



The Innovation Imperative

R. David Lankes

OITP Fellow • **Slides: ptbed.org**



The Purpose of My Talk

“Beyond chat and e-mail reference services, and to consider our place in the wider world.”



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Our Place in the World

- Memory
- Myths
- Mentors



Memory

- “The Past: Our cradle, not our prison; there is danger as well as appeal in its glamour. The past is for inspiration, not imitation, for continuation, not repetition.”

-Israel Zangwill



Memory: Daedalus' Maze

- Libraries have become trapped in their own labyrinth of tools and organizations
 - MARC, AACR2, DDC, LCSH, Z39.50, NISO, OPAC, DCMI, LibQual, ILL, AAT, GAC, ILS, LSTA, OCLC
- Paralysis through Analysis



Memory: Reference

- The Death of NISO-AZ
- Scripts - How to Make Trained Professionals Sound like Bad Phone Trees
- Reference is an Island of Chaos in a Sea of Order



Memory: Current Model



Problems with Current

- Library Centered
 - Come into My Space, Use my Tools (of which mine are actually better), I Control the Page Pushing
- Puts Librarians into an Awkward Spot
 - Assumed Content Expert (leads to disagreement over “answer”)
- Assumes One to One
- Divorced from Locus of Learning



Myths

- Stories we Tell to Make Sense of the World
 - Dewey and Revelation
 - Library of Alexandria
 - Libraries and Democracy
- Librarians and “the Story”



Myths: Ongoing Conversations

- Transition from Reference Materials to Reference as Process
- From using the Internet to Being on the Internet
- All about Conversation



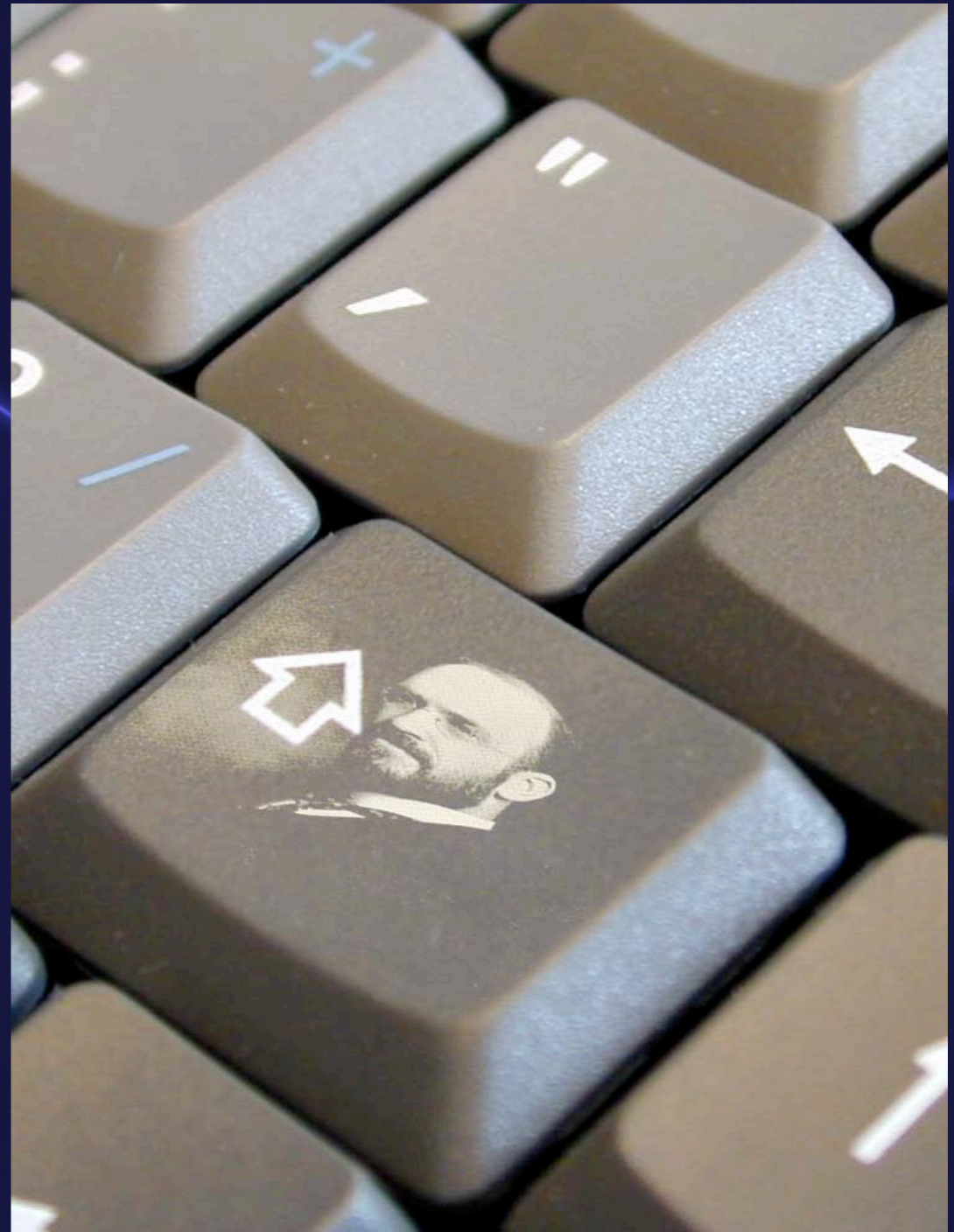
Knowledge is Created Through Conversation*

