

Tapping Our Inner Futurist
Designing a 21st Century Roadmap
for the Future of Libraries



Designed by: Garry Golden

Start

End



Foresight 101

Drivers of Change
Place, Local
& Lifelong Learning

Taking Action
Your Job as Futurist,
Enabler or Skeptic...



“...Quote...”



2000-2013 vs 2014-2025
More or Less Change Ahead?



Things that **will not go away**: Human Creativity; Desire for Face-time; Children + Story time; Reading for Pleasure; Printed Books





In the News

In 2014 the Supreme Court is scheduled to hear a case filed by James Lee to allow him to erase social media data created before his 18 birthday. The case will set up rights to *deleting* digital content.



True

False

Social Media

New Law Allows Teens to Delete Embarrassing Social Media Posts

By Dennis Romero Tue., Sep. 24 2013 at 9:02 AM

Teenage social media users in California are in luck: A new Internet regulatory bill requires [Facebook](#), [Tumblr](#), [Twitter](#), and other services to offer users under 18-years-old “digital erasers” that permanently scrub any posting they’ve made previously. The measure is designed to ensure that teens’ college, career, and personal prospects aren’t harmed by digital indiscretions. According to Melanie Mason and Patrick McGreevy of the *Los Angeles Times*, the measure [requires websites to give underage users tools to permanently delete](#) text, photo, and video postings from sites.

The Manufacturing Institute is creating a National Manufacturing Badge System for skills and achievements needed to be successful in today's Advanced Manufacturing workplace



RIGHT
SKILLS
NOW
FOR MANUFACTURING



True

False

Babylon Public Library has launched a Kickstarter campaign to fund: *Words I Hear*. The device allows children to record new favorite words they *hear but also* allows parents to count the number of words children hear each day.

True

KICKSTARTER



False

Closing the Word Gap: Aligning Policy, Family Culture and Technology



Winner: Providence Talks
Providence, RI

MAYOR ANGEL TAVERAS | POPULATION: 178,000

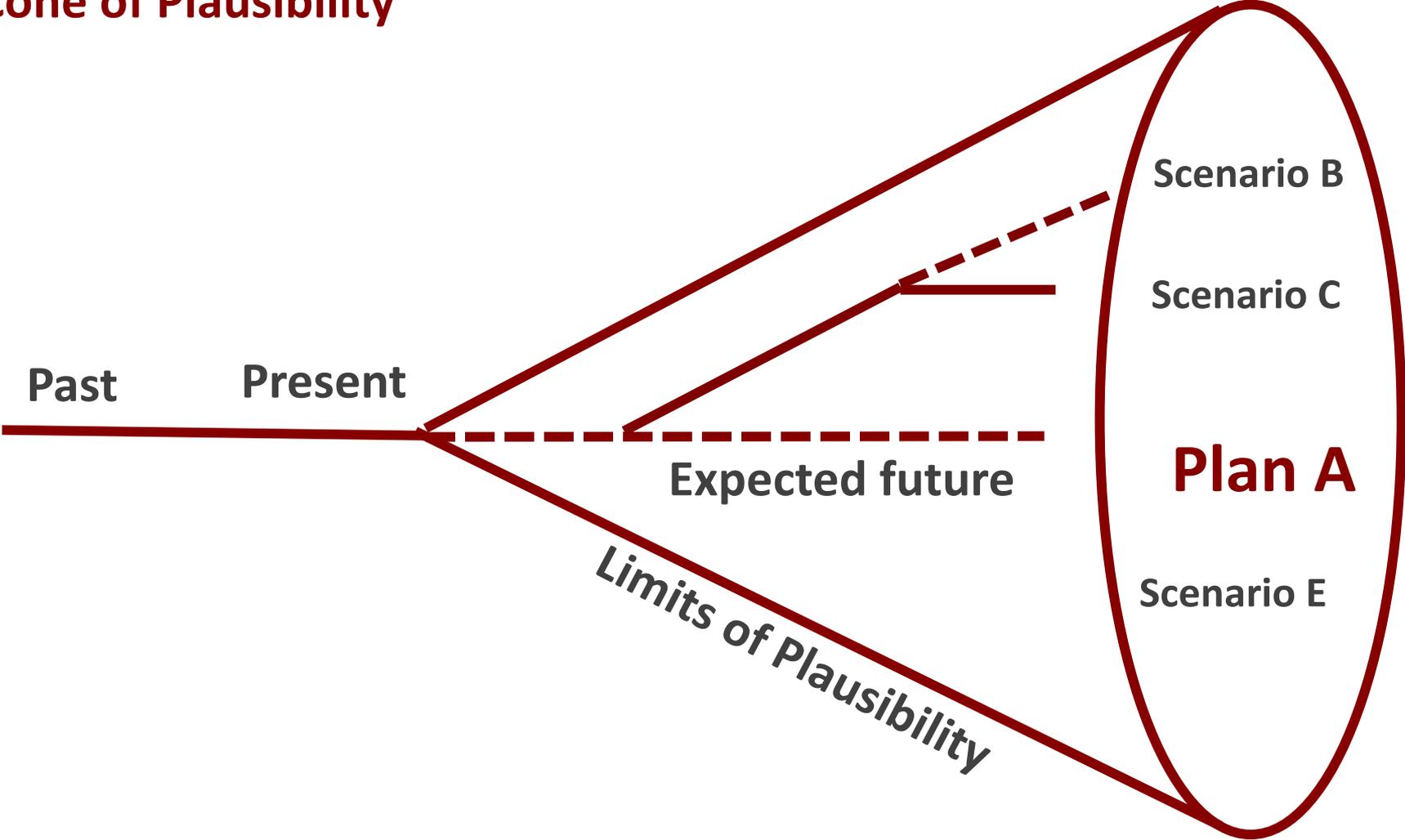


What is a Futurist?



