Pragmatic Utopians & Building a Movement

R. David Lankes

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http://www.DavidLankes.org
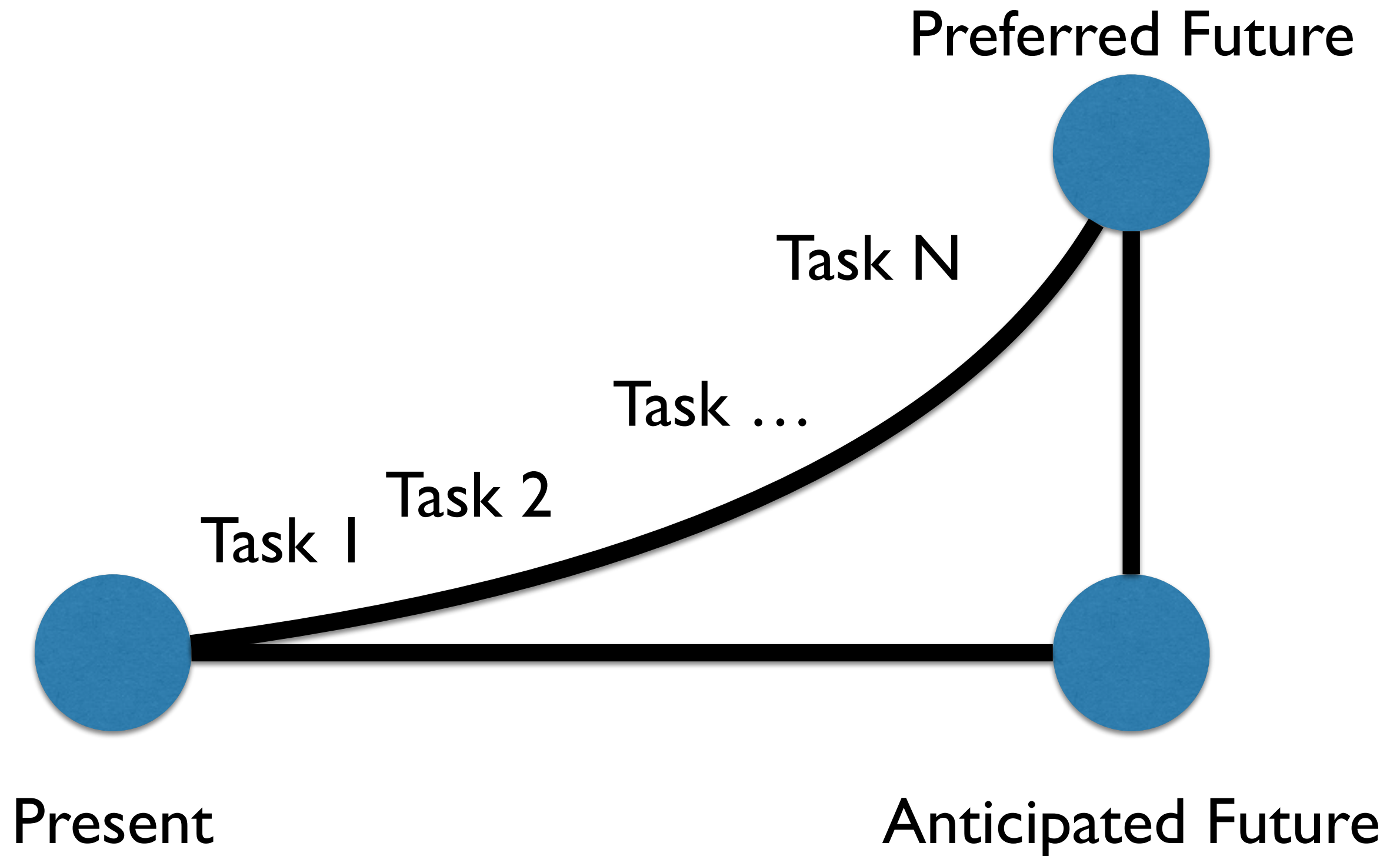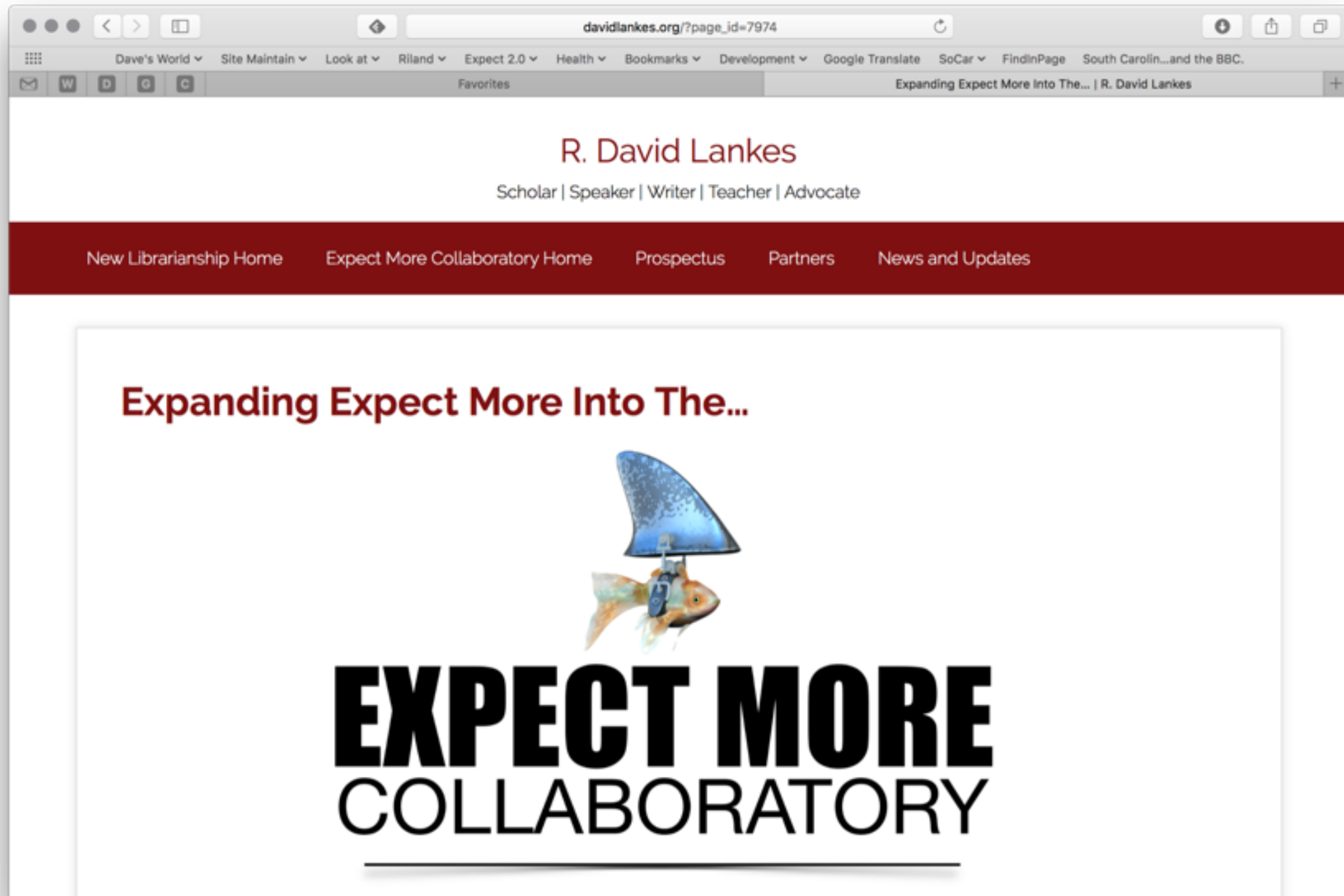
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Set an Agenda

