

**Tapping Your Inner Futurist**  
**Delivering 21<sup>st</sup> Century**  
**Public Library Services**



**Designed by: Garry Golden**

**PDF: [garrygolden.com/NEKLS2014](http://garrygolden.com/NEKLS2014)**



**In the News**

In 20  
hea  
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Who is going to lead  
on digital literacy and  
OYOD policy?



True

False

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## 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.



**Social Data**



**Health Data**



**Learning Data**

# Elevate Social Norms: Digital Identify Management



**OYOD Policies**  
Own Your Own Data



 **Ghostery**

**Expand Use  
of Tools**



**Education  
& Advocate for Opt-In**

How do we rethink the role of libraries in certifications of lifelong learning?

**True**

**False**

SKILLS  
**NOW**  
FOR MANUFACTURING

# Portfolio Storytelling – Micro-credentials

# mozilla



## OpenBadges

Get public recognition for your skills and achievements



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



# Digital Me: Moving Toward Portfolios & Reputation



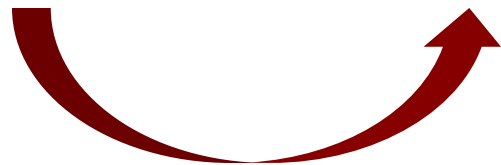
Resume



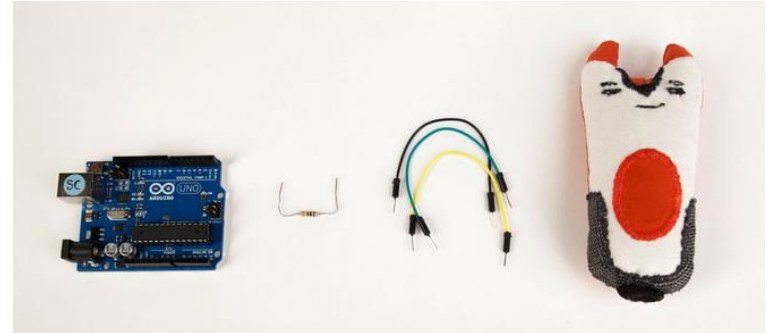
Portfolio



Presence



Providence, RI has launched a . campaign to close the Word Gap that includes providing families with devices that listen to the number of words children hear each day.



**True**

**False**

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



Winner: Providence Talks  
Providence, RI

MAYOR ANGEL TAVERAS | POPULATION: 178,000



THE WALL STREET JOURNAL.