Planning for Multiple Outcomes & Multiple Horizons

Cone of Plausibility



A hand is holding a white paper strip against a black background. The strip contains the text: Gates & Brin donate \$20 billion to US library system.

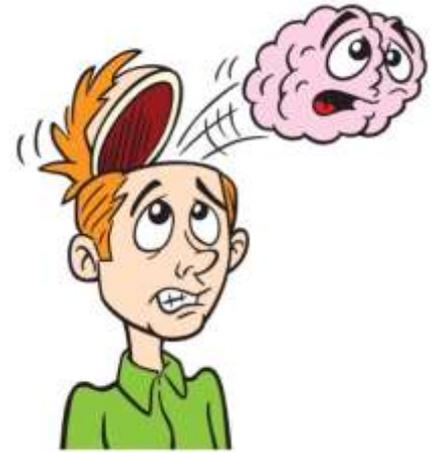
Gates & Brin donate \$20 billion
to US library system

Images Removed

Every day I make an effort to go
toward what I don't understand.

Yo-Yo Ma

How do you 'think'
about the range of Future outcomes?



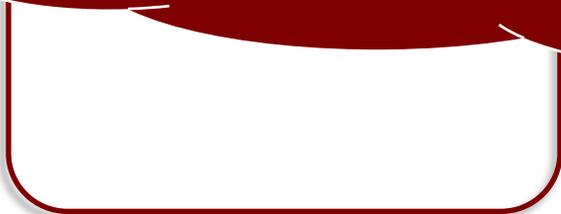


Disciplined / Constrained



Transformed

What is the most likely future for libraries?



Continued Growth



Decline / Collapse

Tips: Forward-Looking Conversations

Suspend
Assumptions



NY Public Library @nypl

6m

"Google can bring you back 100,000 answers, a librarian can bring you back the right one." — @neilhimsel nypl.org/getacard

Outside-In
Changes



No
Holy Grails



Michael Peter Edson @mpedson

"This book cannot be given to someone else; cannot be read aloud..." E-book DRM for Alice's Adventures in Wonderland
bit.ly/QrA1w6



zefrank @zefrank

4 Dec

No matter who you are, to someone else you are an example of how culture is deteriorating.

Start

End



Foresight 101



Drivers of Change
Place, Local
& Lifelong Learning



Bringing it Home
My Job as Futurist,
Enabler or Skeptic...

Outputs Mission:

Access to Collections



Outcomes Mission:

Behavior Change & Mastery of Skills





Era of
Apprenticeship



Era of
Institution



Era of
Learner



**Disruptions of
Books & Industrial Work**



**Disruptions of
Web & Knowledge Economy**

Assumption: Barriers to Scaling and Reach Are Being Lowered
Library Shared Experiences

coursera

edX

UDACITY

=

**Massive
Open
Online
Courses**

MOOCs

- Summer Reading
- Parents & Families
- Workforce Training
- Internal Training
- Campus Cores
(e.g. Data Science)

Early days, but can we imagine a new scale
for library and social service programs?

Massive
Open
Online
Courses

Formulas for Success?

- Brand Value**
- Instructors** (Celebrity qualities)
- Students** (Self Directed)
- Content Software**
(‘Adaptive’ Algorithmically driven)
- Courses** (Market Ready)



Assumption: Instructor Culture on the Rise

Library Experiences with Authors vs Instructors



**Celebrity
Instructors**

Free Online Class on Artificial Intelligence

sebthrun Subscribed 123 videos



Resume Writing Tips : How to Write a Resume

Watch More Subscribe 91,509 videos



Assumption: Instructor Culture on the Rise

Library Experiences with Authors vs Instructors

SKILLSHARE

A platform to learn anything, from anyone.



Sound Check

Screenwriting: Writing the 10-minute Short

By Sarah Zucker - Screenwriter

Class Project

Write the screenplay for a 10-minute short film



**Community
Instructors**

Which instructors might change the perceptions of library experiences?

Culture vs Technology

Culture & Technology

Technology as Culture

**Forget about technology,
culture drives social change**

How the Web is Changing Social Norms & Culture

©Cartoonbank.com



"On the Internet, nobody knows you're a dog."

"On Facebook, 273 people know I'm a dog.
The rest can only see my limited profile."



Anonymous Web to a more
1995

Social Web
2008



Everyone knows
I'm working on
some personal
growth issues

Assumption:
The web is becoming a platform
for managing our lives &
personal behavior change.

The Personal Data Revolution



Where is
Learning Data Stream?

EXPERIENCE
API

**Protect
Privacy**

**Elevate Personal
Data Literacy**

**Expand 'Opt-in'
Relationships**



A Revolution in Lifelong Learning?

Data for Building
Knowledge & Wisdom?

EXPERIENCE
API

Learning Activity Streams

<Actor, Verb, Object> “I did this”

Example Statements: Thomas Discovers Poetry

- Thomas **liked** a poem he heard on his iTunes NPR Channel
- Brentwood library **invited** Thomas to a Creative Aging poetry event
- Thomas **enrolled** in a creative writing class at the Community College
- Thomas **read** Keats for his creative writing course
- Brentwood library **recommended** an obscure Mary Shelley story
- Thomas **performed** his poetry at a local Meetup gathering
- Brentwood library **invited** Thomas to a program on self-publishing
- Thomas **self-published** his first collection of poems
- Brentwood library **added** his book to their collection

Learning Records Store (LRS) Personal Data Locker (PDL)

WaxLRS
by SaLTBOX



Watershed LRS

Individual repository + profile for learning activity streams from:

- Social Learning
- E-learning Content
- Simulations / Gaming
- Audio + Video
- Real-world Experiences
(Offline; Non-browser-based)
- Movement & Wearables
- Place-based Experiences

Strong Signal of Change: **Adaptive Learning Platforms**

Is it 'offline'
or 'online'?

