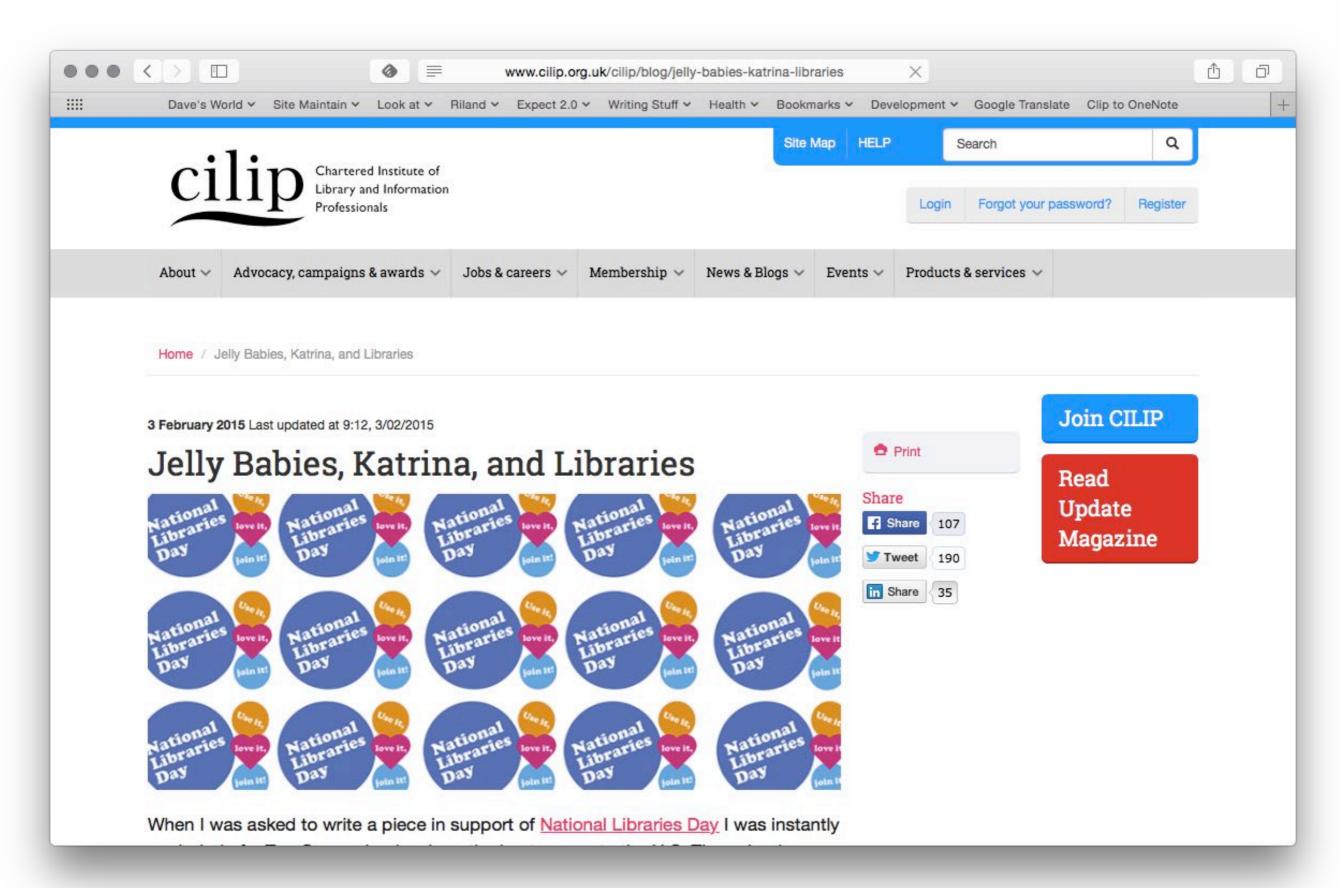
