



KILLING LIBRARIANSHIP

R . D A V I D L A N K E S

P R O F E S S O R & D E A N ' S S C H O L A R F O R N E W
L I B R A R I A N S H I P

S Y R A C U S E U N I V E R S I T Y ' S I S C H O O L

W W W . D A V I D L A N K E S . O R G

What Will Kill Our
Profession Is Not
Ebooks, Amazon Or
Google, But A Lack Of
Imagination

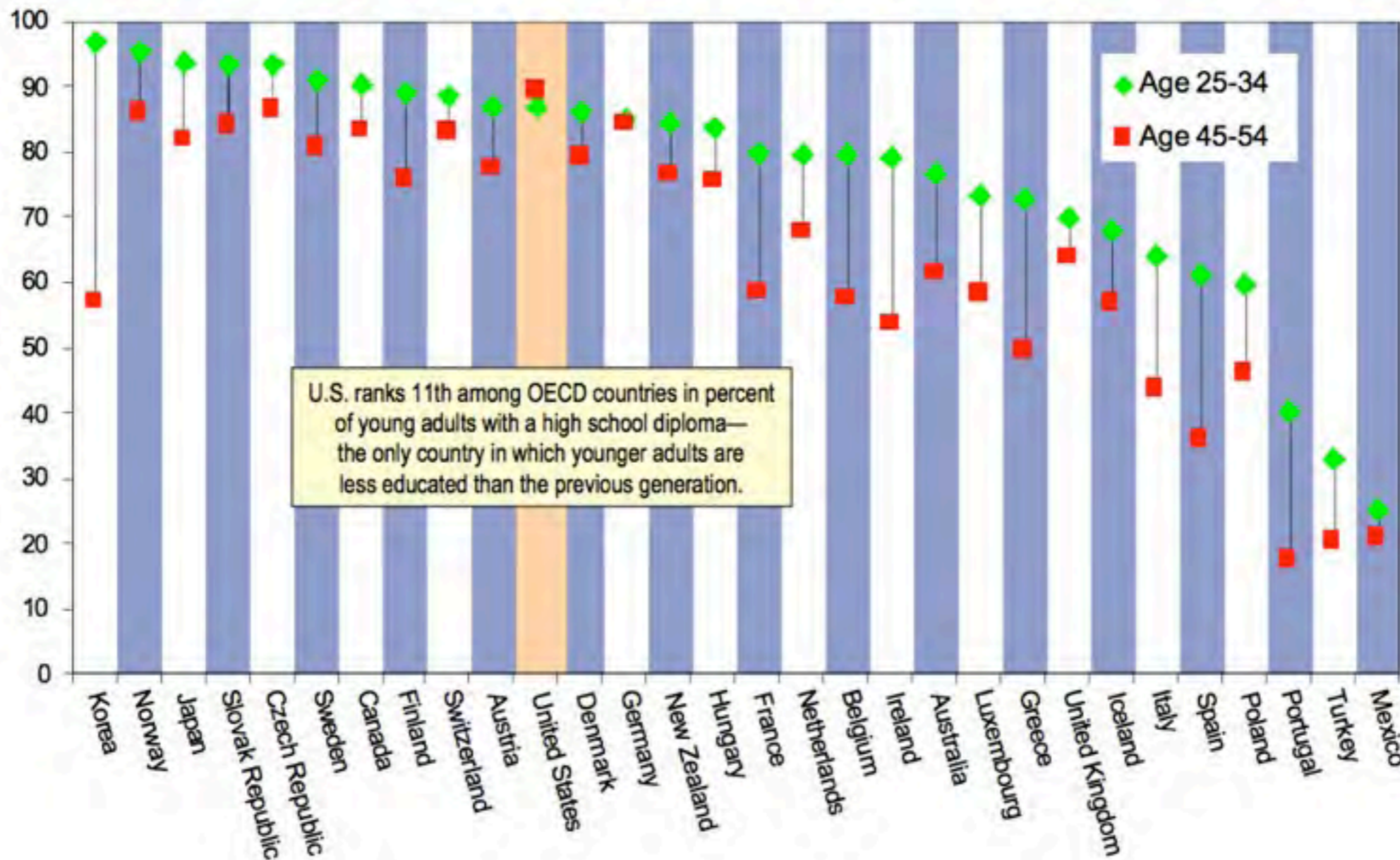


Think BIG!