ARTS & ENTERTAINMENT | Updated July 19, 2012, 3:24 p.m. ET

# Your E-Book Is Reading You



**2004-2014 vs 2014-2024**

**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



**Outputs Mission:**

**Access to Collections**



**Outcomes Mission:**

**Behavior Change &  
Mastery of Skills**



Start

End



*Foresight 101*



**Drivers of Change**  
**Place & Lifelong Learning**



***Bringing it Home***



# Place-based Experiences

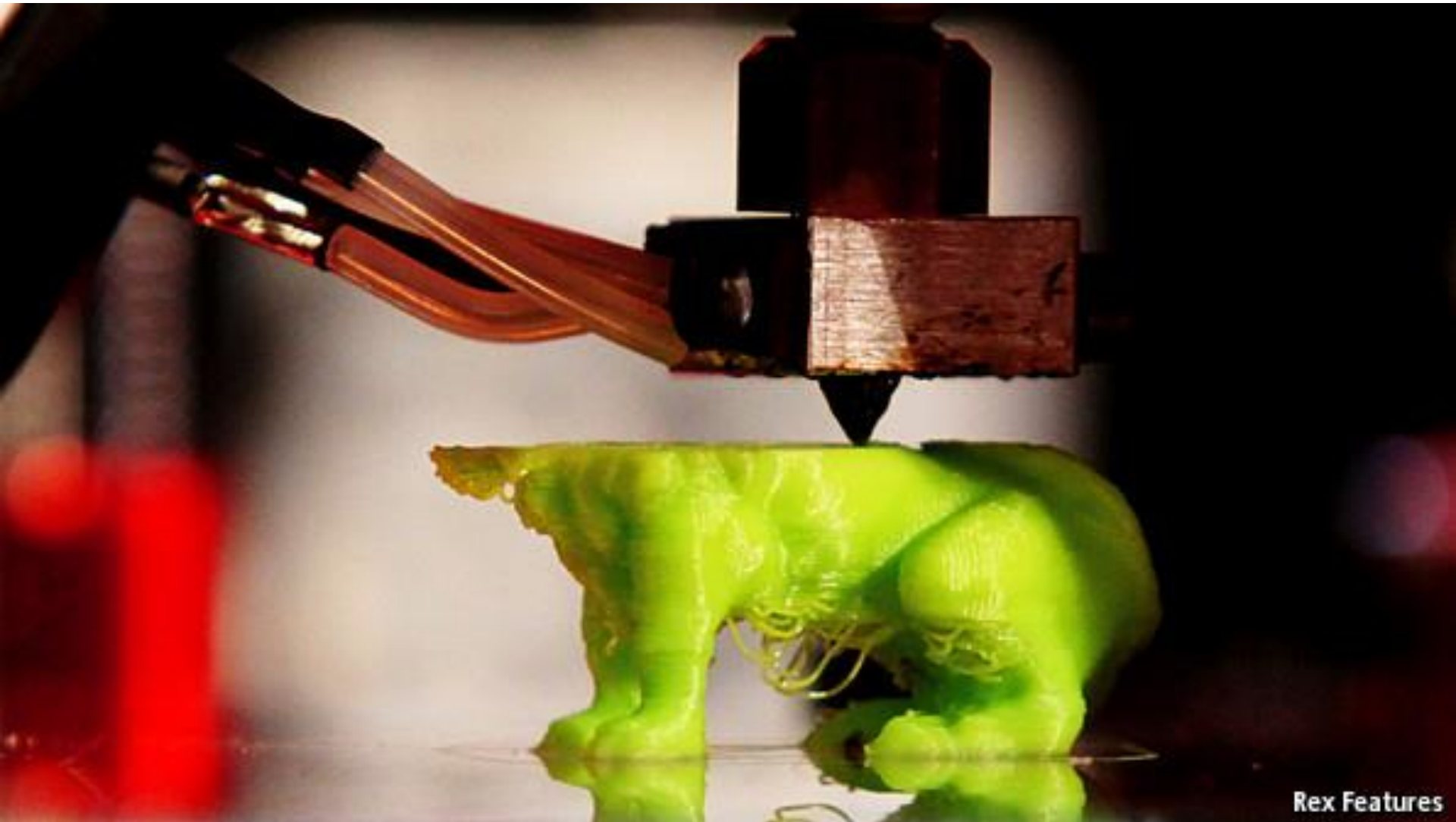


# Celebrate the Maker Space Trend!

## Why the 'Maker Movement' Matters to America



# 3D Printing – Additive Manufacturing



Rex Features





We've enabled over 200 people. Help us enable more.



# Robohand

★★★★★ (66 ratings)

3,439 likes · 270 talking about this

Professional Services · Add A Category  
 4 Burger Street, Centurion, Gauteng  
 +27 74 104 1847  
 Always open

About - Suggest an Edit



Photos

3,439

Likes



House Rules



Robohand FAQ

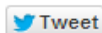
4



April 29, 2014 in Features

## Students create robotic hand for boy

Kathy Boccella Philadelphia Inquirer



Tags: robotics Steele Songle Westtown school



Eight-year-old Steele Songle tries on an artificial hand designed by engineering students at Westtown School in West Chester, Pa. In the background are engineering students Annika Cole and Alex Hunes, who helped with the design.

[\(Full-size photo\)](#)

WEST CHESTER, Pa. – Steele Songle was born without a left hand but has never let that hold him back from the thing he loves most – playing sports.