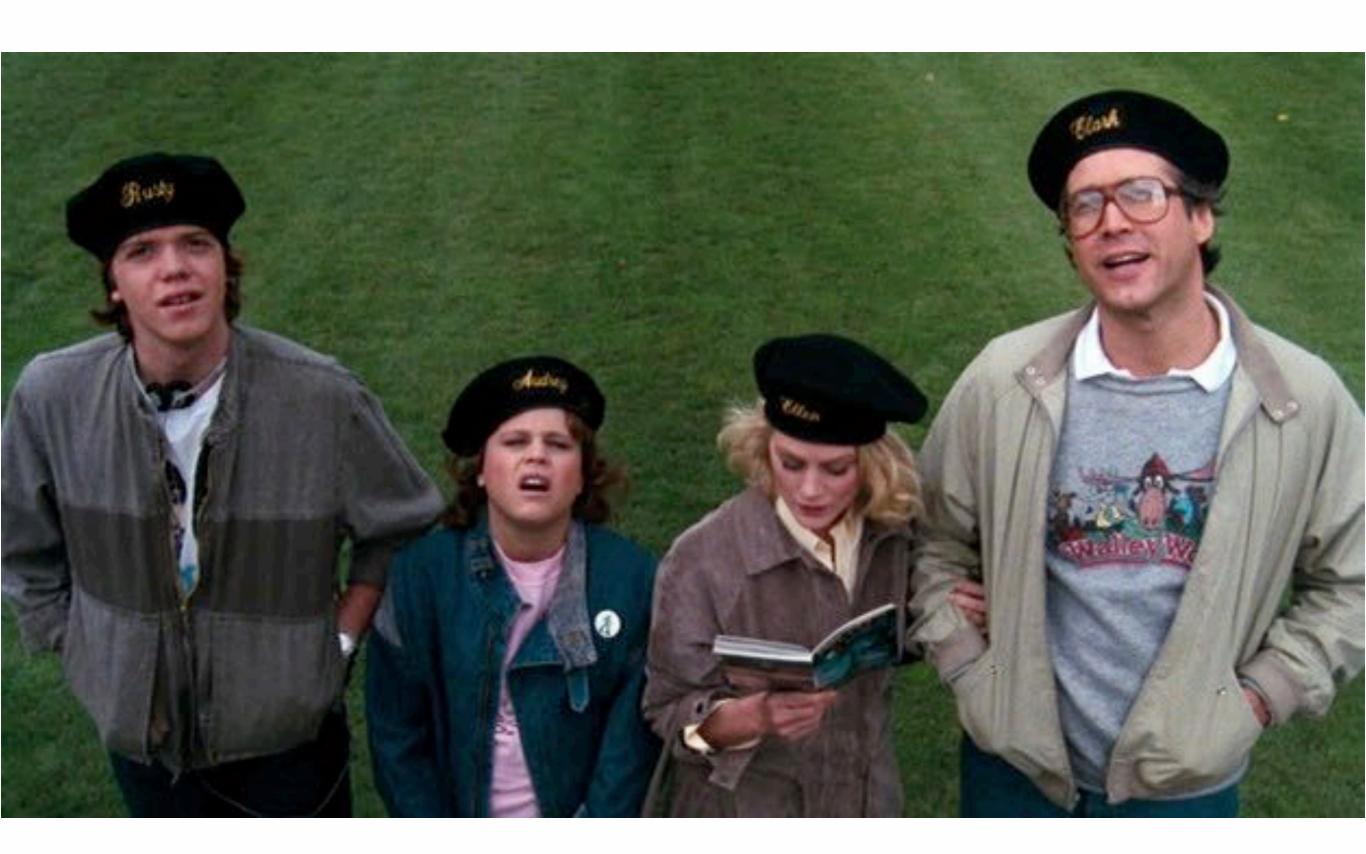