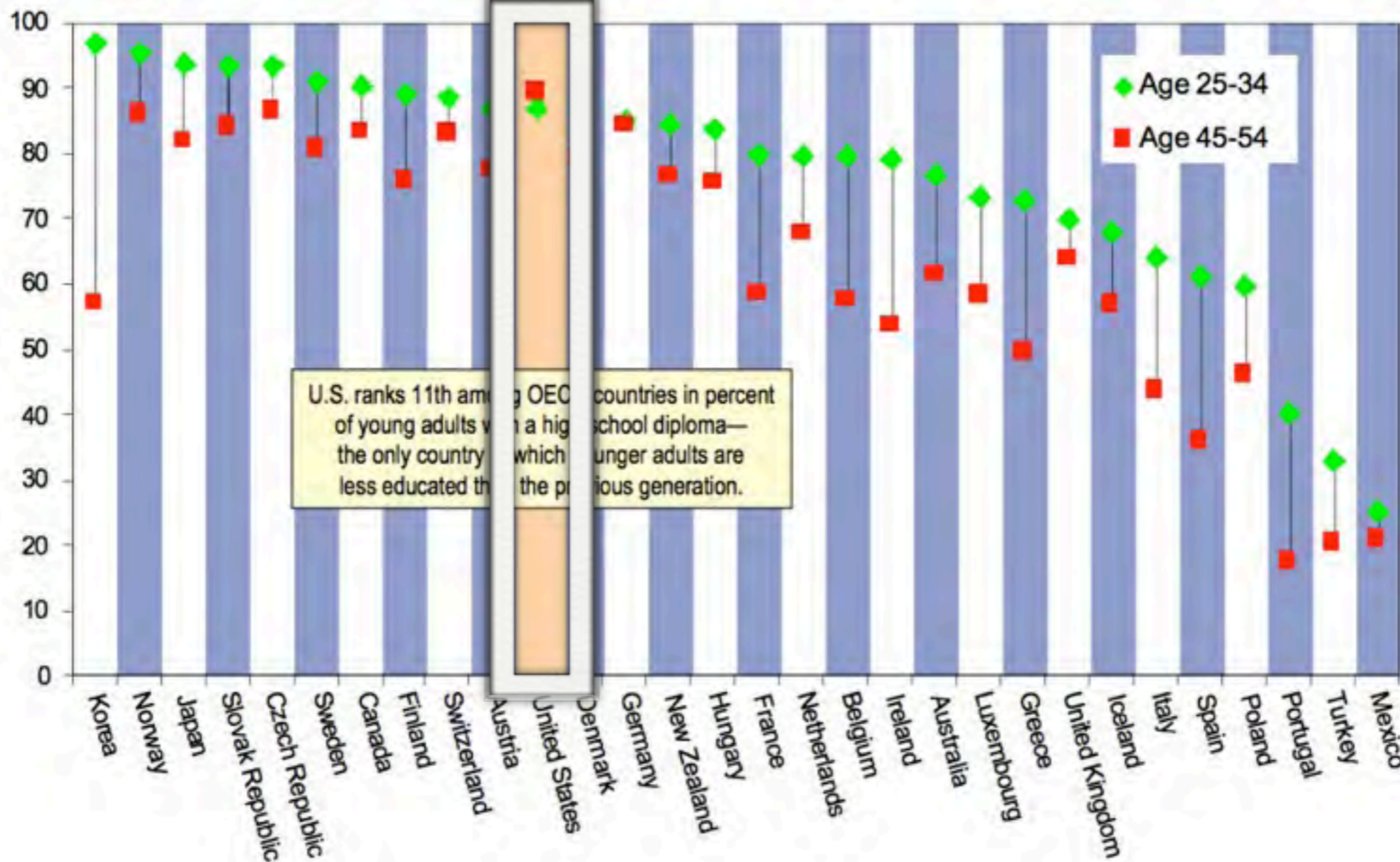
Think BIG!

Percent of Adults with at Least a High School Diploma by Age Group, 2004



Think BIG!

Percent of Adults with at Least a High School Diploma by Age Group, 2004

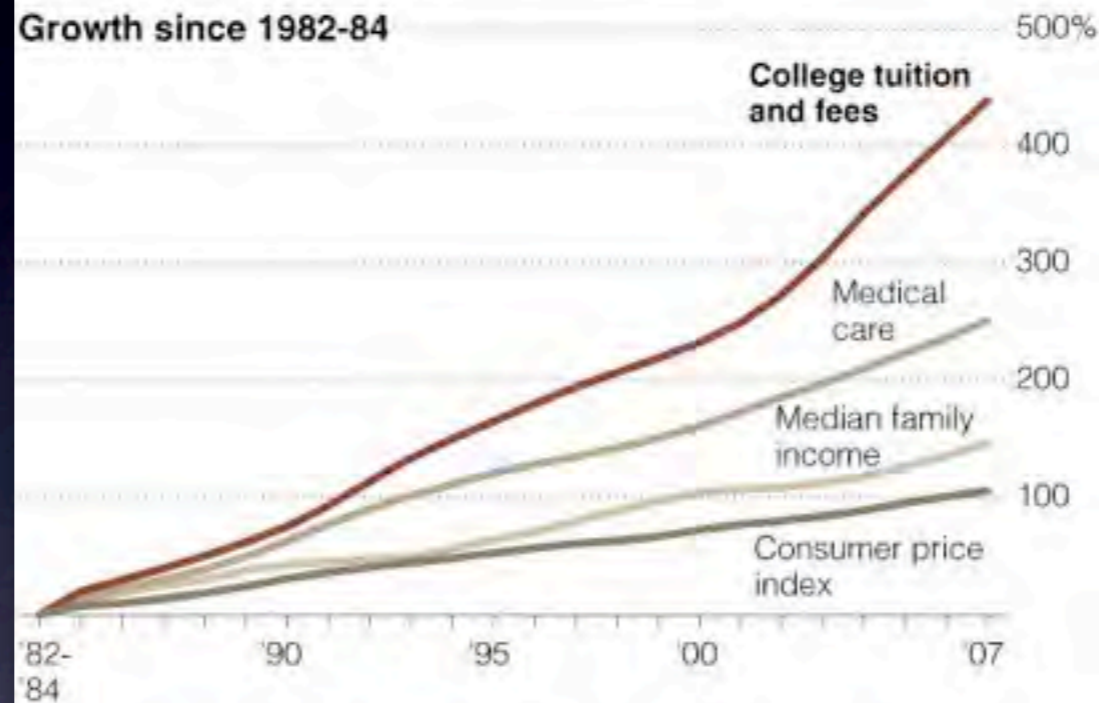


Think BIG!

