From Access to Outcomes

The Futures of Public Libraries

Presented to:

Delaware Division of Libraries

Presented by:
Garry Golden
@garrygolden
garrygolden.com/December7

Start *End*

Warm up
Foresight 101

Future of Learning (Experience Graph)
Future of Place

Next Steps

More or Less Change Ahead?

Last ten years

2007 – 2017

Next ten years

2018-2028

Things that **will not go away**: Human Creativity; Face-to-Face; *Things (e.g.* Books); Place-based Live; Unplugging

In the News

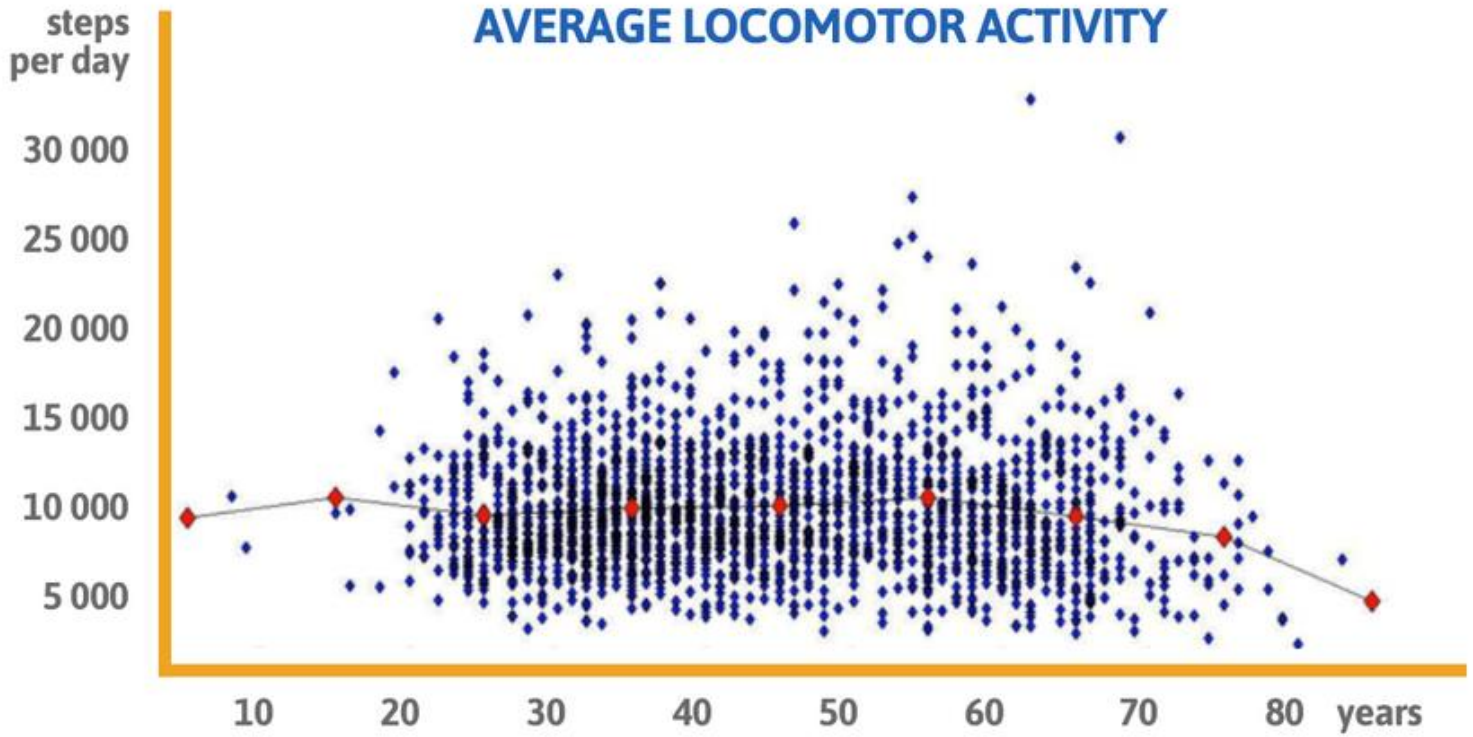
In 2018, all senior residents in the Japanese city of Nara will be required to have wearable devices that connect to the city's secured data feed used by families and local health & service agencies.