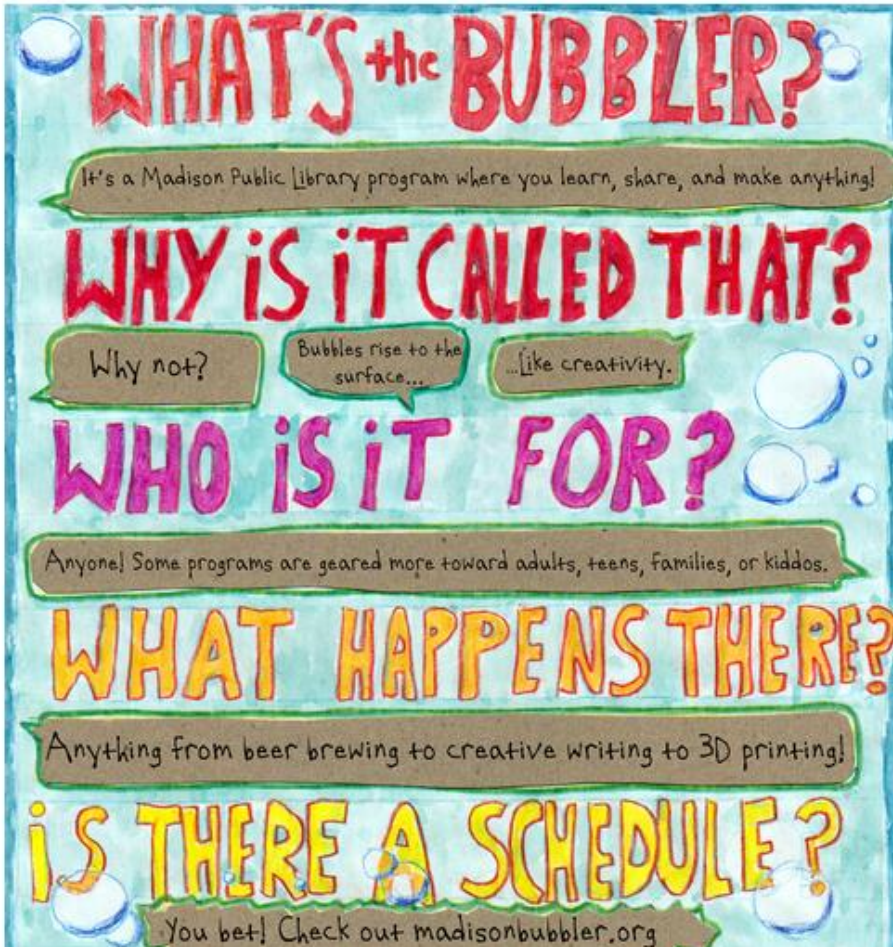
And now, the 8-year-old from Wilmington, Del., who plays lacrosse and golf, swam on a trampoline until the summer, is getting bionic help from engineering students at Westtown School in Chester County.

As part of their design project, the students created a device, the students say, that can open and close.

Among other things, the device will improve his trampoline.



# Mainstreaming of Maker Culture



Whether offering the basics of animation, screen printing, music, clothing design, dance, or painting (to name a few), the Bubbler's hands-on pop-up workshops introduces participants to a variety of local experts who share their talents and physical resources.

Madison Public Library: your place to learn, share and create.

Bubbler Funding Provided by





# BOOK TRAILERS

*making advertisements for your favorite books*

## "EACH KINDNESS"

by Jacqueline Woodson



Created by teens from the Simpson Street Free Press (Alana, Ali, Aubrianna, Danielle, John, Karoly, Leila & Sylvan)