- Libraries, Being in the Knowledge Business, are in the Conversation Business
 - Artifacts are Secondary Objects
 - Knowledge is about Learning NOT Dissemination
 - Active...Participatory



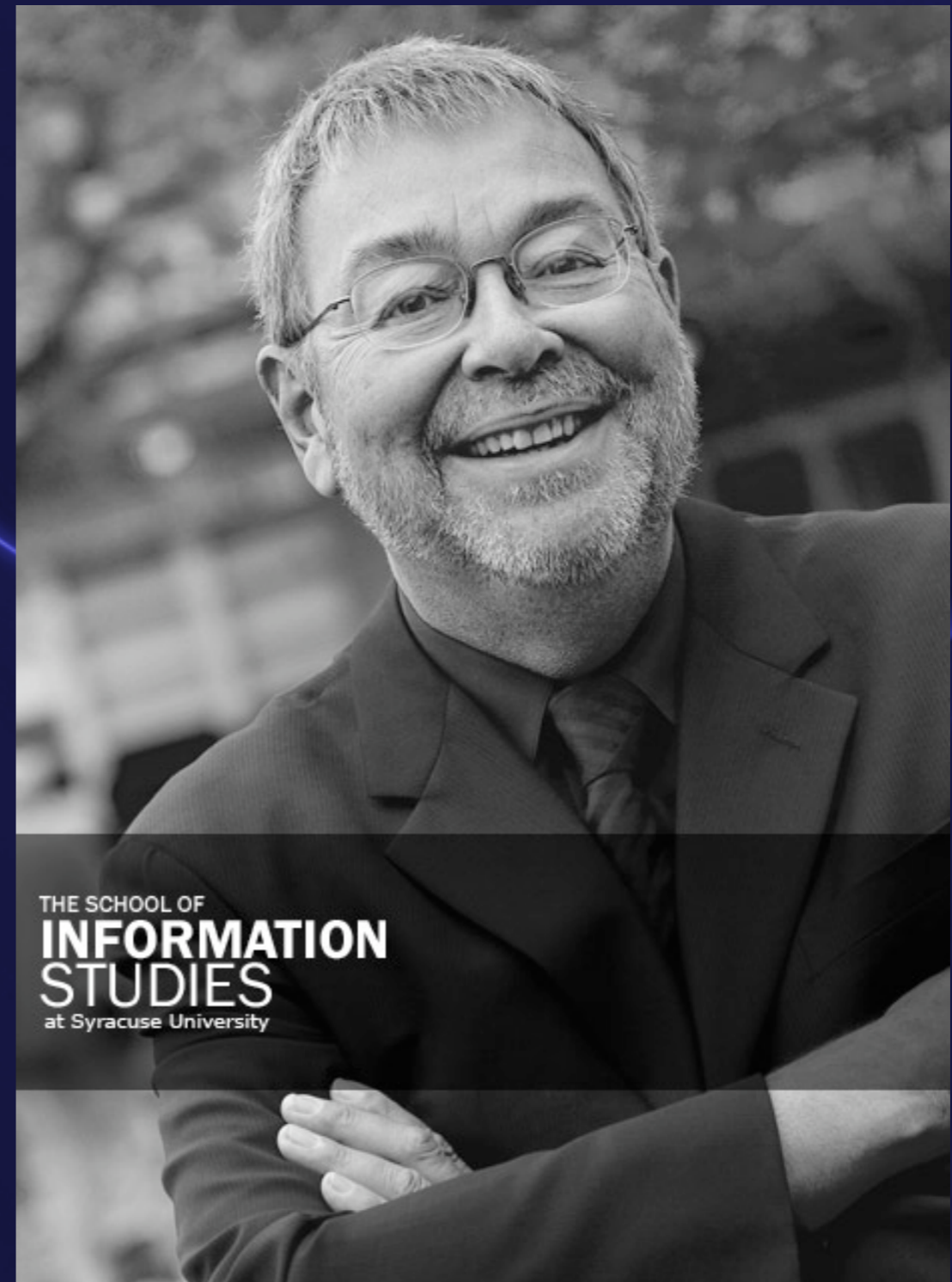
Radical Change

- What is a Library Truly Focused on Knowledge?
- Conversational Systems?
- What can Guide Us?