True

False

Assumption: Radical Solutions Ahead for *Aging Populations*

fitbit



Wearables + Early Warning Signals = Interventions

Crowdage beta

Newton

Context of the *Creepy Line*

Inevitability of Dealing with the *Creepy vs Compelling Line*

Outputs Mission:

Access to Collections

Outcomes Mission:

Behavior Change & Mastery of Skills

Michael Peter Edson @mpedson · 13m

“I believe that libraries have a mandate to intervene in their communities." @morville, paraphrasing @lrainie. #cildc

1

Public Library Association

A DIVISION OF THE AMERICAN LIBRARY ASSOCIATION

project | OUTCOME

MEASURING THE TRUE IMPACT OF PUBLIC LIBRARIES

Project Outcome : Year in Review

2016 Report

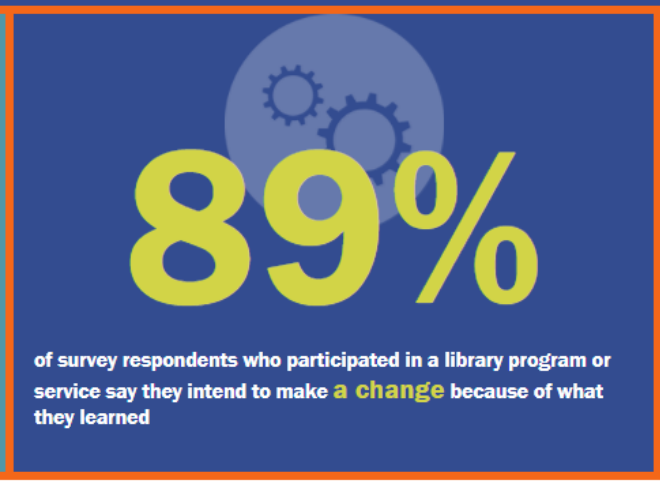
Through Project Outcome, we are learning more than ever about the benefits that library users see in their own lives. Of over 17,000 surveys, we heard:

90%

of survey respondents who participated in a library program or service say they **learned** something new

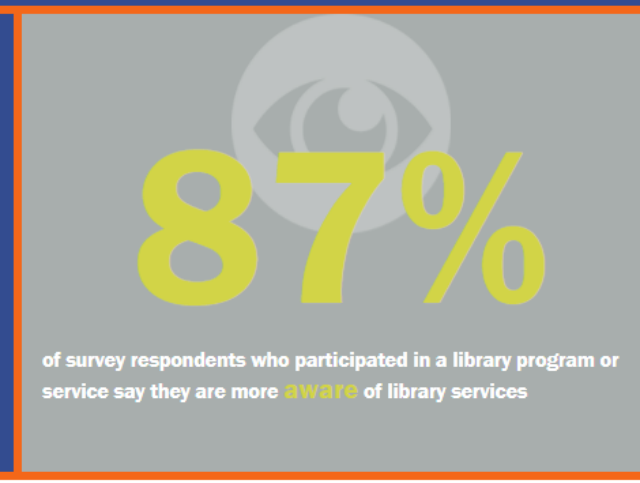
90%

of survey respondents who participated in a library program or service say they feel more **confident** using what they learned



89%

of survey respondents who participated in a library program or service say they intend to make **a change** because of what they learned



87%

of survey respondents who participated in a library program or service say they are more **aware** of library services

Why does this matter?

Because the impact of public libraries extends beyond the individuals who use them – it strengthens and empowers the community around them. How a parent reads to a child has lasting effects on that child's literacy. Knowing how to use computers and the Internet is essential for people who need better jobs or further education to support their families. Communities with better social connectedness and civic engagement have been associated with less unemployment.