Build Linkable Ideas

- Ideas Need a Findable Home on The Web
  - Name Everything
    - An Easy Tag to Refer Folks To
    - Makes It Seem Bigger and More Than Just You
  - Open Web v. Social Media Closed Gardens
- Linkable as in Invitations to Be a Part
  - Always be Ready for "The Ask"

www.ExpectMoreLibrary.com

Build a Collection

- Capture Everything

- Open Software ➡ Open Effort

  - Screen Capture

  - Idea Trailers

davidlankes.org/?cat=39

Dave's World ⌄   Site Maintain ⌄   Look at ⌄   Riland ⌄   Expect 2.0 ⌄   Health ⌄   Bookmarks ⌄   Development ⌄   Google Translate   SoCar ⌄   FindInPage   South Carolin...and the BBC.

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Expect More: Creating Better Libraries for Today's Complex World

26 May 2016 by rdlankes   0 Comment

"Expect More: Creating Better Libraries for Today's Complex World" Cuyahoga County Public Library Staff Development Day. Parma, OH. [Please note this is the first of three times this talk was presented, so if it doesn't sound familiar you may have been in a different session.] Slides: CCPL-Staff Audio: CCPL from R. David Lankes on Vimeo.

Expect More at ALA Annual

19 May 2016 by rdlankes   0 Comment

We're putting together a working session for folks interested in crafting messages, materials, and projects to promote librarians to the general public. We are doing an increasingly good job getting the word out about libraries growing relevancy and community focus, but folks need to know this is a result of librarians and library staff. Please...

Read More

Field Guide, Atlas, Expect More? Which When Why?!

Get David's Latest Book

Related Sites

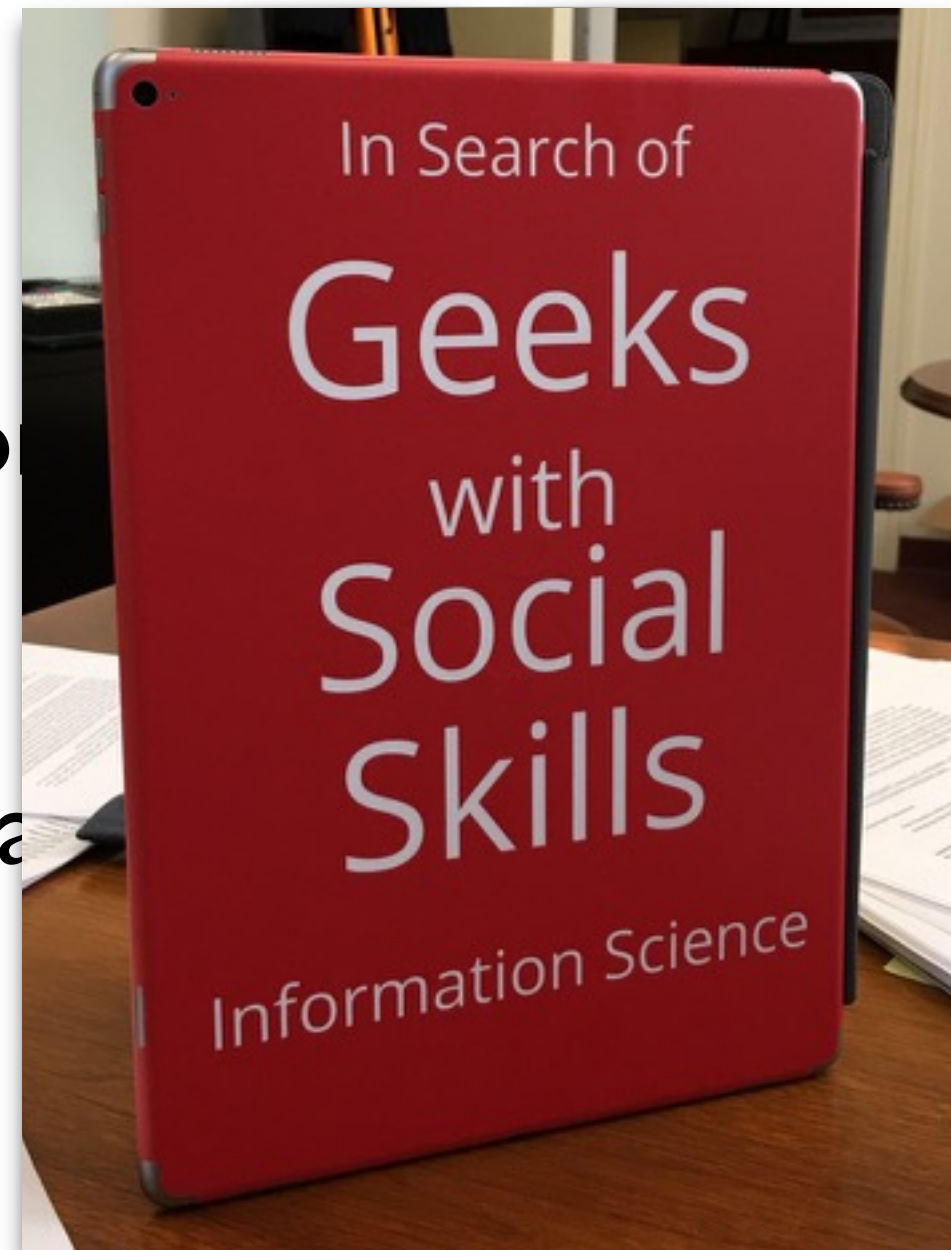Expect More: Demanding Better Libraries For Today's Complex World

