Librarians as Agents of Transformation

R. David Lankes
Syracuse University’s iSchool
http://www.DavidLankes.org

#IAZ2015
The Power of a Picture
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December of 2007

Civilian Employment-Population Ratio (EMRATIO)

Shaded areas indicate US recessions.
2012 research.stlouisfed.org
Wealth Gap

The share of wealth owned by the top 0.1% is almost the same as the bottom 90%

The share of total US wealth
1913-2012

SOURCE: WASHINGTON CENTER FOR EQUITABLE GROWTH

The share of wealth owned by the top 0.1% is almost the same as the share owned by the bottom 90%
Migration Pressures

Unaccompanied child migrants

Country of origin
- Mexico
- Guatemala, Honduras and El Salvador

Number of apprehensions

![Bar chart showing the number of unaccompanied child migrants from Mexico and Guatemala, Honduras, and El Salvador from 2009 to 2014. The chart shows a significant increase in the number of apprehensions from 2012 onwards. Source: US Customs and Border Protection.](chart.png)
Declining Education

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

U.S. ranks 11th among OECD countries in percent of young adults with a high school diploma—the only country in which younger adults are less educated than the previous generation.

http://www.nationalcommissiononadultliteracy.org/content/nchemspresentation.pdf
Declining Education

Thinking about what is said in the news, in your view is the seriousness of global warming -- [ROTATED: generally exaggerated, generally correct, or is it generally underestimated]?

% Generally exaggerated

GALLUP
Disconnected Government

Illinois Lottery winners receive IOU amid lack of budget: Report
Crises Where We Can Have Real Impact

- Mass human migration and the need for diversity and cultural integration
- Economic crisis and the need to transform a sharing economy into a true maker movement
- Attacks on rationalism in public policy and a need for scientific literacy
- The erosion of liberal democratic participation into oligarchies and a false belief that democratic participation simply equals voting
The Response?

Public Libraries' Job-Seeking Services, 2009-2010

- Provide access to job databases & other online resources: 88%
- Provide civil service exam materials: 75%
- Offer software or other resources to help patrons create resume and other employment materials: 69%
- Help patrons complete online job applications: 67%
- Offer classes on job-seeking strategies: 25%

30 Million Americans used a library to help address career and employment needs in the last 12 months according to estimates in a University of Washington study released March, 2010 and sponsored by the Bill and Melinda Gates Foundation and IMLS.

These job seekers reported using the library to submit on-line applications (68%), search for employment opportunities (76%), and improve their résumés (46%). Many of these people visit their library on a regular basis. Over one-quarter of these people reported visiting the library at least once a week.
Beyond Jobs

Cazenovia Public Library helping expand literacy in Madison County

Photo Courtesy CAZENOVIA PUBLIC LIBRARY Chin Burmese refugee Esther Tial consults with Cazenovia Public Library Literacy Coordinators Carla Zimmerman and Cindy McCall about the upcoming GED exam. Esther is earning her GED as well as improving her English skills in the library’s expanded literacy program.
Beyond the Crisis
Work?

**Growing Public Support for Libraries Moving Some Books and Stacks to Create Space for Community and Tech Spaces**

% of those ages 16+ who answer this question in the following ways

Should libraries move some print books and stacks out of public locations to free up more space for things such as tech centers, reading rooms, meeting rooms, and cultural events?

- 30% Definitely
- 40% Maybe
- 36% Neither
- 20% Definitely not

Source: Pew Research Center survey March 17-April 12, 2015. N=1,000 Americans ages 18 and older

PEW RESEARCH CENTER
## Work?