What We Have Learned Together

Data collected from the first year of Project Outcome tell us unequivocally that library programs and services improve the lives of library users. People come to the library not just for books, but for programs that will help them learn a new skill or make a specific change in their lives. In total, nearly 80% of library users surveyed report that library programs and services have had some kind of positive impact on their lives in the last year.

Project Outcome's first year of survey data resulted in:

75 CIVIC/COMMUNITY ENGAGEMENT

91 DIGITAL LEARNING

92 EARLY CHILDHOOD LITERACY

86 ECONOMIC DEVELOPMENT

94 EDUCATION/LIFELONG LEARNING

87 JOB SKILLS

80 SUMMER READING

75% of Civic/Community Engagement survey respondents intend to become more engaged in their community life

- **Surveys conducted: 26**
- **Total survey responses: 664**
- **Most Common Program Types:**
  Journalist Lectures; Heritage or Cultural Programming

project | OUTCOME
MEASURING THE TRUE IMPACT OF PUBLIC LIBRARIES

About Us Annual Report Sign Up Log In Peer Discussion

Outcome Measurement Made Easy

Resources and Tools to Create Surveys and Analyze Outcome Data at Your Library

SIGN UP

108,611
Responses collected through our surveys

903
Libraries that have created surveys

Updates

Webinar: Integrating Project Outcome into Strategic Planning & Measuring Priority Areas
December 7, 1-2 PM Central

The Public Library Association's (PLA) Project Outcome is a free online toolkit designed to help public libraries understand and share the impact of their programs and services by providing simple surveys and an easy-to-use process for measuring and analyzing outcomes. The panelists on this webinar have prioritized outcome measurement in their libraries and integrated Project Outcome into their strategic planning. Participants in this webinar will learn how other libraries are aligning their outcome measurement with strategic priorities, measuring their success in priority program areas, and the changes libraries are able to make using outcome data to improve programming and better meet community needs. Participants will have the opportunity to ask questions and share their own experiences.
Register

Live News

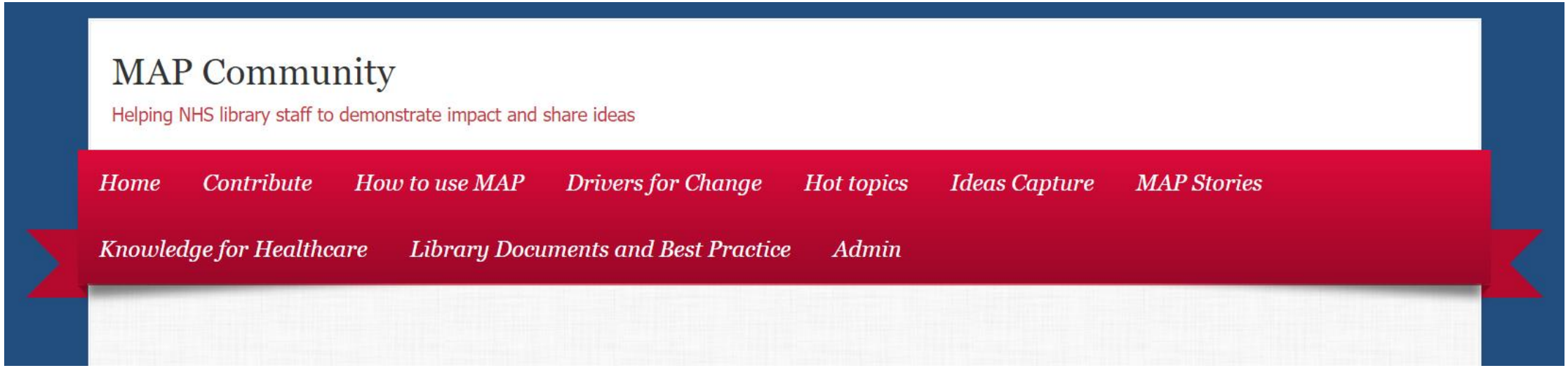
Project Outcome @ProjectOutcome
Registration is still open for tomorrow's panel webinar, Integrating Project Outcome into Strategic Planning & Measuring Priority Areas! ala.org/pla/education/...