Direction of Change

Is it 'software-guided' or not?



MySkillsLab®



ANSMART

How might libraries adjust to an era where software agents guide information searching/discovery, media consumption and knowledge building?



What words or concepts
seem most important?



The Knewton Adaptive Learning Platform

http://www.youtube.com/watch?v=Db_FzUEI3LA



Exploring Future Assumptions:

- Data drives Knowledge & Wisdom Behind Patron Behavior Change (from Leisure to Learning)**
- Data is a Foundation for Library + Community Relationships**

Data-driven Service Innovation



*Coming Soon!

Adaptive Experience Design

Prescriptive

What should happen..!

Predictive

What might happen..

Descriptive

What happened..

Outcomes & Value Chain of Data



In Outcomes Era

Storytelling & Communities of Learners



Learner Storytelling – Micro-credentials: Badges for Young Learners, Students, Parents & Job-seekers

mozilla



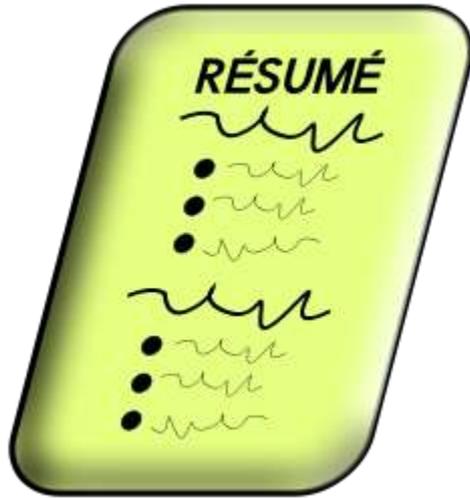
OpenBadges

Get public recognition for your skills and achievements



badges = visual representations
of a **skill** or **achievement**

Learner Storytelling: **Portfolios & Reputation** for Job-Seekers



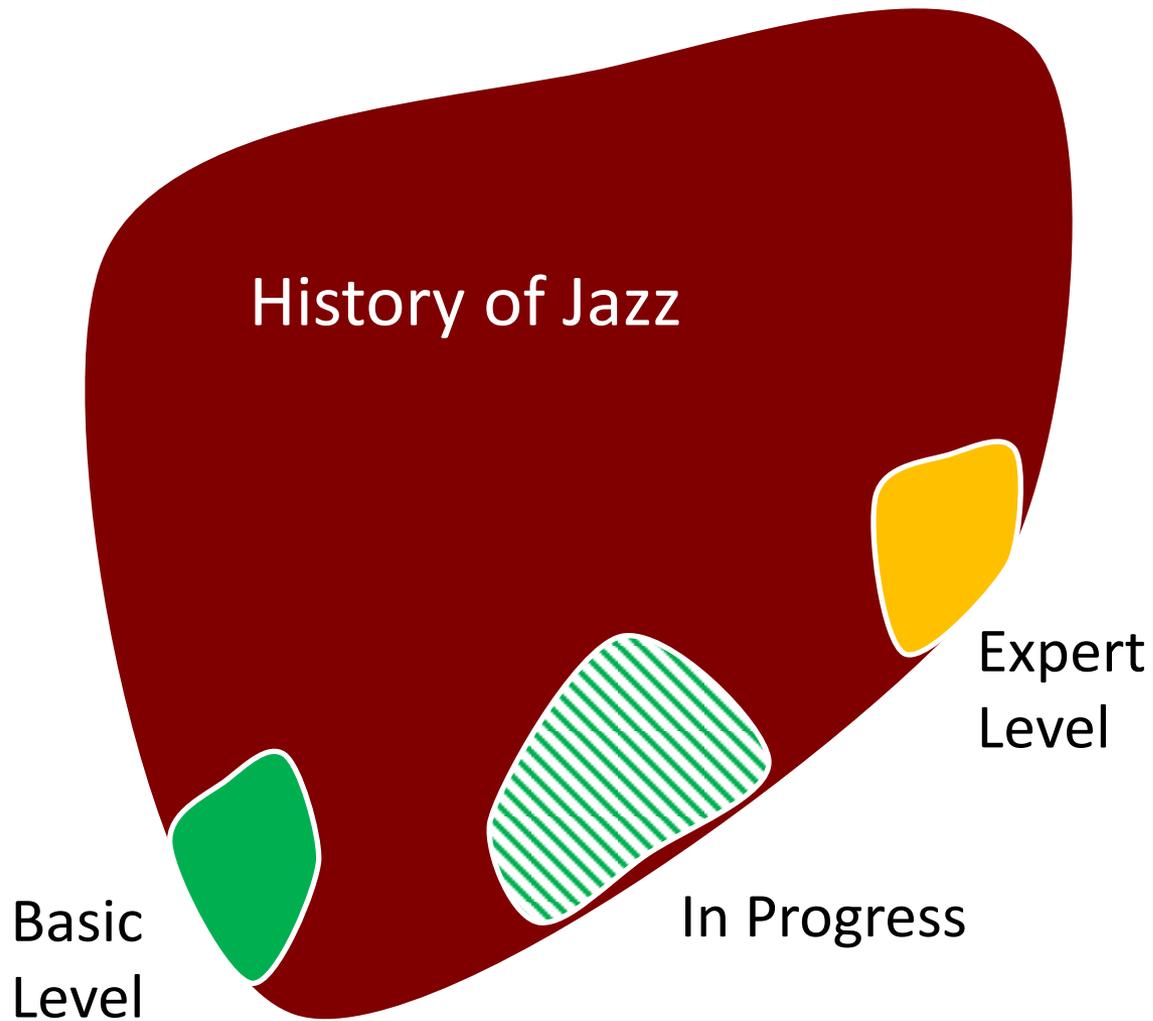
Resume

Portfolio

Presence



Learner Storytelling: Learning Maps / Learning Graph



Advocate: Danny Hillis

Positive Idea

Learner Strategies

Challenge - Caution

Learner Strategies

***Libraries *Shaping the Culture of
Lifelong Learning 2015 – 2025?****



Break



Place-based Experiences



**How has the library *as place* changed?
1990 vs Today**



Celebrate the Maker Space Trend!