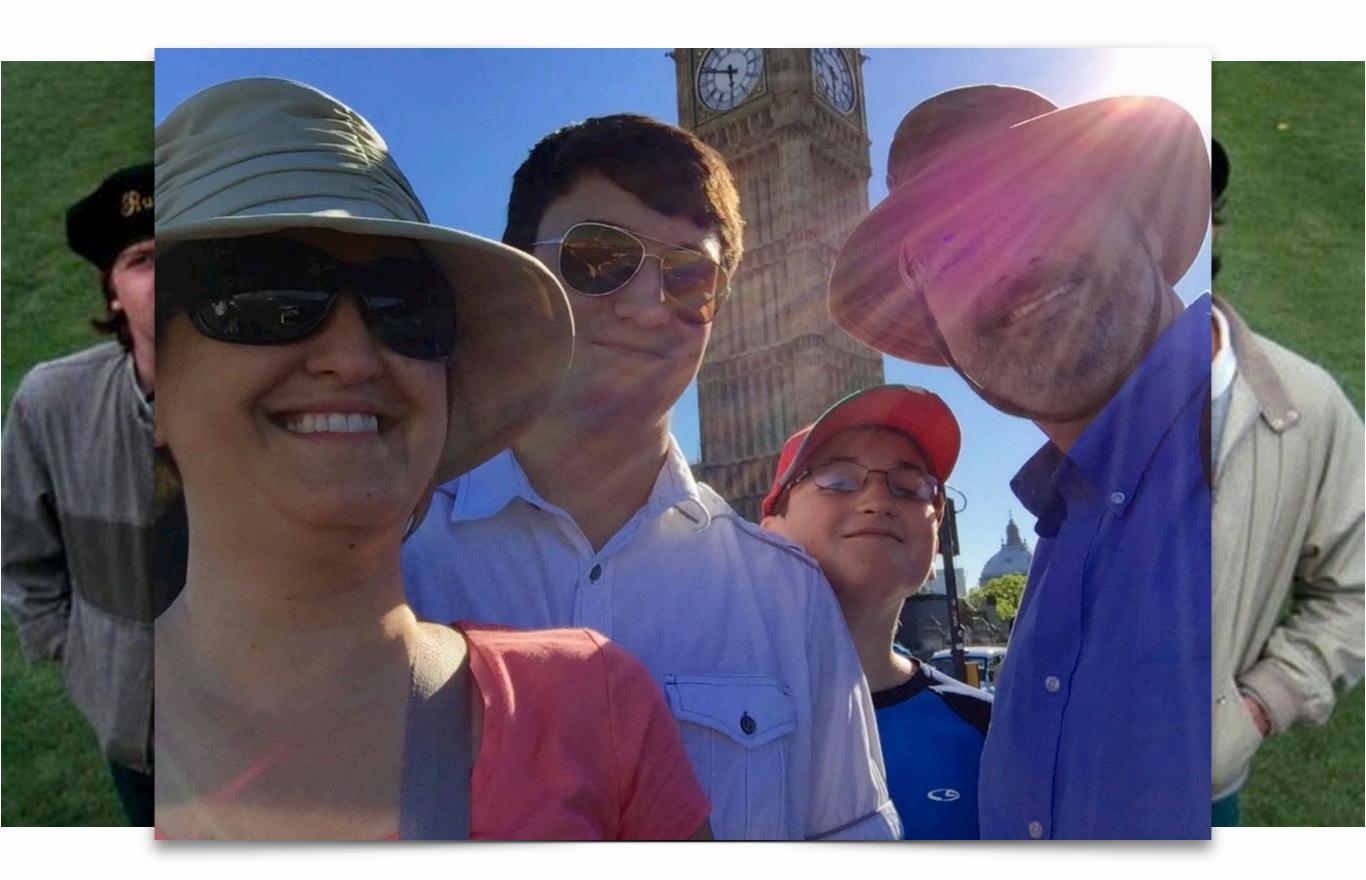