Integrating Project Outcome into Strategic Planning ...
PLA's Project Outcome is a free online toolkit designed to help public libraries understand and share the impact of their programs and services by providing simple surveys
ala.org

50m

Project Outcome @ProjectOutcome
Does your library have exciting, innovative ways to train your patrons about information technology? Apply today to win $1500 from ALA/Information Today, Inc! All types of libraries are welcome to apply! ala.org/awardsgrants/a...

3h



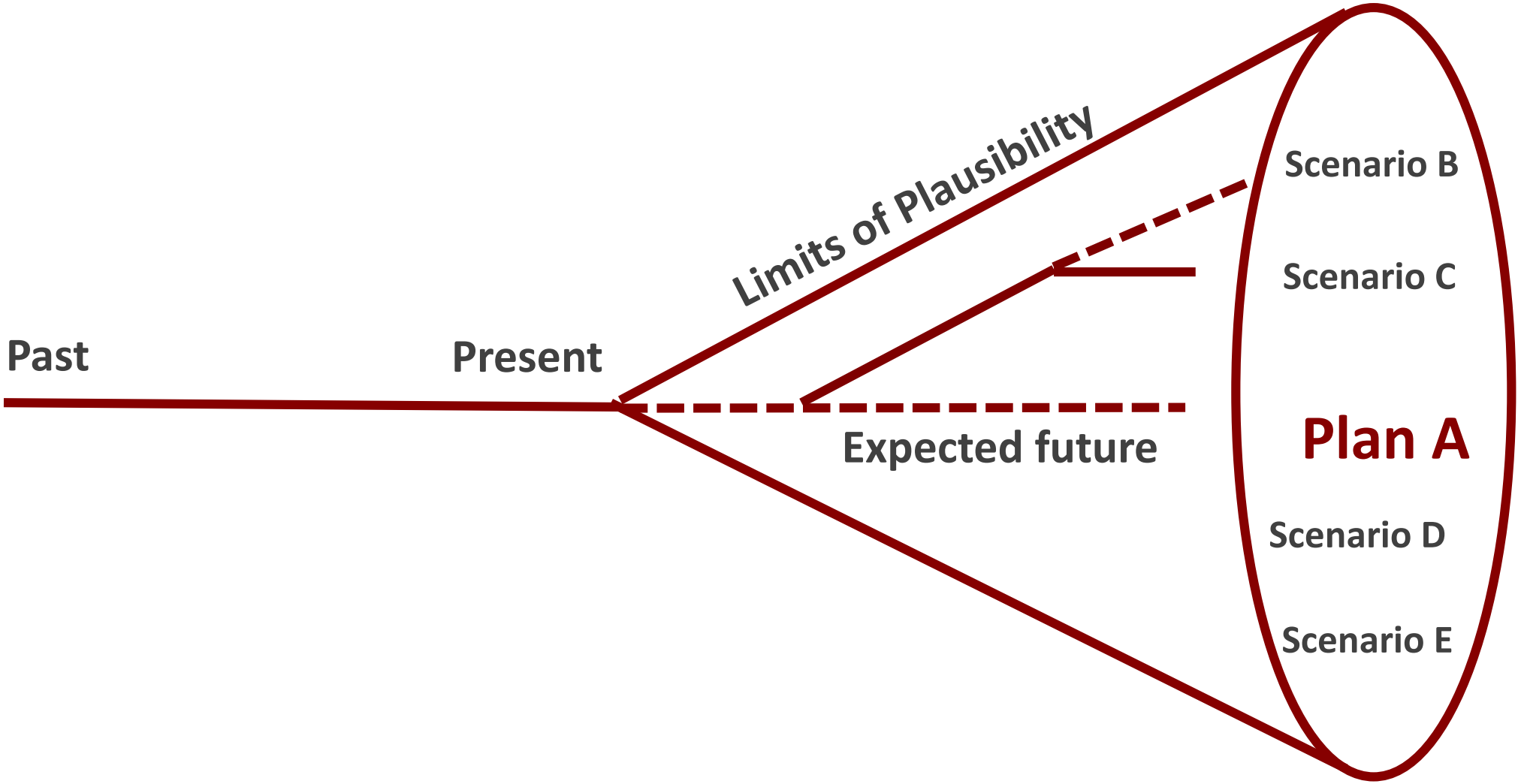
MAP Toolkit: Tell the Story

Title of project	***Guidance notes:*** *What is the name of the project?*
Project team	***Guidance notes:*** *State the name(s) of those people involved with project, both external and internal to the library and their roles in the project*
Resources required	***Guidance notes:*** *List all resources needed for project to be delivered, cost, people, time, technology, expertise/skills mix.*
Timeframe	***Guidance notes:*** *What is the timeframe for the project? How long is going to take? Is there a date that it needs to be completed by?*
"The story"	***Guidance notes:*** *Provide a short description of the service provided using no more than 350 words. It is worth thinking about including some or all of the following:* • *Outline the process/structure of the service* • *Which library staff delivers the service?* • *How much staff time was/is involved?*

Tapping My Inner Futurist?

Foresight 101: Cone of Plausibility

Multiple Outcomes, Multiple Time Horizons



Images Removed

Every day I make an effort to move toward what I do not understand.

- Cellist, Yo-Yo Ma

Four Futures Thinking

?

Continued Growth

