Reinventing Library Services And Librarians In The Digital Age

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Words Matter

- Public Services
  - Reference
  - Instruction
  - Circulation

- Technical Services
  - Acquisitions
  - Cataloging
  - Preservation
What do we call them?

User

Patron

Customer

Reader

Information Consumer
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...
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So are those we seek to serve.
They Are Members

• They are learning and learning is a conversation

• Therefore you are in the conversation business

• You need services and tools that both shape and are shaped by this conversation
Where Does this Lead

• Integrating Reference Transactions into the Collection and Catalog
• Patron Member Driven Acquisitions
• Go where the learning is
  • Embedded librarians...via twitter, in research teams
Geofencing Expertise
Trevi Fountain
4,300 Conversation Available, 20 Relevant to Tourism
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Available Experts:
Paolo Genovese
Dante Demasi
Guiseppe Verdi
Cynthia Patt
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Oceanus (god of all water)
See Related Items and Questions
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Local Questions: Why throw coins? What is the Exchange Rate? Where is the best gelato?

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Local Questions: Why throw coins? What is the Exchange Rate? Where is the best gelato?

Standing Query: Recommended Restaurant 300m

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The Time for Big Ideas