**Why the
'Maker Movement'
Matters to America**



Maturing of the Learn-Design-Build Culture

Pebble: E-Paper Watch for iPhone and Android

by Pebble Technology



68,929

backers

\$10,266,845

pledged of \$100,000 goal

0

seconds to go

Funding period

Apr 11, 2012 - May 18, 2012 (37 days)



Project by

**Pebble
Technology**

Palo Alto, CA

Spark Core: Wi-Fi for Everything (Arduino Compatible)

by Spark Devices



5,549

backers

\$567,968

pledged of \$10,000 goal

0

seconds to go

Funding period

May 2, 2013 - Jun 1, 2013 (30 days)



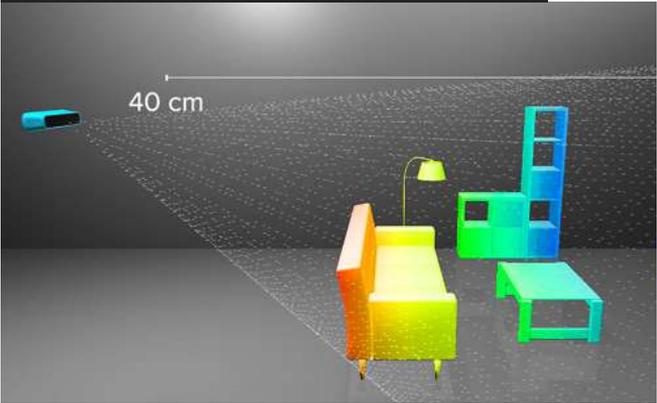
Project by

Spark Devices

Minneapolis, MN

[Contact me](#)

KICKSTARTER



1,410
backers
\$505,285
pledged of \$100,000 goal
42
days to go

Back This Project
\$1 minimum pledge

This project will be funded on Friday Nov 1, 11:39am EDT.

Funding period
Sep 17, 2013 - Nov 1, 2013 (45 days)

[f Share](#) [Tweet](#) [Embed](#)

[★ Remind me](#)

TechCrunch

Adobe Gets Serious About Hardware, Will Start Selling Its Mighty Digital Pen And Napoleon Ruler In The First Half Of 2014





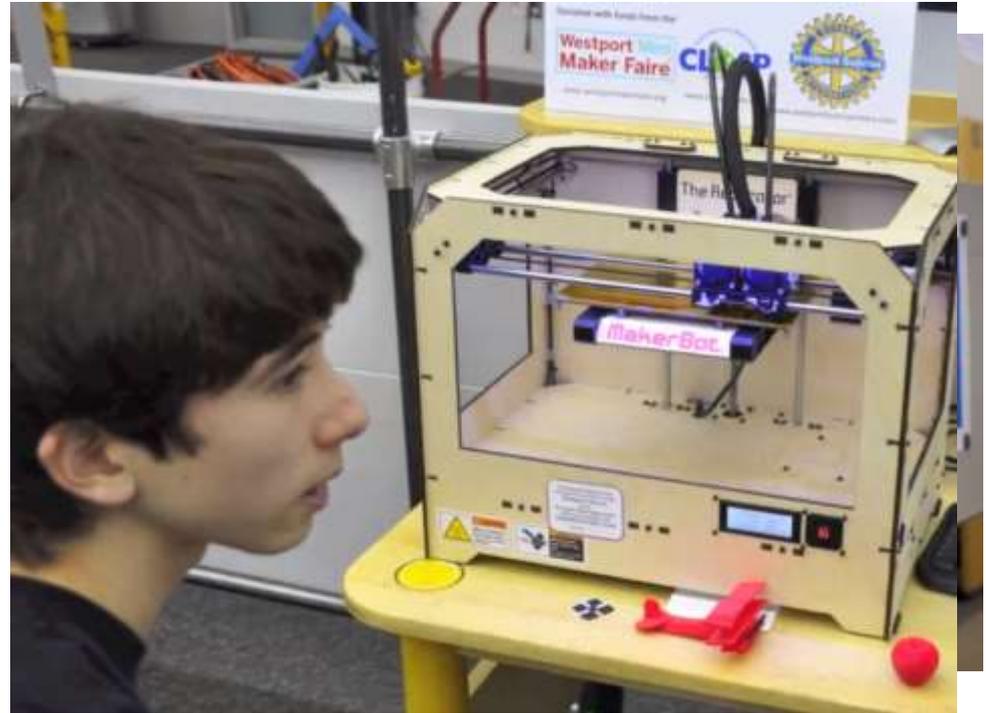
Prototypes

Low Volume Builds



Celebrate the Maker Space Trend!