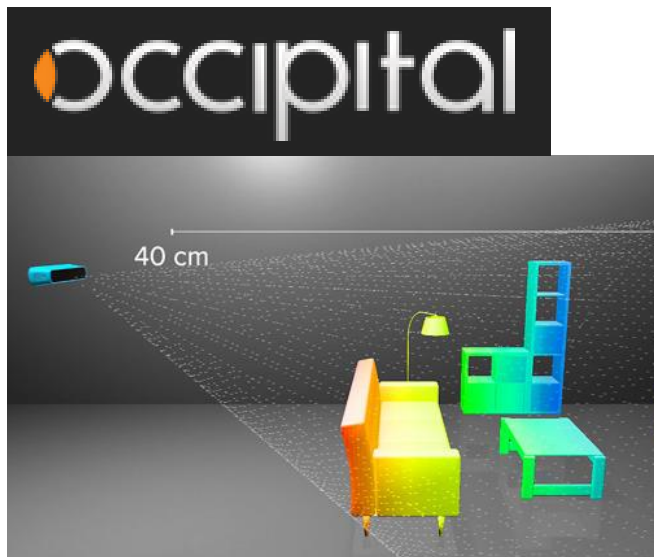
## "POISON"

by Bridget Zinn



Created by Leila, a teen writer at the Simpson Street Free Press.

# Library Collections: Design Build Tools



## 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)

Share Tweet Embed

Remind me

# Library Collections: Design Build Tools

**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**

**What role might libraries play in cultivating a Design-Maker Culture?**

# Make it @ your library™

## Makerspace Trend *From Stacks to Hacks*

- Start with Events
- Grants
- Partners
- STEM Workforce



# Strategy: Raise Expectations for Place-as-Service

**MetLife®**



***Early  
Childhood***



***Creative &  
Active Aging***



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

## Strategy: Places Design for Creative Aging Lifestyles

**MetLife**<sup>®</sup>



***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



Celia  
Instructor • Graphic Memoir • Bronx Library Center

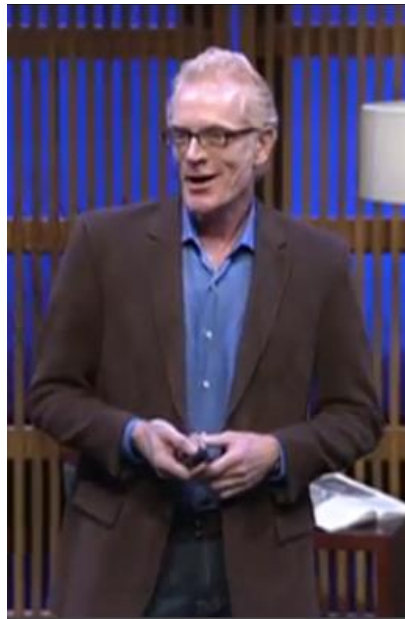
0:09 / 1:50

YouTube


The image shows a video player interface. At the top, the title 'Why Teaching Art in Libraries Works - Lifetime' is displayed in white text on a dark background. Below the title is a video frame showing a woman with long dark hair, glasses, and a red scarf, speaking in what appears to be a classroom or library setting. The video player controls at the bottom include a play button, a volume icon, a progress bar showing 0:09 / 1:50, a settings gear icon, the YouTube logo, and a full-screen icon.




# Libraries Finding New Partnerships





TEDxSoCal - Tim Carpenter - Thriving As We Age

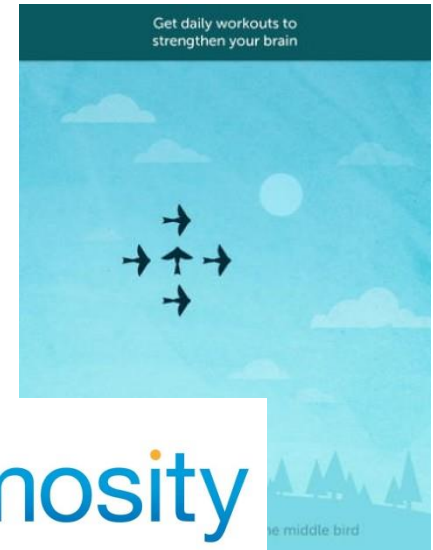
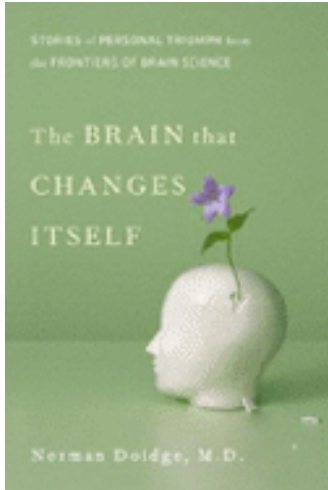
 TEDxTalks · 35,564 videos