New Librarianship

School of Library and Information Science
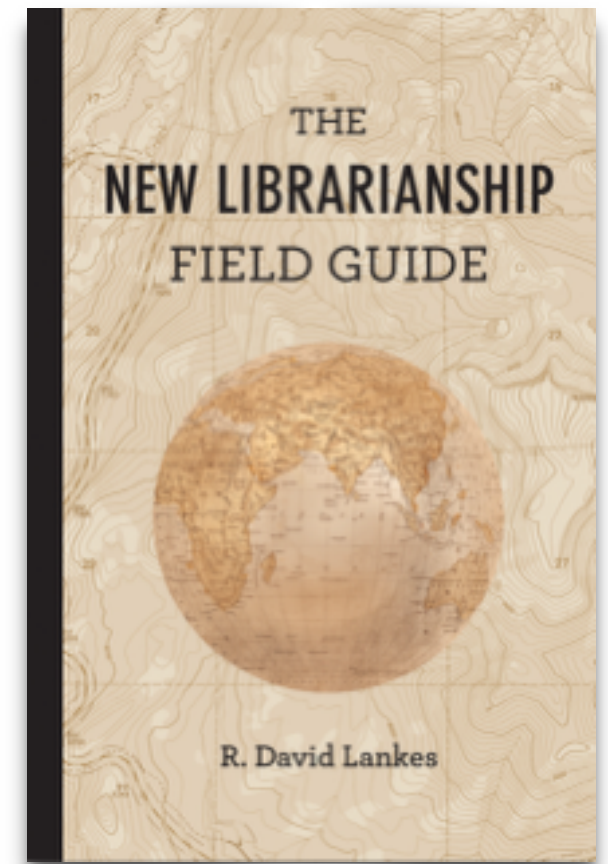
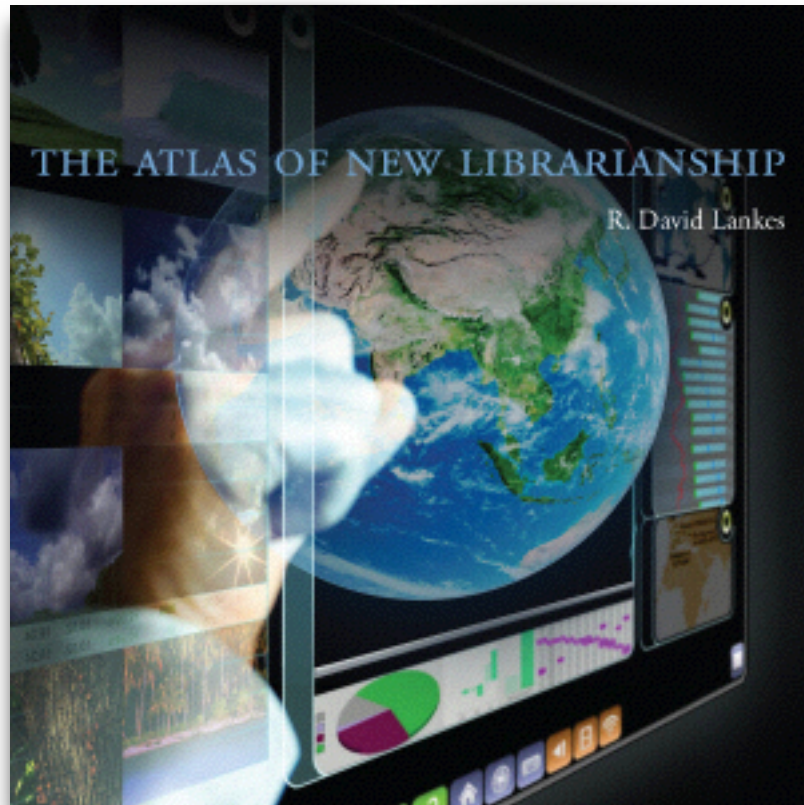The Expect More Collaboratory