Integration of
Materials,
Process and Play



Strategy: Raise Expectations for Place-as-Service



***Early
Childhood***

MetLife®



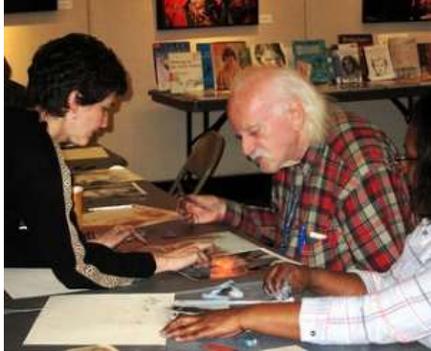
***Creative &
Active Aging***



***20-Somethings
'Emerging Adulthood'***

Strategy: Places Design for Creative Aging Lifestyles

MetLife[®]



***Creative Aging
Environments***

Creative Aging Strategies

- Libraries & Arts Experiences***
- Library Teams + “Teaching Artists”***
- Social Experiences***
- Full Body – Whole Person***
- Library Collections: Creativity Focus***

Lifetime Arts

at the intersection of aging and the arts

Why Teaching Art in Libraries Works - Lifetime Arts



Celia
Instructor • Graphic Memoir • Bronx Library Center

0:09 / 1:50

YouTube



beta



RESOURCE: The Life of a Visual Arts Creative Aging Program

What this Toolkit is for:

The Creative Aging Toolkit for Public Libraries is a free, online resource for librarians. It offers access to information about aging and libraries, creative aging research, and best practices in the field. The toolkit contains insights, tips, tools and templates to be used when planning, implementing and sustaining successful programs.

WHY CREATIVE AGING WORKS IN LIBRARIES

Why Teaching Art in Libraries Works - Lifetime

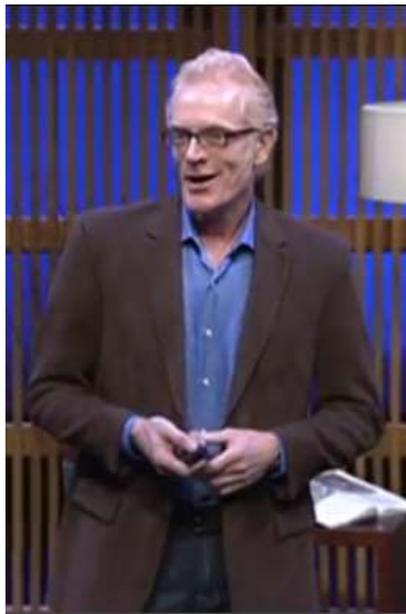
CELEBRATE ARTISTIC & PERSONAL GROWTH

Culminating Events Celebrate Artistic Growth

RETHINKING AGING

PLAYLIST Rethinking Aging - Creative Aging

Libraries Finding New Partnerships



TEDxSoCal - Tim Carpenter - Thriving As We Age

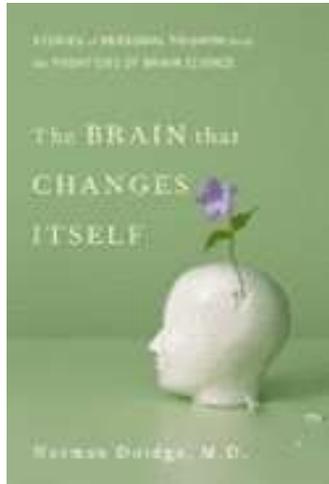
 TEDx Talks · 35,564 videos

Subscribed 

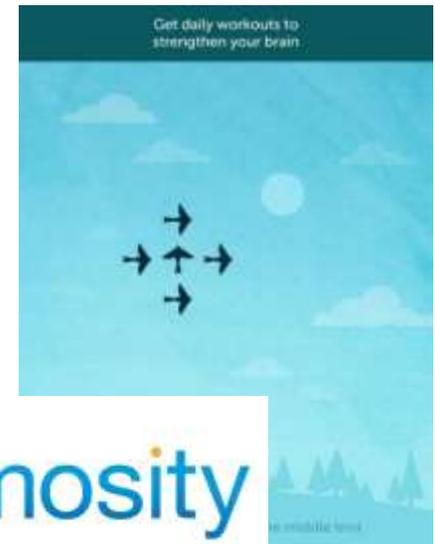
5,589

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Collections that Combine Creative Aging & Brain Fitness Trends

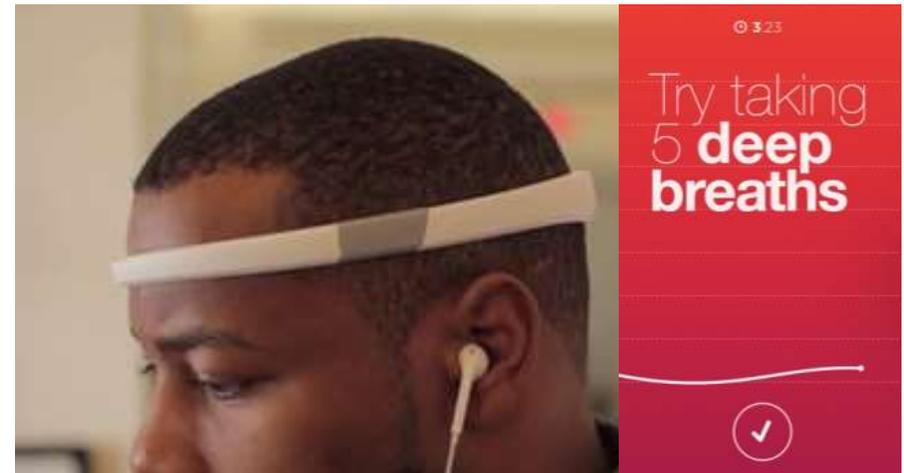


***Collections,
Kits & Programs***



Brain Training Stations

Collections & Programs for 'Wearables' & Brain Fitness Trends



Melon –Wearables for Focus

***Products &
Training Pathways***



***20-Somethings
'Emerging Adulthood'***

Linking Innovative Program Strategies to Place (Hybrid)