Mentors

- Valuable Experience
- Teachers
 - Avoid the Florentine Dilemma



Mentors and Visionaries

- Beware the Visionary without Reality
- Beware the Bibliofundamentalist
- Beware Motto's over Intellectual Signatures
- Beware the French Revolutionary
 - "There go my people. I must find out where they are going so that I may lead them." - Alexandre Ledru-Rollin

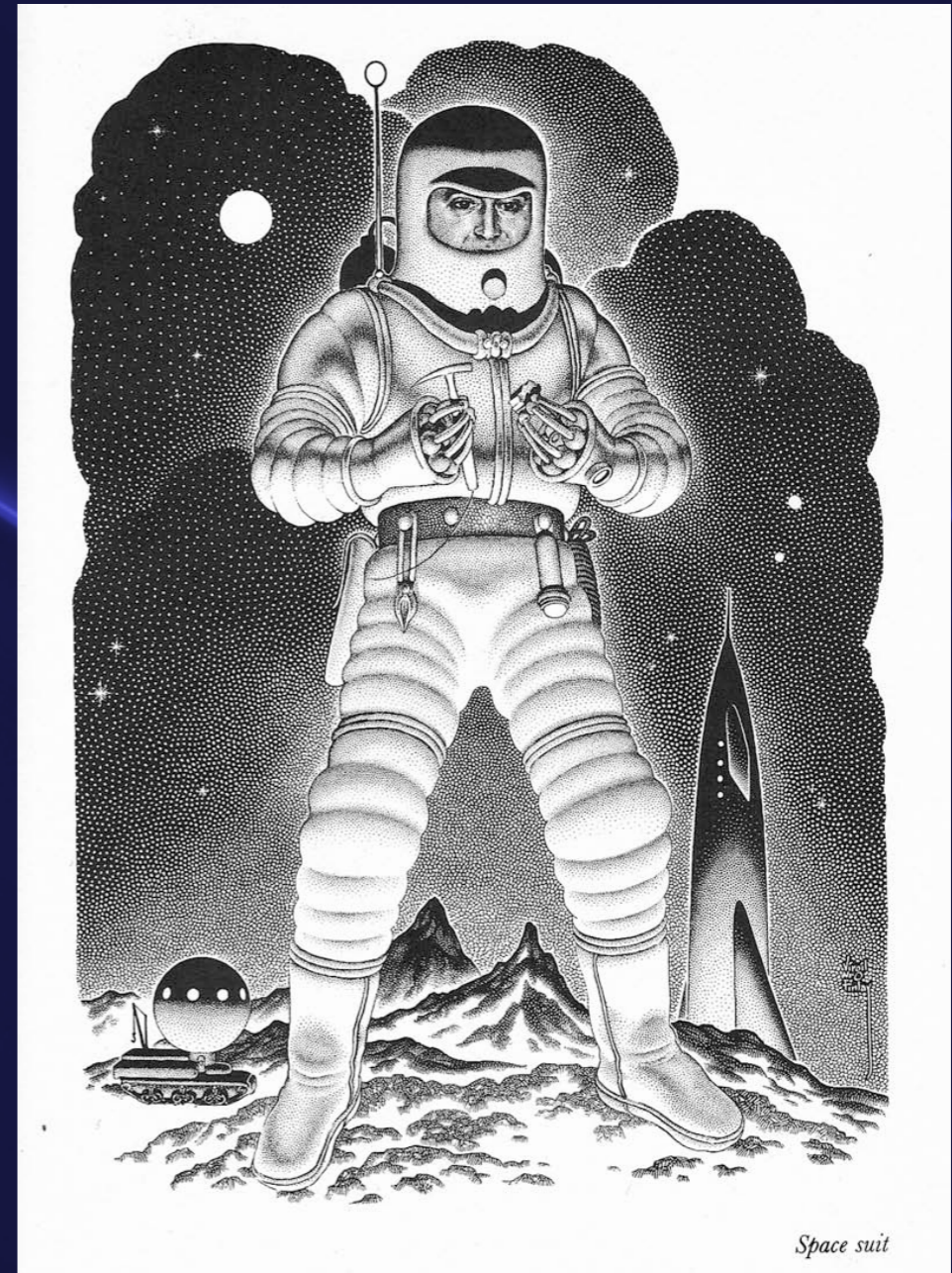


The Future of Libraries

What Will it Be?

vs.

What Should it Be?



Libraries are PERFECTLY Situated

- We Function as Authorities NOT Authoritarians
 - We are Honest Brokers, Facilitators of Community Conversations
- We are Tool Builders
 - Need to Stop Riding the Waves, and Become Wave Machines
- We Provide the Connective Tissue to our Communities



We Must be Prepared

- Must be Radical Change Agents
- Fix Our Innovation Cycle
 - Repeat after me...new hires are not the solution
- Fix our Education System
- Fix Our Innovation Economy
 - Library Vendors as Market Places Not Full Solutions
 - Innovations come from company, vendors, anyone
 - focus on API, not Interface



Act Now?

- Challenge the Speakers
 - In Person, In E-Mail rdlankes@iis.syr.edu
- Destroy the ptbed.org Site
- Add to Conversants
- Real Scenarios, Real Responses
 - Send me Your Hardest Questions on the Future of Libraries
- Send me Future of Libraries Citations



The Obligation of Leadership

- Innovate from Core Principles
- Question Tradition
- Hold the Visionaries to Account
 - Where's the Data, Where's the Theory
- Become a Mentor
- **YOU are the Future of Libraries!**
 - ***You will Determine Your Place in the Wider World***