Subscribed 

5,589

 60  1

# Collections that Combine Creative Aging & Brain Fitness Trends



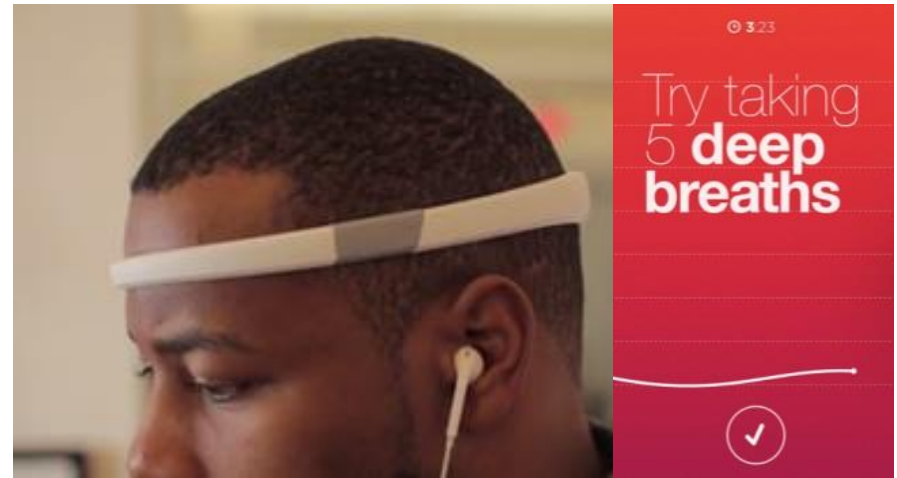
***Collections,  
Kits & Programs***

***Brain Training Stations***

# Collections & Programs for 'Wearables' & Brain Fitness Trends



 fitbit



***Melon –Wearables for Focus***

***Products &  
Training Pathways***



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

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

***Millennials Engaged  
in Civic Conversations***



# Strategy: Library Experiences in Community Places

## BAD ART NIGHT



Create something dreadful--  
and win! Prizes for the worst art imaginable.

Wed., November 2nd  
6:30 p.m.



South Natomas Library  
2901 Truxel Rd., Sacramento



[alt+library.com](http://alt+library.com)

# Escape the Room | NYC



# Escape the Room game is becoming one of NYC's hottest attractions

In this fun puzzle created by Victor Blake, funseekers have one hour to get out of a locked room

BY JUSTIN ROCKET SILVERMAN



/ NEW YORK DAILY NEWS / Sunday, April 27, 2014, 2:00 AM



BARRY WILLIAMS FOR NEW YORK DAILY NEWS

Escape the Room general manager Jack De Stefano, left, explains the clues to the Votapka family before they try to escape.



## *Places to Hold Niche Collections*

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

### DIVERCITY - THE VOICES OF NYC

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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

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

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The Tumblr logo is displayed in a large, stylized, rounded font. The letters are white with a dark blue outline and a slight shadow effect, giving it a three-dimensional appearance. The logo is centered at the bottom of the page.

# **Libraries & The Future of Lifelong Learning**





Era of  
**Apprenticeship**



Era of  
**Institution**



Era of  
**Learner**



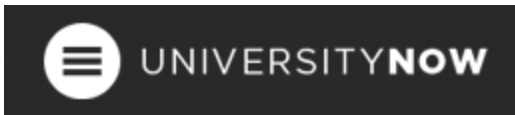
**Disruptions of  
Books & Industrial Work**



**Disruptions of  
Web & Knowledge Economy**

Assumption: Barriers to Scaling and Reach Are Being Lowered

# Library Shared Experiences



**=**

**Massive  
Open  
Online  
Courses**

## MOOCs

- Summer Reading
- Parents & Families
- Workforce Training
- Internal Training
- 21<sup>st</sup> C Skills  
(e.g. Data Science)

# Problem to Solve: Lack of 'Learning Communities'

Build the  
base of  
**Community  
Instructors**

## SKILLSHARE

A platform to learn anything, from anyone.