#Topic

***Quick Response
to Themes***

(Timely responses)



***Convening by Themes:
Millennials Self-organize
Dynamic Programs***

***Local, Regional
or National Campaign?***

***Millennials Engaged
in Civic Conversations***



Strategy: Library Experiences in Community Places

October 16, 2013 - 17 attended

[alt+library book club: The Slender Poe, collected works of Edgar Allan Poe](#)



*Libraries at Center of
Collaboration & Problem Solving*

***Empower Millennials
As Problem Solvers***



**NATIONAL DAY of
CIVIC HACKING**

Places to Hold Niche Collections

- Art*
- Audio*
- Comedy*
- Objects*
- Time Capsules*

DIVERCITY - THE VOICES OF NYC

I PLACED A MICROPHONE OUT THE WINDOW OF MY MANHATTAN APARTMENT.

APPEARING FAINTLY FROM A DISTANCE, THE PEOPLE OF NEW YORK ANONYMOUSLY SPEAK PERSONAL TRUTHS IN PASSING. THEIR VOICES DRIFT INTO MY RECORDER, A MERE EARSHOT IN TIME, ONLY TO FADE BACK AWAY INTO THE DISTANCE.

[LISTEN HERE](#)

NEW RECORDINGS ARE POSTED SUNDAY NIGHTS AT 7 PM EST.

PLEASE DROP ME A LINE IF YOU HAVE ANY QUESTIONS OR COMMENTS. I CAN BE REACHED HERE OR AT

DIVERCITYNYC@GMAIL.COM

[LISTEN](#) [ASK](#) [ARCHIVE](#) [RANDOM](#)

tumblr.

Positive Idea
Place-based Strategy

Place

Challenge - Caution
Place-based Strategy

Place

Libraries investing in *place-based experiences*
2015 – 2025





Place-based
Experiences



Retooling *Local*
From Collections to
Connections



Lifelong
Learning

What is unique about your local community?

What dynamics might be *missing to reach its full potential?*



Strategies to Explore: Mainstreaming of Civic & 'Citizen' Tools

Civicware:
Engagement &
Data-driven Insights
(Tools & Databases)



'Citizen' Tools



Marine Debris

TRACKER

[Home](#) [View and Get Data](#) [How do I Start Tracking?](#) [List and Categories](#) [FAQ](#) [About](#) [Press](#) [Top Trackers](#)

Recent Debris Activity

The Marine Debris Tracker mobile application allows you to help make a difference by checking in when you find trash on our coastlines and waterways.

GSTC Citizen Science in Jekyll Island, GA found 1 Rope (non-plastic) @ 4:19pm on 12/05



LittleSSI in Saint Simons Island, GA found 1 Gloves (rubber or plastic) @ 3:25pm on 12/05



LittleSSI in Saint Simons Island, GA found 1 Aerosol cans @ 3:25pm on 12/05



LittleSSI in Saint Simons Island, GA found 1 Other @ 3:25pm on 12/05



LittleSSI in Saint Simons Island, GA found 1 Clothing or shoes (non flip-flops) @ 3:19pm on 12/05



Leave only waves and footprints behind...

Join in... get the App!

In search of an organized beach cleanup?

Find your nearest group to join from over 1200 events [here](#) >>

Developed Cooperatively by:



Tweets

[Follow](#)



SolStarter
@SolStarter

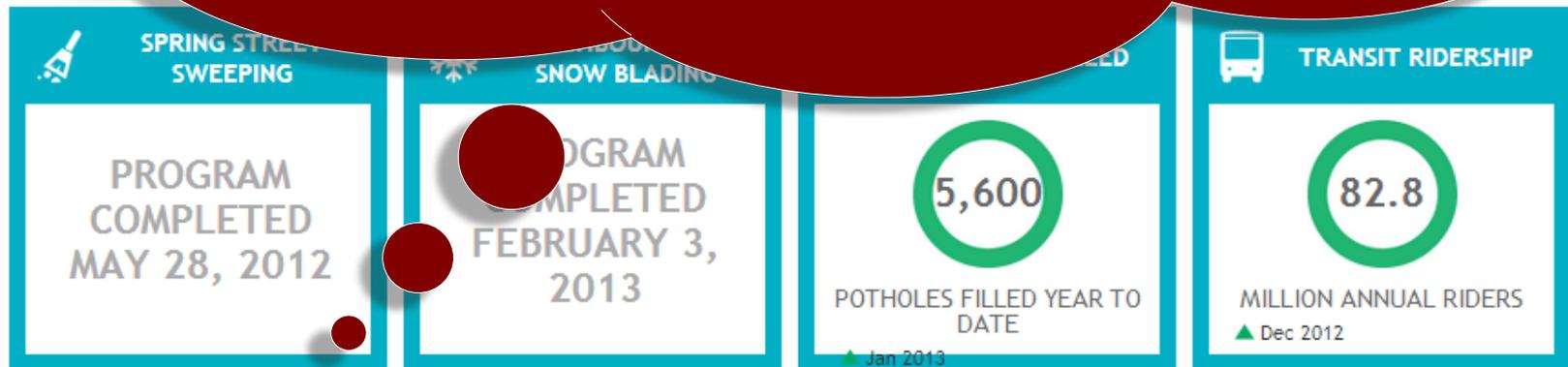
29 Nov

Role of Reference: Libraries and Local Dashboards



How might dashboards empower entrepreneurs, citizens and/or policy-makers?

What indicators would we highlight?