Build a Narrative

- Tell Stories
  - Every Presentation
- Think in Tweets
- Bridge From Norma
  - Always Go Big

Build Tools

- Standards

- Associations/Groups

  - Crazy Ideas List

- Software

- Books

- Events

THE ATLAS OF NEW LIBRARIANSHIP

R. David Lankes

R. David Lankes

Second Edition
EXPECT MORE
Demanding Better Libraries for Today's Complex World

THE
NEW LIBRARIANSHIP
FIELD GUIDE

R. David Lankes

Build…	What are they?	Specifics	Examples
Linkable Ideas	What change/impact do you want to achieve and why? You need to spell out the ideas and create easy ways to refer to them. This allows folks to share these ideas, as well as find and learn more about them.	Create a place on the open (at least accessible) web that is easily linked to and indexed. Bigger ideas and projects may deserve their own site, but all ideas should include an invitation and ways to participate.	Expect More Collaboratory http://expectmorelibrary.com
Collections	People intrigued by ideas want to learn more and dig deeper into them. If they are very curious they are open to formative development. Make sure you provide ways of exploring ideas further through articles, blog posts, and online presentations.	Use screen capture software to create "Idea Trailers" that outline the basics of ideas and agendas. Create regular blog posts on how the idea is maturing and developing. Think "out loud."	Presentations and Blog Posts tagged as "Expect More" http://davidlankes.org/?cat=39
Narratives	People respond to stories and examples. Think large scale narratives that bridge from existing practice and norms to a better future state. Use existing narratives and terminology to include people in the story of how *WE* will make the situation better.	Every presentation has a narrative arc from today to a better tomorrow. Narrative arcs should always be big - even incremental change can lead to or be linked to major positive change in the field or society.	Introducing the Expect More Collaboratory https://vimeo.com/129673682
Tools	People need tools to make the narrative real, or to realize your ideas. They need workbooks and/or software to bridge from idea to reality. If you want people to join the movement, give them something concrete to join.	Write articles or books that spell out the idea with ample examples of how this will work. Develop standards, certifications, and events to deputize folks with your ideas and make them missionaries to new communities.	Expect More: Demanding Better Libraries For Today's Complex World

DRAFT 9/14/16- Brainstorm - Open to Suggestions