**Sound Check: The  
Essentials of DIY Audio Mixing**



**Young Guru**

Founder, The Young Guru Mixing ...

### Screenwriting: Writing the 10-minute Short

By [Sarah Zucker](#) - Screenwriter

[Class Project](#)

Write the screenplay for a 10-minute short film



# Piloting Micro-credentials



mozilla ▾

[Earn](#) [Issue](#) [Display](#) [Community](#) [Press](#) [Blog](#) [About](#)

Get recognition for skills you learn  
anywhere.



# Rethinking Collections Content?

**coursmos**

Search



Discover

Create

Sign up



## Always wanted to learn, but was too busy?

Education for Generation Distracted

 Sign up with Facebook



### Micro-Courses Collections



**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**  
**1993**

**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.

BARRON'S

# Lifelong Learning & The Personal Data Revolution



Where is  
Learning Data Stream?

EXPERIENCE  
API

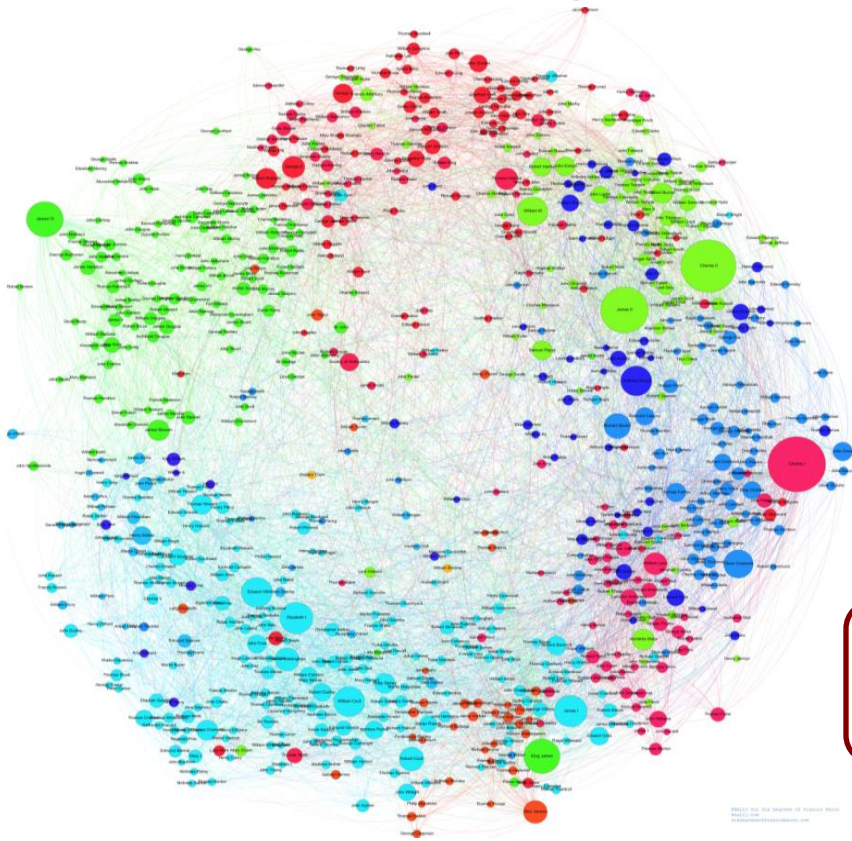
**Protect  
Privacy**

**Elevate Personal  
Data Literacy**

**Expand 'Opt-in'  
Relationships**

Digital Me in the Age of Graph Databases

## Connected Data = Insights & Wisdom



Link Graph



Interest Graph



Social Graph



Health Graph

???