<http://blogs.wsj.com/economics/2010/08/09/student-loan-debt-surpasses-credit-cards/>

Soaring College Tuitions

College tuition continues to outpace median family income and the cost of medical care, food and housing.



Net college costs as a percentage of median family income*

INCOME CATEGORY	FOUR-YEAR PUBLIC		TWO-YEAR PUBLIC	
	1999-2000	2007-8	1999-2000	2007-8
Lowest	39%	55%	40%	49%
Lower-middle	23	33	22	29
Middle	18	25	15	20
Upper-middle	12	16	10	13
Highest	7	9	6	7

Note: Net college costs are tuition and room and board minus financial aid.

Source: "Measuring Up 2008," The National Center for Public Policy and Higher Education



OPINION

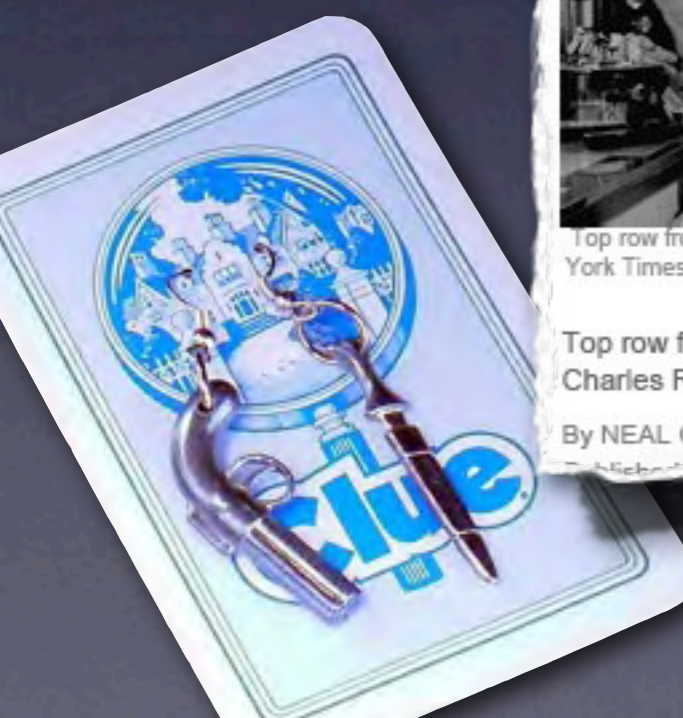
The Elusive Big Idea



Top row from left: Hulton Archive/Getty Images, Archives of the California Institute of Technology, Hulton Archive/Getty Images, Neal Boenzi/The New York Times. Bottom row from left: Alfred Eisenstaedt/Time & Life Pictures — Getty Images, Associated Press, Tim Gidal/Picture Post — Getty Images, Bernard Gotfryd/Getty Images

Top row from left: Marie Curie, Albert Einstein, George Washington Carver and Betty Friedan. Bottom row from left: Charles R. Drew, Germaine Greer, John Maynard Keynes and Marshall McLuhan.

By NEAL GABLER



FLORIDA'S OLDEST WEEKLY NEWSPAPER

NEWS LEADER

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Opinion

VIEWPOINT/Save our libraries, fire the librarians

By Mike Thompson/Amelia Island

In recent months, Nassau County and Fernandina Beach commissioners unmistakably have colluded with unelected government employees and plotted a course that defies the economic realities for Nassau County taxpayers - most of whom are strapped for cash and thoroughly disgusted with politicians (and other public "servants") who peddle foolish, costly agendas in such bad economic times.

Case in point: Building an expensive new library in downtown Fernandina Beach for which there is no discernible or stated public need (and most official discussions about it are shrouded in secrecy).

Your out-of-touch library bureaucrats, who have spearheaded the furtive demand for swankier new digs, cannot offer one cogent reason for their proposed extravagance, except to sigh that the existing, 7,877-square-foot downtown library is "inadequate." (Inadequate for what? A tsunami-like mob of bibliophiles expected to line up one day outside the attractive, classic red brick North Fourth Street library, clamoring to fondle its musty Dewey Decimal System?)

So now we have the bizarre, contradictory situation of county and city commissioners 1) stating that because of tight budgets it may be necessary to shorten librarians' work-hours, but 2) bargaining behind closed doors to purchase an old building on Centre Street that's almost twice the size of the current library and would need, presumably, more librarian work-hours (plus costly remodeling). To compound the outrage, the county attorney and city manager want taxpayers to cough up cash not for one but two