▲ Meets or Exceeds Target ► Near Target ▼ Needs Improvement

Strategy: Support for Collaborative Economy Activities



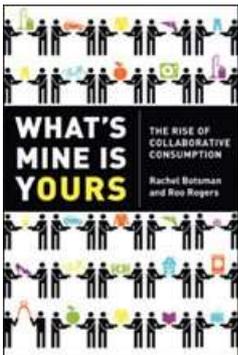
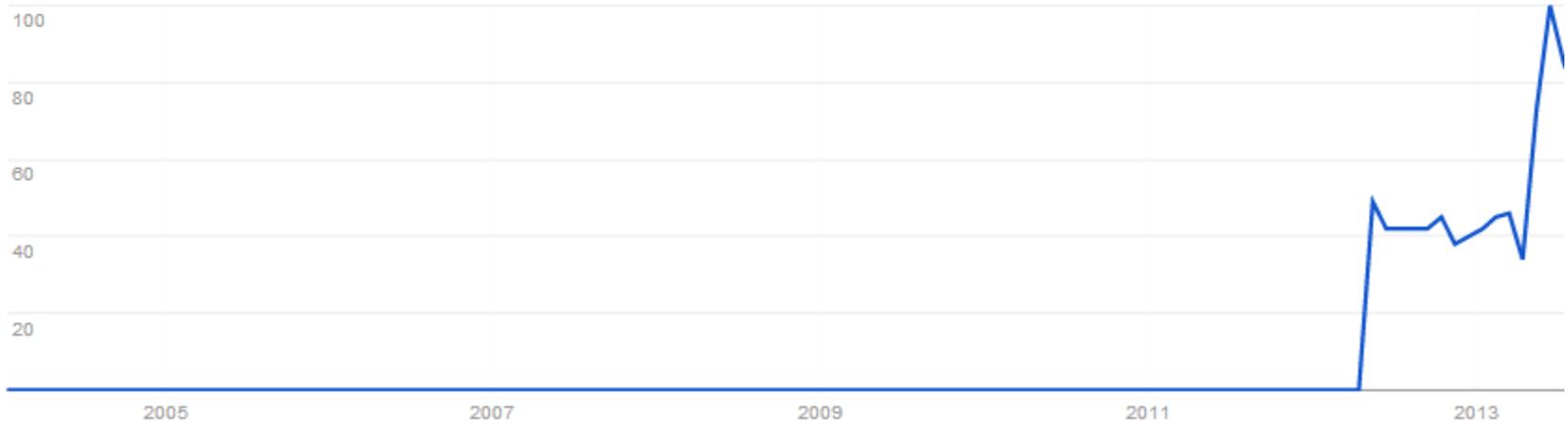
collaborative economy



Interest over time ?

The number 100 represents the peak search interest

News headlines ? Forecast |



Jeremiah Owyang



Strategy: Anticipating Pull and Push Factors of Economic Localization



The New Innovation
Battlegrounds Are City Hall And
The State House



- From hotels (Airbnb)
- Rental cars (ZipCar, RelayRides)
- Taxis (Lyft, Uber)
- Textbooks (Chegg)
- Lending (Lending Club)
- Fundraising (Kickstarter)
- Restaurants (food trucks)
- Errands (TaskRabbit)
- Internet service (Google Fiber)

New Assumptions on Retooling Local?

Libraries play an active role in building community awareness on key indicators driving quality of life and the economy

and / or

Libraries actively support Collaborative Economy activities



Positive Idea
Community Strategy

Challenge - Caution
Community Strategy

Libraries & Stronger Communities
2015 – 2025



Start



Foresight 101



Drivers of Change
Learning, Local & *Place*

End



Bringing it Home
Learning More...

Your Next Step: I want to become a Futurist

“We need to be ahead of these trends! Sign me up!!”

Your Job: Socializing Ideas



Start a Signals Team

(Social, Technology, Environment, Economy, Politics)

Create Monthly or Quarterly Programs to Share Insights

Your Next Step: **I want to Encourage Others**

“Interesting stuff. No time, but I want to empower my team.”

Your Job: **Create Conditions to Support an Intrapreneurial Culture**



FAIL fa  re

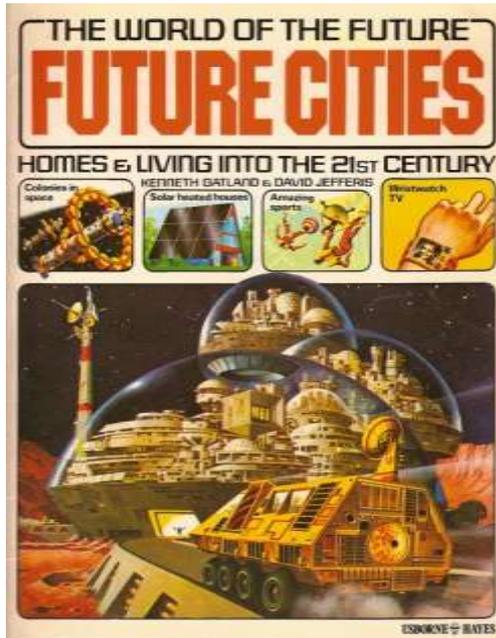
IDEO

- Lower Barriers to Pilots & Partnerships**
- Establish Programs for Risk-taking:**
[e.g. Failfaire & Challenges]
- Develop Innovation & Foresight Products**
[e.g. Scenario Cards]

**Your Next Step: I am not convinced by this snake oil salesman
“Not our future. Let’s get back to basics.”**

Your Job:

Show how futuristic scenarios can be wrong



- Gather, Synthesize & Challenge These Assumptions**
- Rally Existing Partners & Stakeholders to Return to a Golden Era of Libraries**