Learning Graph



**WaxLRS**  
by SaLTBOX

Watershed LRS



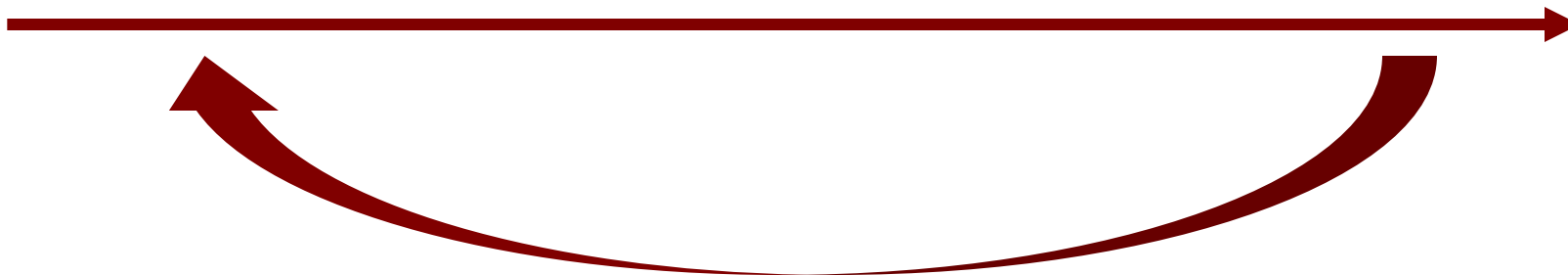
EXPERIENCE  
API

**Learning Record Store (LRS)**

- Individual Control over Access to Learning Data**

**Activity Streams**  
<Actor, Verb, Object>  
"I did this"

**Library delivers Adaptive Learning Experiences**



# Learning Activity Streams

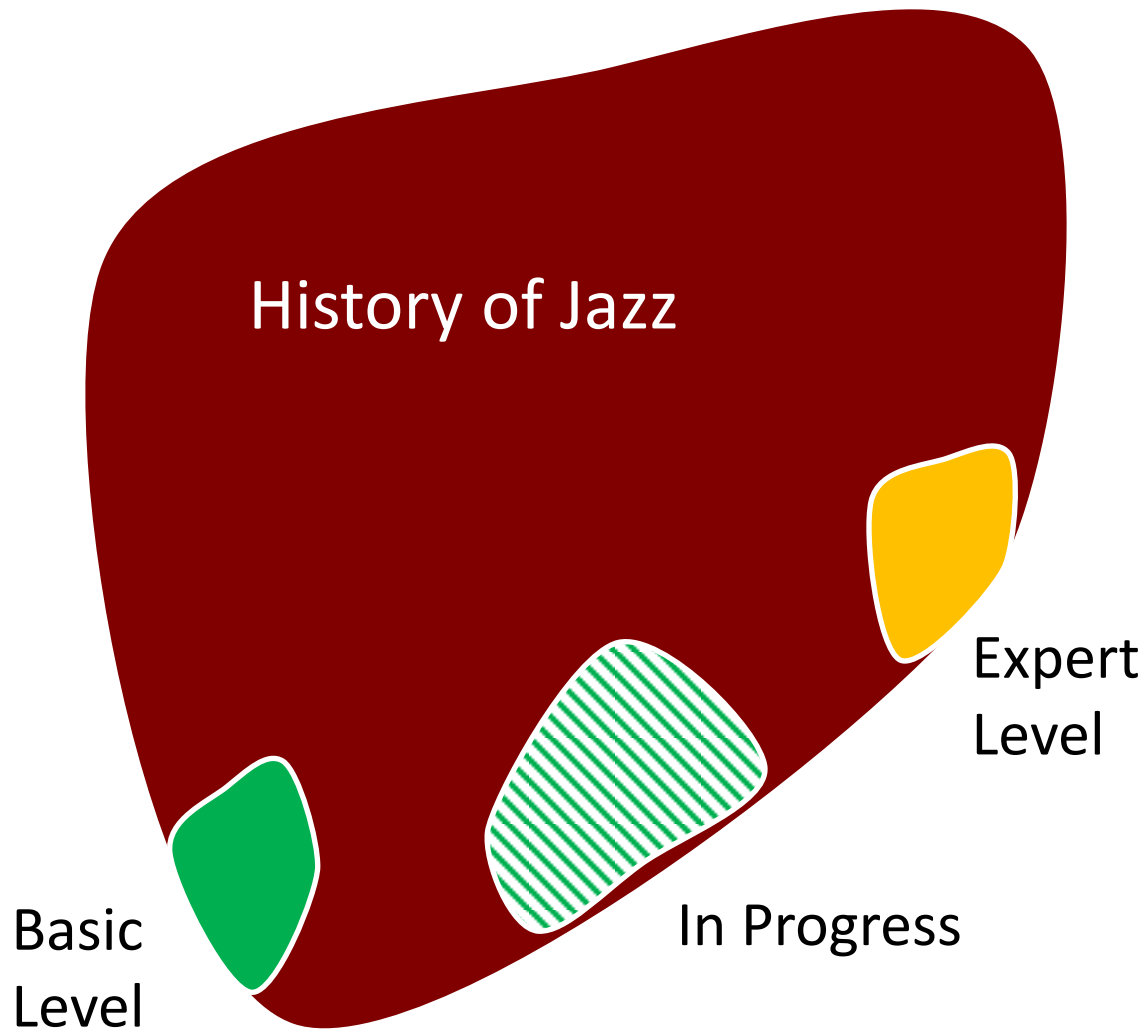
<Actor, Verb, Object> “I did this”