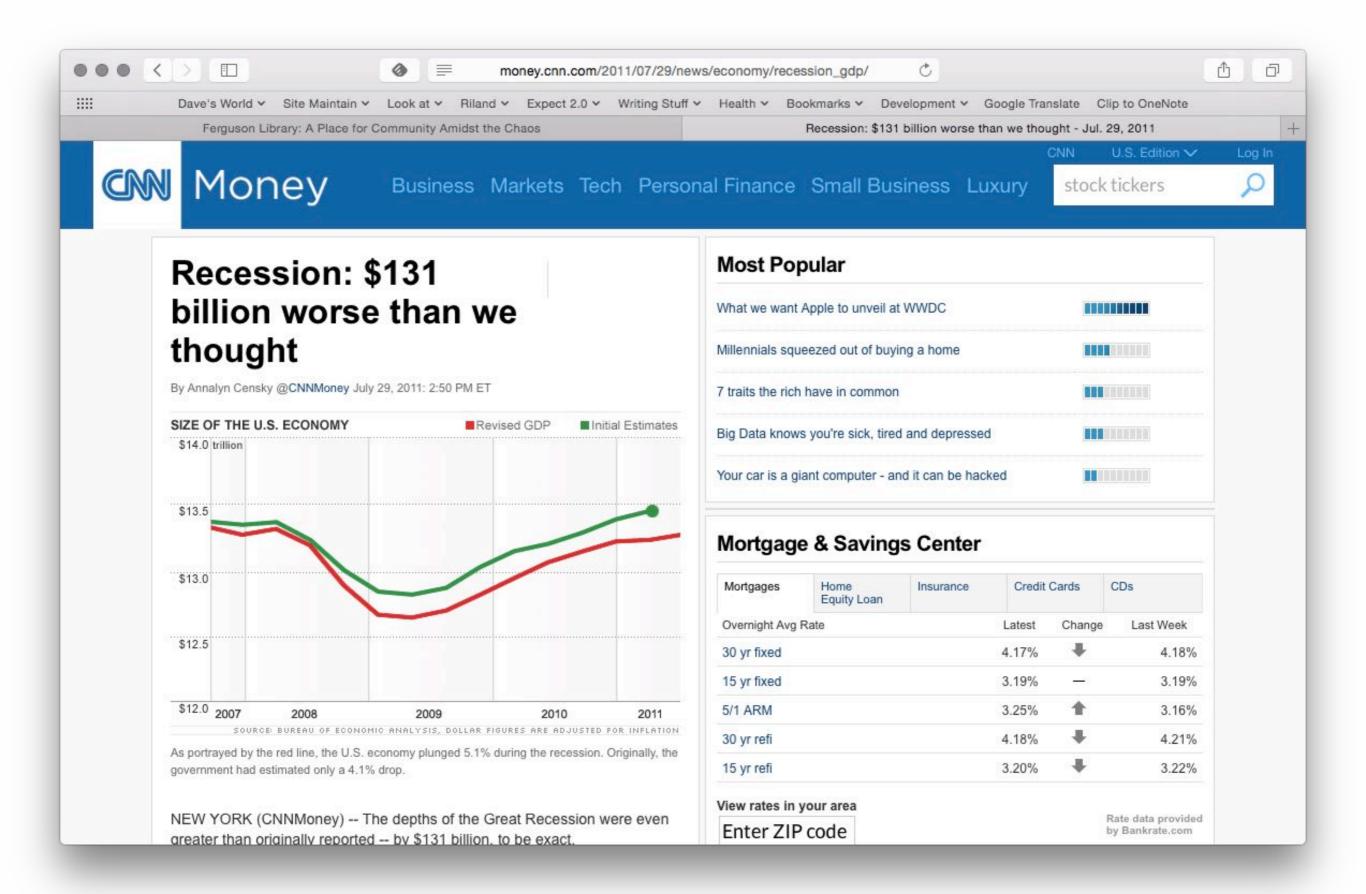
AN ACTION PLAN FOR WORLD DOMINATION THROUGH LIBRARIANSHIP

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Action Plan

- I. First Conquer Your Own Demons
- 2. Control the Narrative
- 3. Get Invited In By Being Present
- 4. Never Neutral-Add Value

First Conquer Your Own Demons: Competition



 Not Competing with Google or Amazon or Apple

librarian | 1ī'bre(ə)rēən |

noun

a person, typically with a degree in library science, who administers or assists in a library.