THE BEECH STREET GRILL

**MAKE YOUR
RESERVATION HERE!**

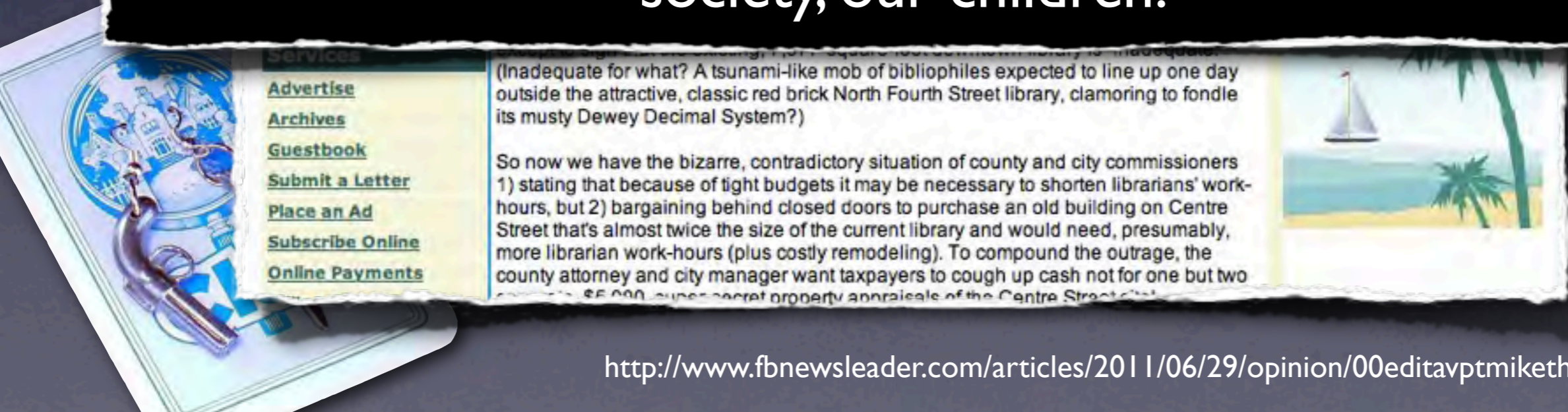
Real Estate Listings

on the coast of
Georgia and Florida





While local taxpayers pick up the biggest tab for America's libraries, most librarians are little more than unionized pawns for the social-activist bosses of the American Library Association (ALA)...Today, 136 years later, ALA controls 62,000 members and, through its czarist accreditation program of many libraries, largely dictates what books are available for the most impressionable members of U.S. society, our children.



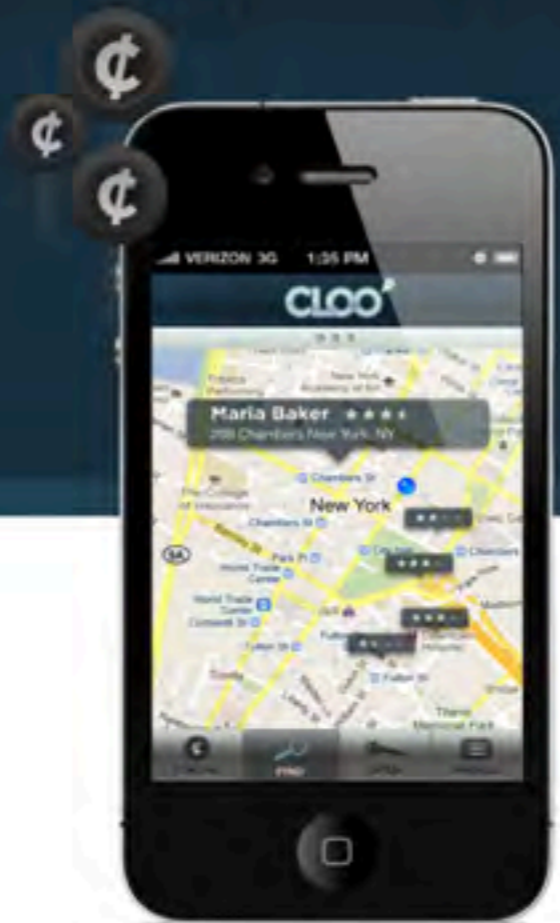
How It Works

About CLOO'

Contact

CLOO'

COMMUNITY + LOO



Here's a Riddle

How many public bathrooms are there in your city?
Answer: As many as you want.

For the cost of a latte, CLOO' turns residential bathrooms into bathrooms that you, your friends or friends of friends can use.

"CLOO', a future startup that may prevent you having to pee your pants.

—Rosie Grey, *The Village Voice*

"The lines at Starbucks would definitely decrease (and maybe get less smelly).

—Creativity-Online.com

"I'm sure this will work great for some people, but, I dunno, I'm more private. I don't even like my friends.

—Geokologie.com



FAKE GIRLFRIEND.co

Are you tired of being embarrassed by the fact that you don't have a girlfriend?
Do you wish that you could get interrupted by a loving phone-call during man time?
Let me introduce you to FakeGirlfriend.

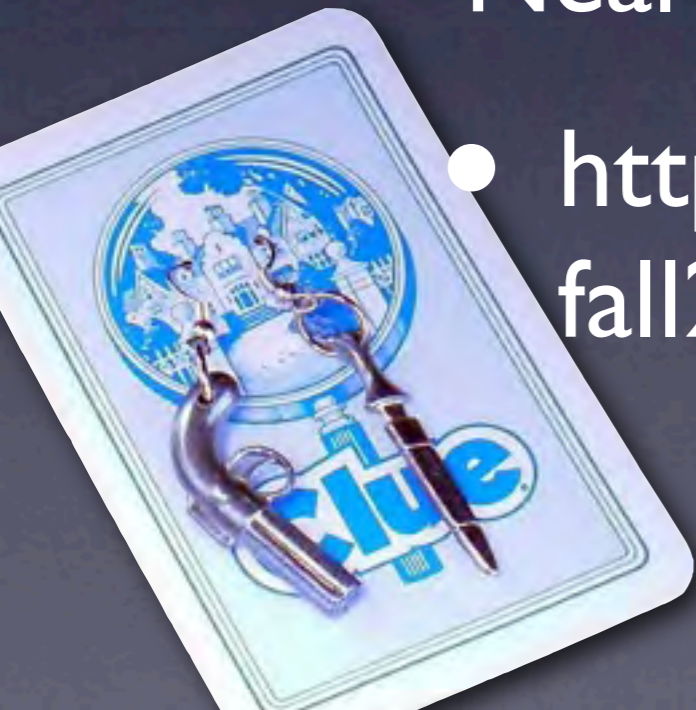
HOW IT WORKS

1. Save **(212) 804-6979** to your phone under your "girlfriend's" name.
2. When you're out with your friends, **send a text** to the FakeGirlfriend number.
3. FakeGirlfriend will respond with a random **girlfriend-esque message**.
4. About a minute later, FakeGirlfriend **will call** you with a pre-recorded message.
5. After you hang up, **tell everyone** how great your "girlfriend" is.

