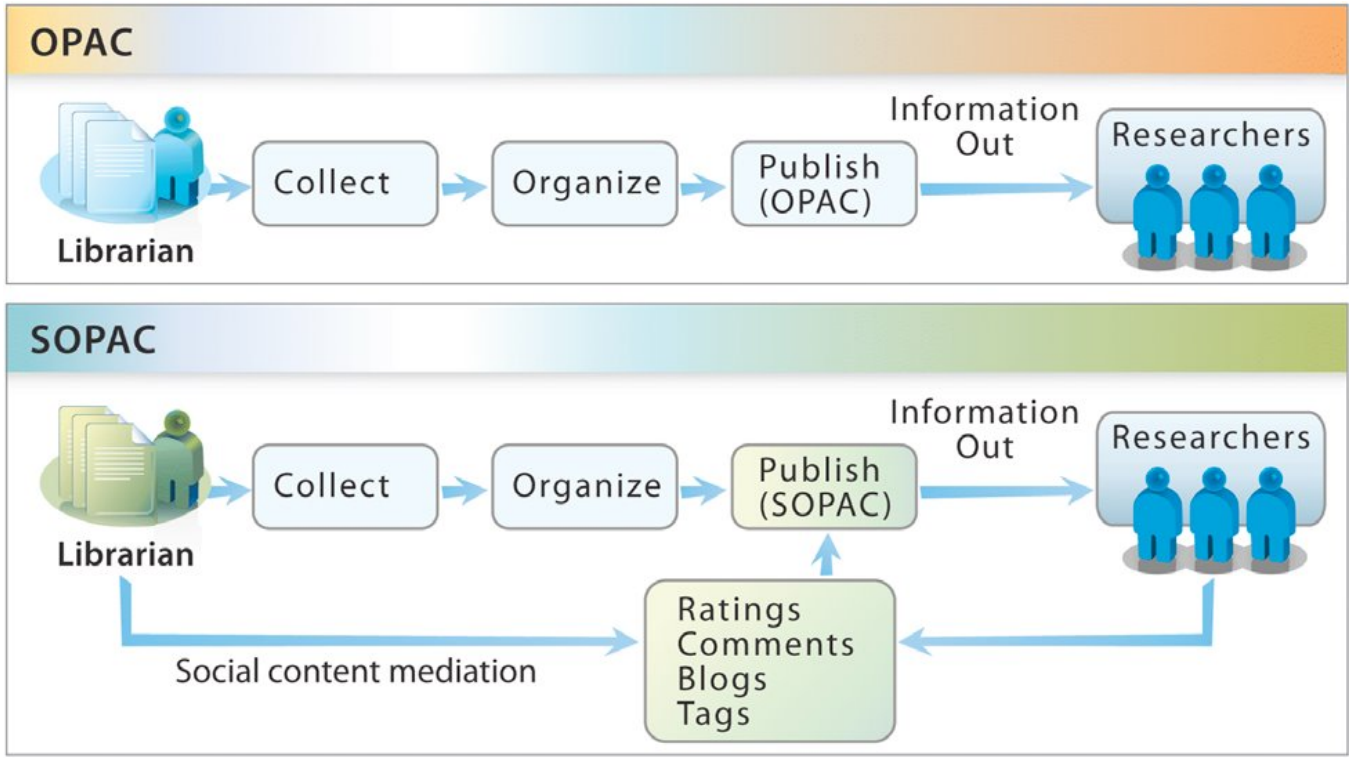
Being Social: The Librarian as Curator



Inmagic, 2000

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Conclusions

- First and foremost the library is a brand that can be extended into new directions
- The technological transformation of libraries must begin by weighing and satisfying the needs of disparate stakeholders
- The library must continue to be the center of knowledge that stays in touch with the technology curve
- The library has always been social; building on those roots provides an advantage to expanding the brand
- Librarians are positioned to be the ultimate curators—they need the tools to make them more efficient and social

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