Non-Librar

Follow Passionate People & Join Smart Conversations



Tim O'Reilly



Nancy Duarte



Amy Jo Kim

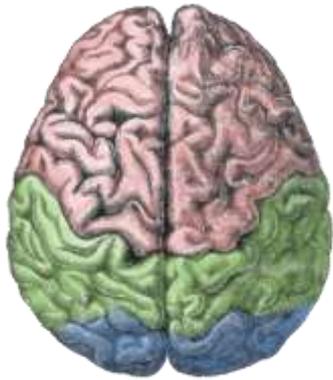


Neil deGrasse Tyson



Form a Signals Team to Scan for Change

Scan for Change & Externalize Your Brain



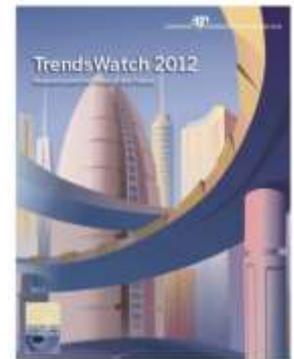
**External
Memory**



**Social Learning /
Shared Awareness**



**Programs &
Products**



What Killer Questions will I ask my team?



killerquestion killerquestion

#KQ What #customer #segment will emerge in 5 years that doesn't exist today? <http://om.ly/ytUv>

28 Oct

1. What if we invited a gaming mechanics team to redesign library membership levels around 21st century work skills?
2. What if our library invented 'school or innovation readiness' badge system for parents and companies?
3. What if libraries were charged with educating entrepreneurs? or Digital Literacy? Or Data Science?

Garry Golden

www.garrygolden.net (Two Rs)
garrygolden@gmail.com





Questions or Comments?

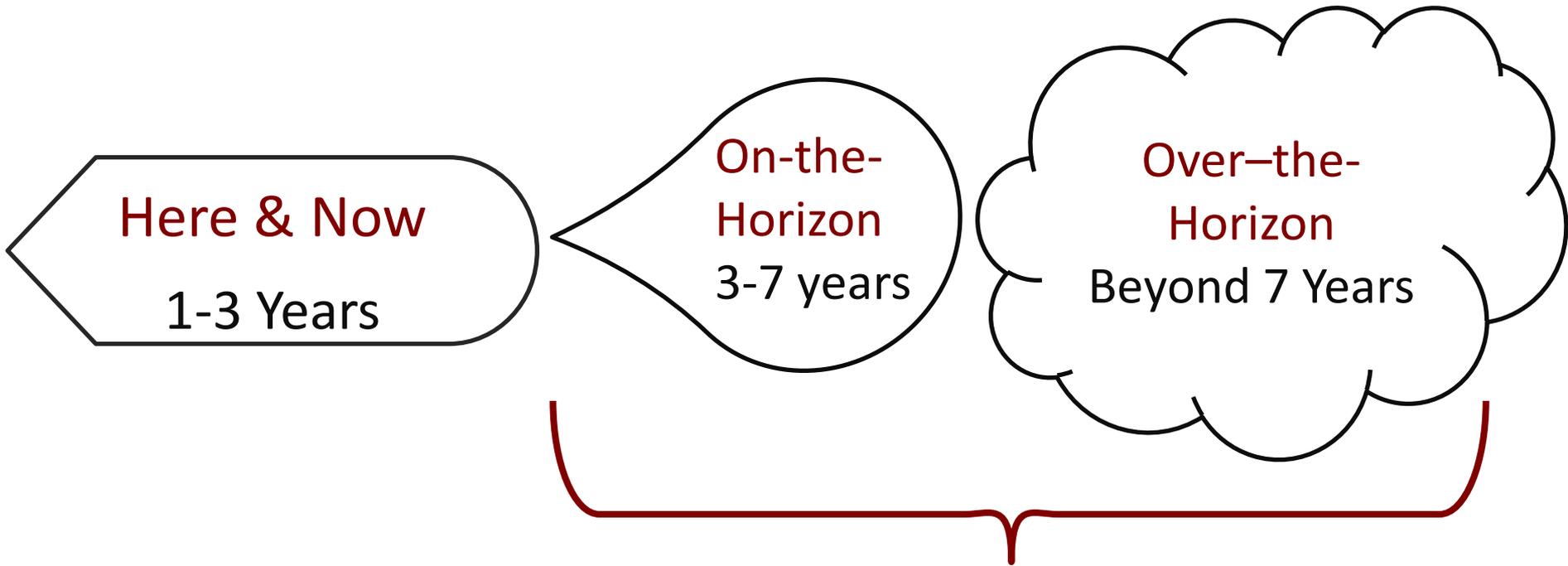


What do we need to learn more about...?

What is our biggest risk? Best opportunity?

Describe an innovative partnership for 2015



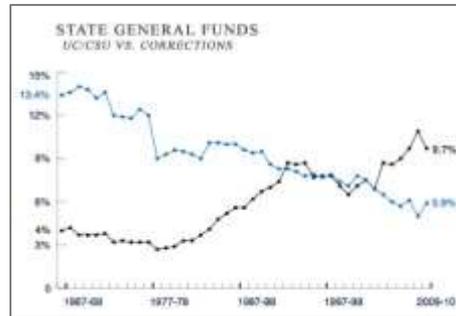


Planning Horizon
Focus on Execution

Strategic Horizons
Focus on Learning & Exploring Implications

Foresight 101: Three Mechanisms of Change

Trends
(Continuities)



**Plausible
Future**

Forecasts

Events
(Discontinuities)



**Possible
Futures**

Scenarios

Choices
(Discontinuities)



**Preferred
Futures**

Visions