### Public Wants Libraries to Advance Education, Improve Digital Literacy and Serve Key Groups

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Should definitely do</th>
<th>Should maybe do</th>
<th>Should definitely not do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer free early literacy programs to help young children prepare for school</td>
<td>88%</td>
<td>12%</td>
<td>0%</td>
</tr>
<tr>
<td>Coordinate more closely with local schools in providing resources to kids</td>
<td>85%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td>Offer programs to teach people, including kids and senior citizens, how to use digital tools such as computers, smartphones and apps</td>
<td>78%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>Offer programs to teach patrons about protecting their privacy and security online</td>
<td>76%</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td>Create services or programs for active military personnel and veterans</td>
<td>74%</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>Have more comfortable spaces for reading, working and relaxing at the library</td>
<td>64%</td>
<td>25%</td>
<td>11%</td>
</tr>
<tr>
<td>Create services or programs for immigrants and first-generation Americans</td>
<td>59%</td>
<td>29%</td>
<td>12%</td>
</tr>
<tr>
<td>Create services or programs for local businesses and entrepreneurs</td>
<td>62%</td>
<td>36%</td>
<td>12%</td>
</tr>
<tr>
<td>Buy 3-D printers and other digital tools to allow people to learn how to use them to make different kinds of objects</td>
<td>45%</td>
<td>35%</td>
<td>20%</td>
</tr>
<tr>
<td>Move some print books and stacks out of public locations to free up more space for things such as tech centers, reading rooms, meeting rooms and cultural events</td>
<td>30%</td>
<td>40%</td>
<td>30%</td>
</tr>
</tbody>
</table>

*Source: Pew Research Center, survey March 17-April 12, 2013, N=2,004 Americans ages 16 and older*
World’s Most Visited Tourist Attractions

- Bourbon Street
  New Orleans, LA
  7,470,000

- Taj Mahal
  Agra, India
  8,000,000

- The Louvre
  Paris, France
  9,334,000

- The Great Wall of China
  China
  10,720,000

- St. Peter’s Basilica
  Vatican City
  11,000,000

- Hollywood Walk of Fame
  Hollywood, CA
  12,000,000

- Disneyland Park
  Anaheim, CA
  16,202,000

- Faneuil Hall Marketplace
  Boston, MA
  18,000,000

- Grand Central Station
  New York, NY
  21,600,000

- Niagara Falls
  New York
  22,000,000

- The Las Vegas Strip
  Las Vegas, NV
  30,500,000

Massachusetts Public Libraries
37,089,488

mass.gov/libraries

*2014 visitor data from VisitMassachusetts.com
These Public Libraries Are for Snowshoes and Ukuleles

By PATRICIA LEIGH BROWN  SEP. 14, 2015

SACRAMENTO — Libraries aren’t just for books, or even e-books, anymore. They are for checking out cake pans (North Haven, Conn.), snowshoes (Biddeford, Me.), telescopes and microscopes (Ann Arbor, Mich.), American Girl dolls (Lewiston, Me.), fishing rods (Grand Rapids, Minn.), Frisbees and Wiffle balls (Mesa, Ariz.) and mobile hot spot devices (New York and Chicago).

Here in Sacramento, where people
“Libraries, arguably the original sharing economy, have long circulated art prints, music and movies, and more recently have added tools. But services like the Library of Things and the ‘Stuff-brary’ in Mesa, outside Phoenix, are part of a broad cultural shift in which libraries increasingly view themselves as hands-on creative hubs, places where people can learn new crafts and experiment with technology like 3-D printers.”
Lessons?
You Are Not Alone

• Use the Capital Libraries Have Accrued Internationally

• Libraries are Internationally Recognized and Have a Powerful “Brand”
Jamie LaRue’s Narrative of Librarians

- We’re Here For You When Times Are Tough
- We Think Ahead
- We Are Co-Creators
- We Make Things Better
- We Build Community
- You Can Trust Us
- We Will Endure
Crises Where We Can Have Real Impact

- Mass human migration and the need for diversity and cultural integration
- Economic crisis and the need to transform a sharing economy into a true maker movement
- Attacks on rationalism in public policy and a need for scientific literacy
- The erosion of liberal democratic participation into oligarchies and a false belief that democratic participation simply equals voting
Be the Change

• Fight Cynicism
  • Fight Calls for Absence of Power Because of a Twisted Concept of “Unbiased"
  • Fight Resignation Under the Heading of Neoliberalism and Start Fighting Neoliberalism!

• Fight Small Thinking
  • How Can You Expect Radical Positive Change in Our Communities If You Don’t Model it?

• You Should Be the Inspiration of Those Around You
  • The role of librarians is not to implement standards or kits, but to take best practices and adapt them to local communities
Librarians as Agents of Transformation

Slides and Conversation @
www.DavidLankes.org