[Tweet](#) 712[Like](#) 4K

The Limitations of Small Ideas

- Drive to Monetization
- Me Too Mentality
- Patent Trolls
- Neal Stephenson
- <http://www.worldpolicy.org/journal/fall2011/innovation-starvation>



What Does This Have To Do With Libraries?

- Libraries are No Strangers to Big Ideas:
 - From Chained Books to Open Stacks
 - Public Library:
 - Franklin, Carnegie, & Pepper
 - World Wide Network of Services



Innovation



Innovation



Entrepreneurship



Innovation



Entrepreneurship



Risk



Innovation



Entrepreneurship



Risk



Capital



Innovation

Entrepreneurship
Risk
Capital

Masses (Internet)



Innovation

Entrepreneurship
Risk
Capital

Masses (Internet)
Expertise



Innovation

Entrepreneurship
Risk
Capital

Masses (Internet)
Expertise
Time



Innovation

Entrepreneurship

Risk

Capital

Market Place of Capital

Masses (Internet)

Expertise

Time



Innovation

Entrepreneurship

Risk

Capital

Market Place of Capital

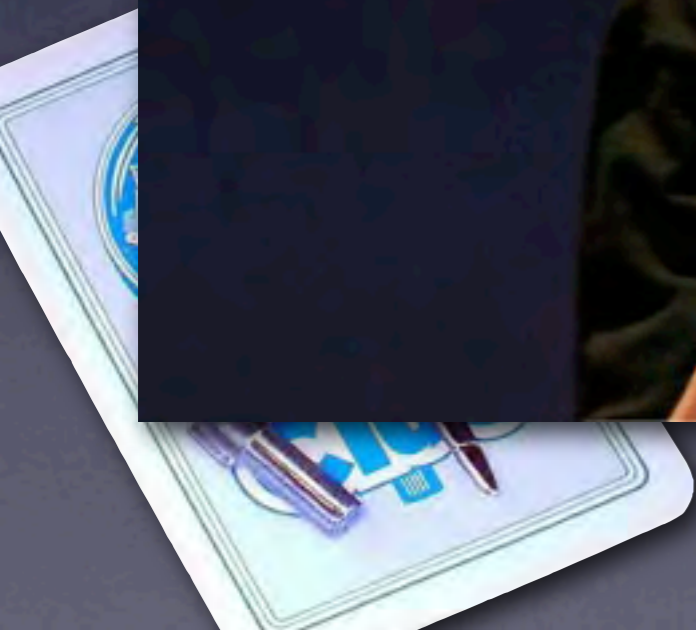
Market Place of Ideas

Masses (Internet)

