Why are we here?

I wonder why man was put on earth. What's our purpose? Why are we here?

Tiger food.
Opportunity fuels change everywhere
Opportunity fuels change everywhere
Today, more than ever, libraries are essential.
Most Students Don’t Know When News Is Fake, Stanford Study Finds

Teens absorb social media news without considering the source; parents can teach research skills and skepticism.
Let's talk about libraries. Libraries! “Oh, hello, are you a person? Great, you’ve met our qualifications. Please enjoy unlimited borrowing of any number of any books. Do we not have the book you seek? Let us know and we will buy it so that you can read it. You will owe us nothing. Stay as long as you want.” Libraries are like pleasant, real-life morphine dreams.
Why Bother?

The library is for everyone.
Let’s consider what a library is today...
Great libraries are hyper-local
Library Service Channels
Technology

Inside

Outside
Let’s get in the right frame of mind to consider how trends fit into our lives and work....
Welcome to Perpetual Change*

*Change = Opportunity
“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn”

Alvin Toffler
"You must unlearn what you have learned."

— Yoda

The Empire Strikes Back
Popular media tends to view the future through three lenses:

- Armageddon
- Utopia
- Semi-Predictable
Armageddon

A cataclysmic change negatively disrupting all we hold dear
Utopia

A cataclysmic change positively erasing needs and challenges
Semi-Predictable

The future is a mixed bag: good, bad, new & old
All of those models are flawed.
Our Model: The Future We Make

Bill Murray

Groundhog Day

He's having
the day
of his
life...
over and
over again.

COLUMBIA PICTURES PRESENTS A TREvor ALBERT PRODUCTION A HAROLD RAMIS FILM BILL MURRAY ANDIE MACDOwELL "GROUNDHOw DAY" CHRIs ELLIOTT GEORGE FENTON PEMBROKE J. HERRING DAVID NICHOLS JOHN BAILEY. A.S.C. C. O. ERICKSON DANNY RUBIN DANNY RUBIN AND HAROLD RAMIS PRODUCED BY TREvor ALBERT AND HAROLD RAMIS DIRECTED BY HAROLD RAMIS
The Future We Make

We make our future by identifying our vision, trying (and sometimes failing – like an inventor) on our journey to ultimate success.
The Future We Make

...and sometimes you just need to break the clock (change your routine) to move forward!
Good technology news:

We live in a world of “and”

*not*

“either / or.”
Now Trending...
Shift Happens

• Move from “current” to “new“ state
• Trends happen in pockets and are not necessarily universal (remember: hyper-local)
• Lots of moving parts. It’s messy.
• Within the mess is lots of opportunity for libraries.
Static -> Active
Transactional -> Transformational
Consumption -> Creation
Few formats -> many formats (and growing)
Formal Education -> Self-Directed Education

(...and what happens if credentialing is de-coupled from educational institutions?)
One Size Fits All -> Personalization

(...or appearance of personalization. We build much of that ourselves.)
Reactive -> Strategic
Select Trends

Theme 1: The Experience Economy

Theme 2: Library as Non-Traditional Education Source

Theme 3: Emerging Services

Theme 4: Data and Connections Everywhere
Theme 1: The Experience Economy

- Basic Income
- Fast Casual
- Income Equity
- Sharing Economy
- Urbanization
Basic Income

What would you do if your income were taken care of?
Sharing Economy
Theme 2: Libraries as non-traditional Education Source

- Badging
- Connected Learning
- Emerging Adulthood
- Fandom
- Maker Movement
- Gamification
- Flipped Learning
- Resilience
- Short Reading
Badging

- Arts Advocate
- Culture Keeper
- Eco-Journalist
- Enviro-Scientist
- Tree Hugger
- Time Traveler
- Investigator
- H2O Hero
Connected Learning
Flipped Learning
Resilience
Theme 3: Emerging Services

- Digital Natives
- Drones
- Haptic Technology
- Robots
- Virtual Reality
Digital Natives
Robots
ROBOTS!

GM Robotics Development Cycle
Fast Company @FastCompany · 1h
Thousands of London construction workers could soon lose their jobs to robots
buff.ly/2dqT6nl
Chatbots
Theme 4: Data and Connections Everywhere

- Anonymity
- Collective Impact
- Connected Toys
- Data Everywhere
- Internet of Things
- Privacy Shifting
- Unplugged
I smile all the time so that nobody knows how sad and lonely I really am.
Data Everywhere
Internet of Things

- Devices we already use
- Devices using connectivity in new ways
- Devices previously inactive, but now intelligent
- Completely new devices
Privacy Shifting
A warm-up activity...
Some Implications

- Our Own Capacity
- Services
- Our Own Use
- Personal Skills
Some Implications (Robot Example)

• **Our Own Capacity:** Are we ready to scale to meet demand?

• **Services:** if our robot overlords take over (i.e. displace jobs), how can we help our communities?

• **Our Own Use:** how can we use robots to help ourselves in our facilities and our services?

• **Personal Skills:** Learn more about how these robots actually work before it’s too late...