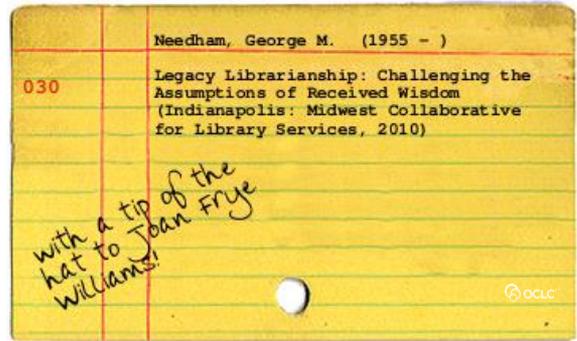


"I need someone well versed in the art of torture—do you know PowerPoint?"



"Legacy Librarianship"

Assumption: Libraries are the "go-to" place for information

Where do you start an information search?

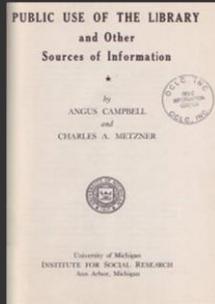
Search engine	82%
E-mail	7%
Topic specific web sites	3%
Online news sites	2%
IM	1%
Online bookstore	1%
Online database	1%
Library web site	1%

Source: Perceptions report

Where would you go for information on nutrition?

Consult a professional source	56%
Look it up in a book	18%
Ask a friend/family member	9%
Consult a magazine	8%
Consult a library	1%

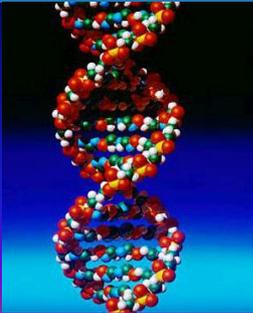
The Public Library Inquiry, 1947 



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?

OCLC™

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?

OCLC™

Give me the reading life!

OCLC™

Embrace new forms and formats for reading

OCLC™

Emphasize abundance

OCLC™

For example...

OCLC™

Examples from OCLC's publication, "How Libraries Stack Up 2010"

No ticket required

- U.S. public library visits: 1.4 billion
- U.S. movie attendance: 1.3 billion
- U.S. sporting event attendance: 218 million

It's in our wallets

Library cards are about as prevalent as credit cards. Two-thirds of Americans have a library card. For many young people, the first card in their wallet is a library card.

181 million credit cards
151 million library cards

Getting technical

U.S. public libraries offering free technology classes: 5,400

4,000 businesses offering computer training

Assumption: People won't find the "good stuff" on their own

OCLC

Sometimes, that's true...

OCLC

But we also have our supporters!

OCLC

Self-directed service

OCLC

travelocity

South Carolina
With \$50 off 3-Night Hotel Stays
South Carolina is Made for Affordable Summer Escapes

The world is yours to travel

Best Deals
New! Top Secret Hotels
Get Away this Labor Day
Top Secret Hotels Save up to 45%

Book My Trip
My Deals
Explore Destinations
My Travelocity

Save with Packages:
 Flight + Hotel
 Flight + Hotel + Car
 Hotel + Car
 Last Minute Deals

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 From: [] To: [] Total: []
 Exact Dates
 +/- One to Three Days
 My Dates are Flexible

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 • Easy Tools & Help
 • Personalized Guidance

SECURE LOG ON
 User ID: [] Password: []
 Accounts: []
 LOGIN

Get Quotes | DOW 10874.91 | NASDAQ 2287.63 | S&P 500 1128.73 | 10 Yr T-Note 2.96%

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5-STAR TRADING TOOLS

E*TRADE Securities Rates for Online Broker by SmartMoney Magazine, May 2010 Broker Survey, based on the following categories: Trading Tools (5 stars), Customer Service (5 stars), Banning

Redeployed reference

Assumption: Civilians value library confidentiality

Extremes usually don't work

Neither... Nor...

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

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

Service:	Percent who say they would use new service	
	Of those who never have used the library	Of those who have used the library but not in last year
Movies	22	47
Rental films	8	27
Phonograph records	10	21
Study groups	8	19
Club rooms	3	4

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!

Let's continue the conversation

Email:
needham@oclc.org or
george@georgeandjoan.com

Website:
<http://www.oclc.org> or
<http://www.georgeandjoan.com>

Podcasts:
<http://feeds.feedburner.com/InfoblogGeorgeAndJoan>

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