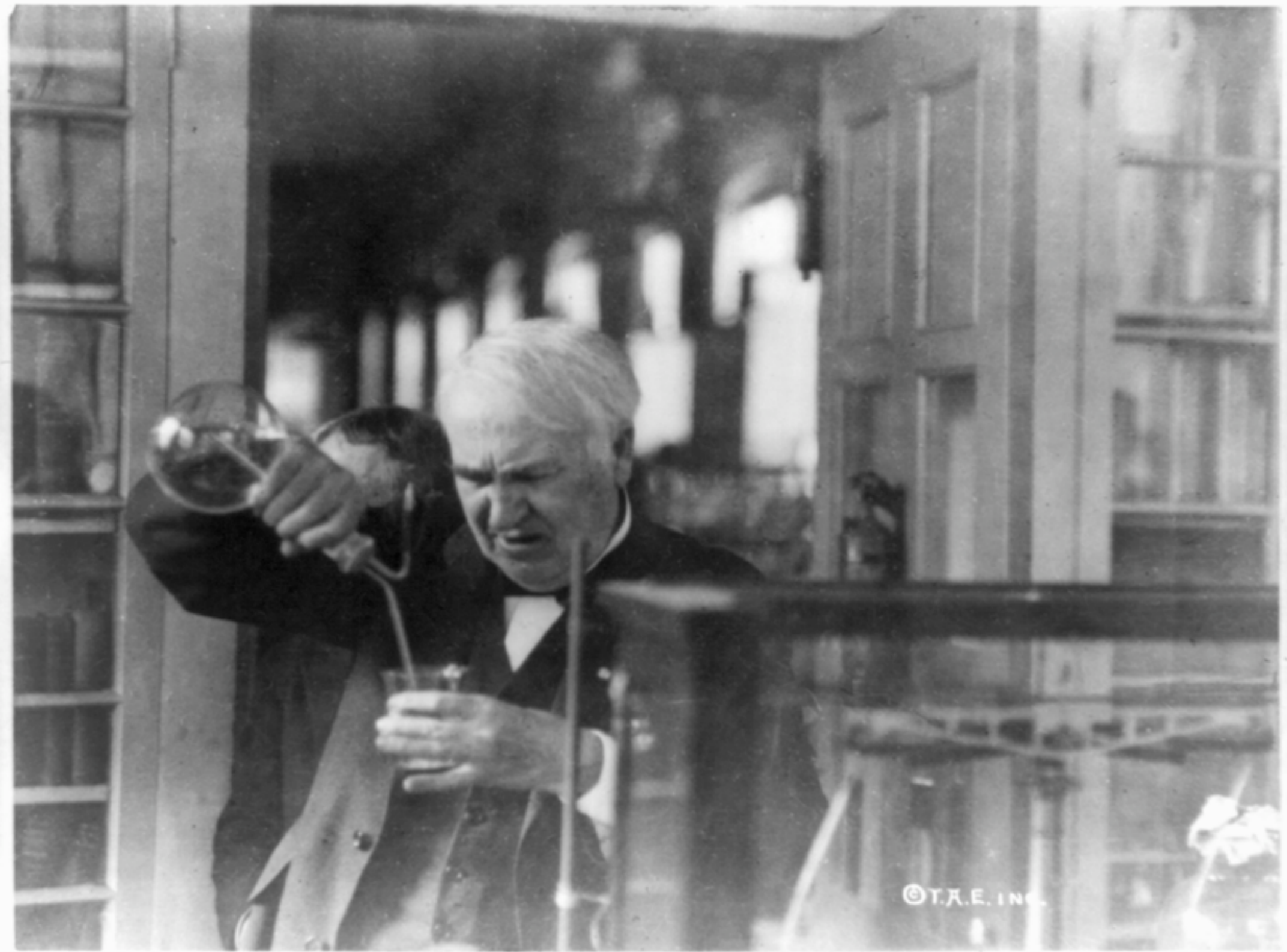
Expertise

Time











Participation

- You are not a user, you are not a customer, or consumer - you are a participant in control of your world and able to shape your own learning and environment...

So are those we seek to serve.



What do we call them?

User

Patron

Reader

Customer

Information Consumer



What do we call them?

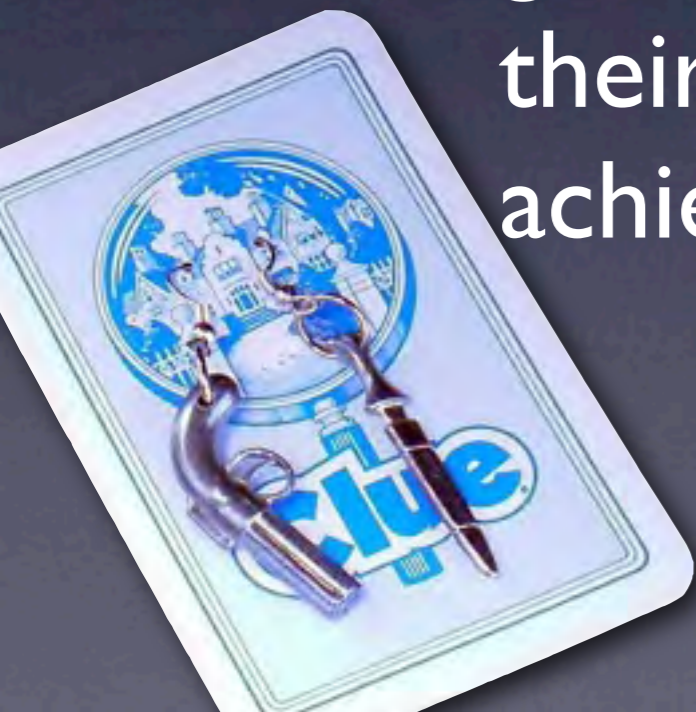


Members

Democracy

The public library has been historically a vital instrument of democracy and opportunity in the United States.... Our history has been greatly shaped by people who read their way to opportunity and achievements in public libraries.

- Arthur Schlesinger



Democracy

There is not such a cradle of democracy upon the earth as the Free Public Library, this republic of letters, where neither rank, office, nor wealth receives the slightest consideration.

- Andrew Carnegie



Democracy

A democratic society depends upon
an informed and educated citizenry.