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## Activity Statements: Thomas Discovers Poetry

- Thomas liked a Lucile Clifton poem he heard on iTunes
- Brentwood library invited Thomas to a Creative Aging poetry event
- Thomas enrolled in a creative writing class at the Community College
- Thomas read Alice Walker for his creative writing course
- Brentwood library recommended an obscure Rita Dove poem
- Thomas performed his poetry at a local café event
- 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

# Library Experiences based on a Learning Map (Connected Experiences from Learning Graph)



Advocate: Danny Hillis

I don't  
like the  
future...







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

Yo-Yo Ma

*Start*



*Foresight 101*



*Place & Lifelong Learning*

*End*



***Bringing it Home***  
***Learning More...***

**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**



## I want to Encourage Others

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

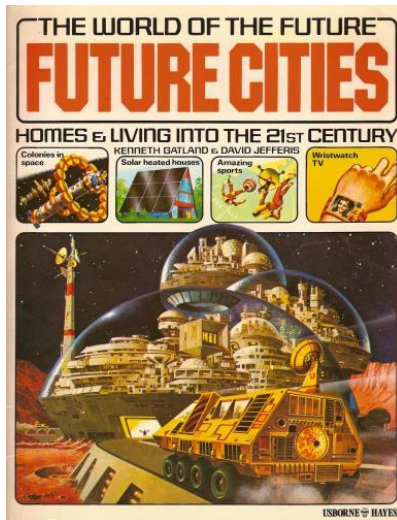
## Your Job: Create Conditions to Support an Intrapreneurial Culture



- Lower Barriers to Pilots & Partnerships
- Establish Programs for Risk-taking:  
[e.g. Failfaire & Grand Challenges]

**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**



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

## 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 21<sup>st</sup> 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**

garrygolden@gmail.com

*Two R's*

**PDF Copy of Presentation**

**www.garrygolden.com/NEKLS2014**

**GARRY GOLDEN**  
Speaker, Futurist & Father

ABOUT GARRY DAILY BLOG SPEAKING INQUIRIES  

ALL ABOUT FORESIGHT FUTURE OF...BY TOPIC



Upcoming Book on: Adaptive Experiences



What is Foresight? What is a Futurist?



Future of Learning



Future of Demographics



Scanning for Change



Future of Energy



Future of Transportation & Mobility



Foresight Tools & Frameworks



Private: Future of Data, Algorithms & Insights



**Disciplined / Constrained**



**Transformed**

What is the most likely future for libraries?



**Continued Growth**



**Decline / Collapse**