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library | 'lī brerē, -brərē |

noun (pl. libraries)

- a building or room containing collections of books, periodicals, and sometimes films and recorded music for people to read, borrow, or refer to: a school library | [as modifier] : a library book.
- a collection of books and periodicals held in a library: the Institute houses an outstanding library of 35,000 volumes on the fine arts.
- a collection of films, recorded music, genetic material, etc., organized systematically and kept for research or borrowing: a record library.
- a series of books, recordings, etc., issued by the same company and similar in appearance.
- a room in a private house where books are kept.
- (also **software library**)Computing a collection of programs and software packages made generally available, often loaded and stored on disk for immediate use.

ORIGIN late Middle English: via Old French from Latin *libraria bookshop*,' feminine (used as a noun) of *librarius 'relating to books*,' from *liber*, *libr-book*.'

- Librarians Make Libraries
 - The Mission of Librarians is to Improve Society through Facilitating Knowledge Creation in Our Communities

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- A Mandated Mediated Space (Virtual And/ Or Physical) Owned By The Community, Stewarded By Librarians, And Dedicated To Knowledge Creation

First Conquer Your Own Demons: Collections

- Recognize the Shift in Collections
- Recognize the Barriers in Service
 - "How can I help you?"
 - "What are you passionate about?"

First Conquer Your Own Demons: Books

- It's About Knowledge
 - Knowledge is NOT a thing
- Building Knowledge is Learning
 - Not Learning with Books, or Scrolls, or Databases, or Microfiche - JUST LEARNING
- Librarians Are Educators

First Conquer Your Own



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Control the Narrative

- Crisis Narrative: Useful, but Fleeting and Demoralizing
 - People Respond to Aspirations More Than Deficits
- Yes, Some Librarians Have Tattoos
- The Problems with Books +
 - Don't Think of an Elephant

Control the Narrative

- LaRue's 7 Messages [with Lankes additions]
 - I. We're [librarians] here for you when times are tough
 - 2. We [librarians] think ahead
 - 3. We [librarians] are co-creators
 - 4. We [librarians] make things better
 - 5. We [librarians] build community
 - 6. You can trust us [librarians]
 - 7. We [librarians and libraries] will endure

Control the Narrative WILL BE OPEN FROM O AM TO 5:30 PM

7. We [librarians and libraries] will endure

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Overview – Toronto Public Library Delivers \$5.63 of Economic Impact for Every \$1 Spent

Toronto Public Library creates over \$1 billion in total economic impact Total direct benefit as much as \$500 per member

The average open hour at a branch generates \$2,515 in direct benefits Return on Investment is 463%

Intangible benefits deliver value

MPI followed a thorough, comprehensive approach to calculating the economic impact of TPL services

LaRue's 7

I. We're

2. We [lib

3. We [lib]

4. We [lib]

5. We [lib]

6. You can

7. We [lib



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Get Invited In By Being Present

- Get Out of the Building
 - Community Reference
 - Embedded Librarianship
 - Every Hotspot a Library

Never Neutral-Add Value

- Professional Values
 - Learning
 - Openness
 - Intellectual Freedom and Safety
 - Intellectual Honesty (not Unbiased)
- Members NOT Customers NOT Users

The Results

- Look Like the Community Not Each Other
- Learning Based Institutions
 - Spaces:
 - Maker Spaces? Entrepreneurship?
 - Services:
 - True University Presses (Blogging, Video)
 - Collections:
 - Fishing Poles?Lectures? Author Talks?

Power to The People!





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Slides & Screencast @ http://www.DavidLankes.org