- Thomas Jefferson



Democracy

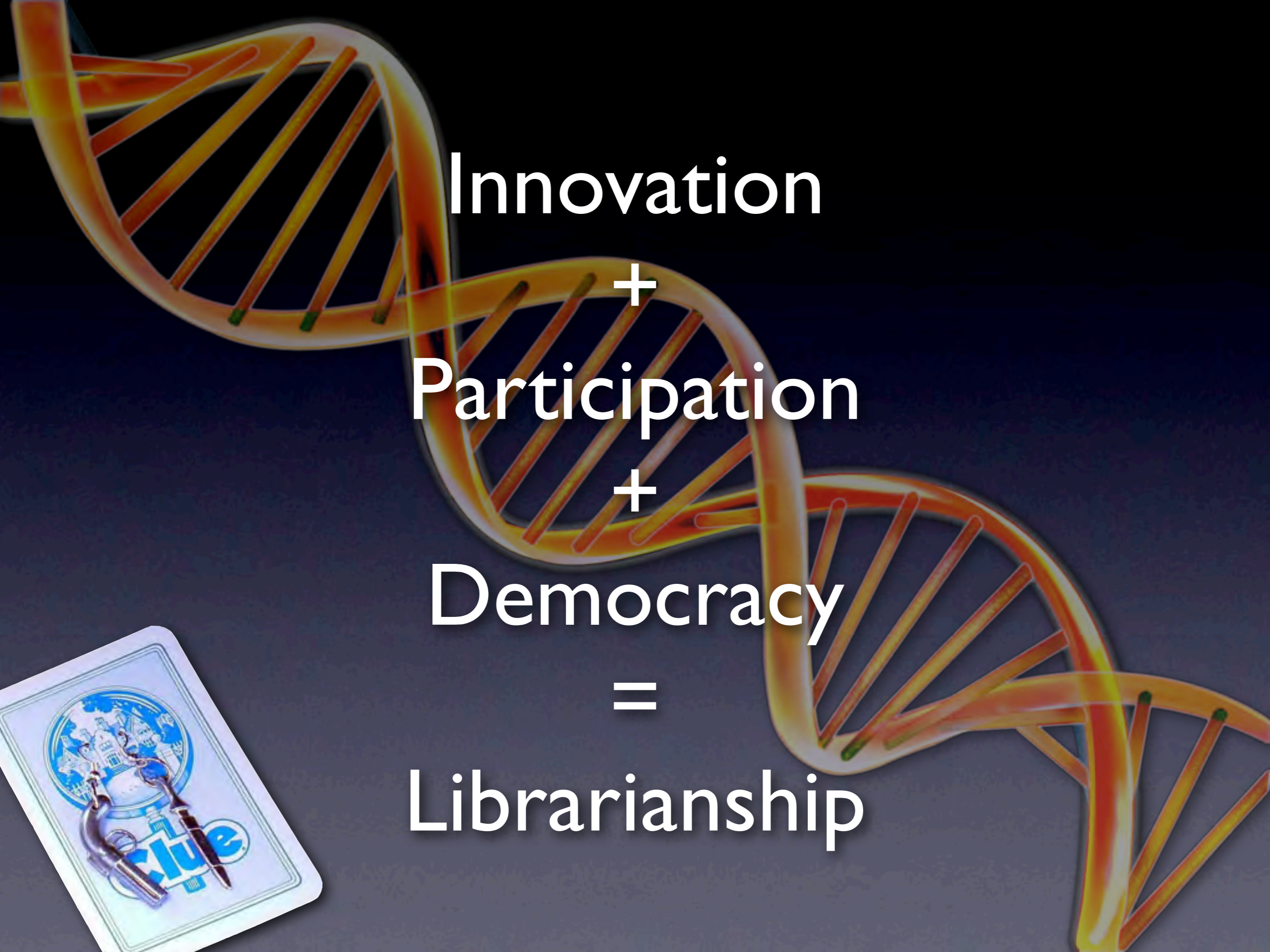
All tyranny needs to gain a foothold is for people of good conscience to remain silent.

-Thomas Jefferson



Democracy





Innovation

+

Participation

+

Democracy

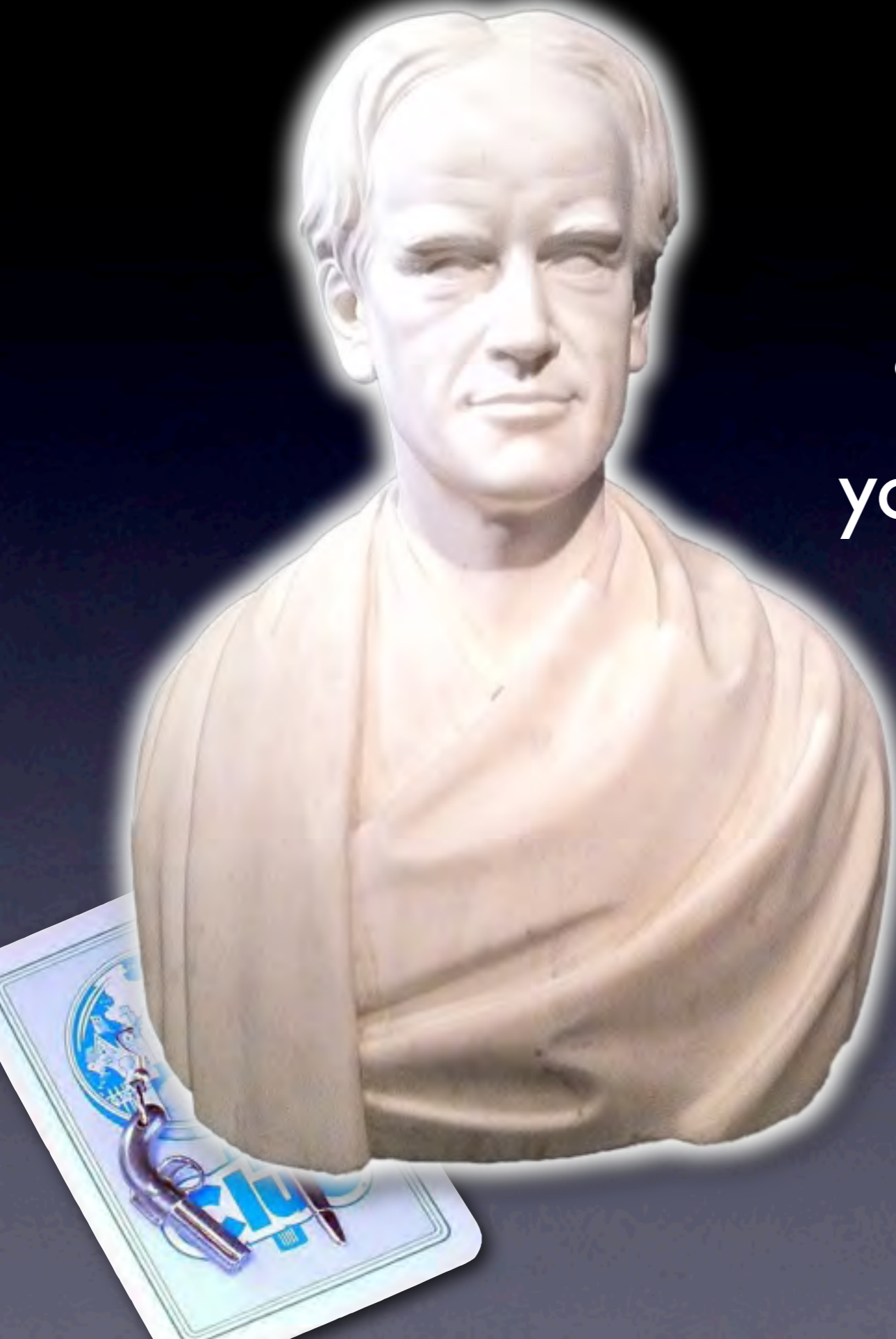
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Librarianship



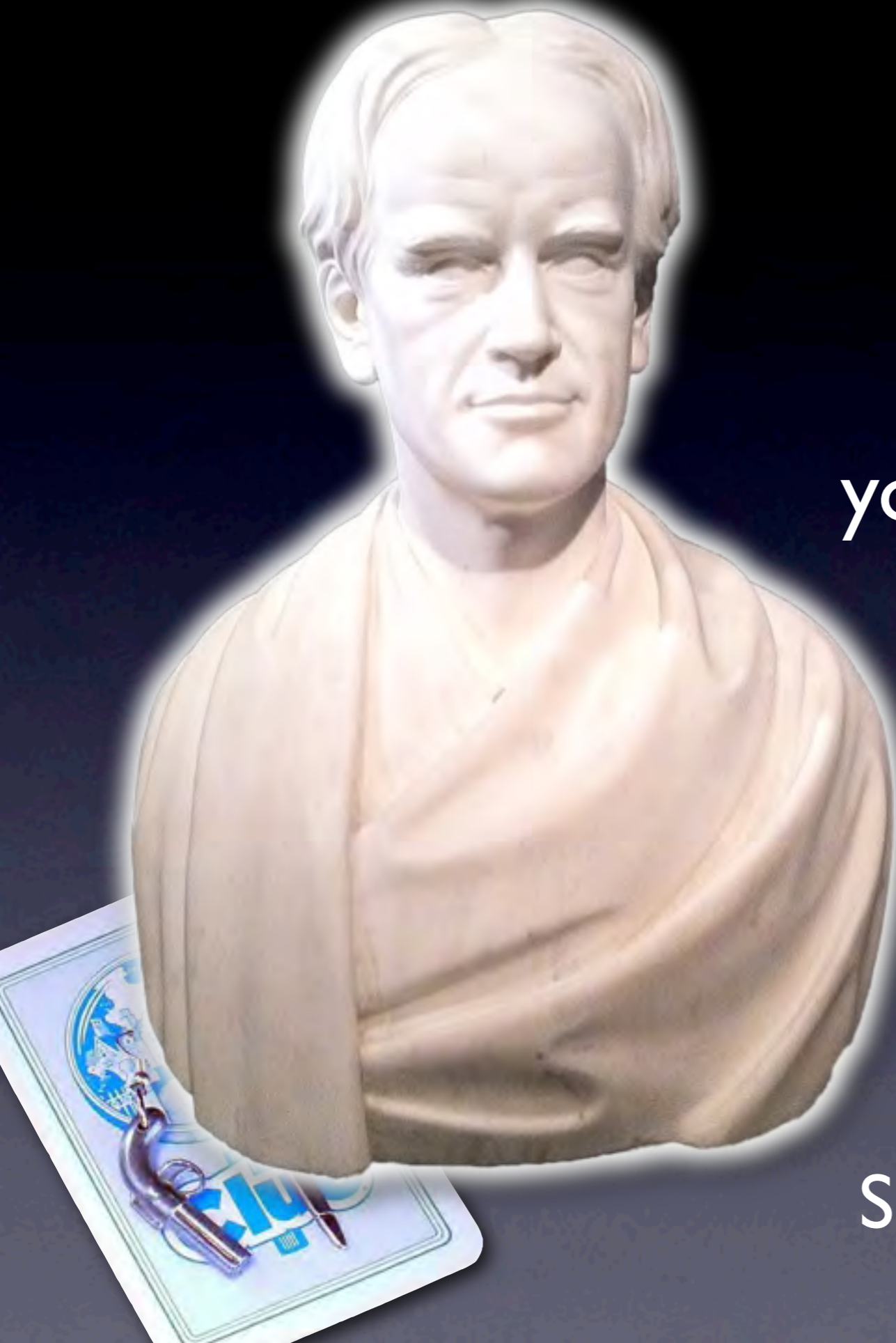
The Mission of
Librarians is to Improve
Society Through
Facilitating Knowledge
Creation in Their
Communities





“Be ashamed to die until
you have won some victory
for humanity”

- Horace Mann



“Be ashamed to die until
you have won some victory
for humanity”

- Horace Mann

SLIDES: www.DavidLankes.org