Disciplined - Constrained

Transformed

Decline - Collapse

* Jim Dator, University of Hawaii

Could we write the Four Futures of our Library?

Continued Growth

Disciplined - Constrained

Transformed

Decline - Collapse

* Jim Dator, University of Hawaii

The Conversation Continues

- ❑ Roles of the Library
- ❑ Clarifying Values
  (e.g. *privacy, community*)
- ❑ Communicating Value
  (Outputs to Outcomes)
- ❑ Empowering Library Staff
- ❑ Rebranding the Library
  …as Community Hubs… as Kitchen

Miguel Figueroa
Director, Center for the Future of Libraries

End

Foresight 101

Future of Learning
Future of Place

Next Steps

Social Norms for the Anonymous-Access Web

1993

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

Social Norms & the Social Web

2008

Everyone knows I'm working on some personal growth issues
BARRON'S
DOG TRAINING BIBLE
Assumption:
The web is becoming a platform for managing outcomes & personal behavior change.

Outcomes-based Value Creation Depends on…

There is no shortage of emerging issues to address…

Johanna Blakley @Mojojohanna · 1h
"Why don't we give data like we give blood?" - Alan Freeman #neaarts #NEACVP #artsdata

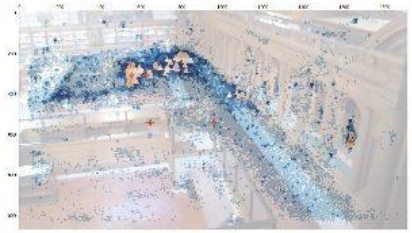
Can we all agree…?

Data isn't truth, but language. It can help us decide or express the truth, but data never is the truth.

- Deanna Day

Social Data

Health Data



Device + Place Data

EXPERIENCE API

"I did this…"

Learning & Life Experience Data

Evolution of Data across Learning Management Systems (LMS)

Activity Streams

<Actor, Verb, Object>

“I did this”

Why xAPI? Understand the Link Between Training & Outcomes

Course

Outputs

EXPERIENCE API

“I did this…”

Statements

Real World

Outcomes

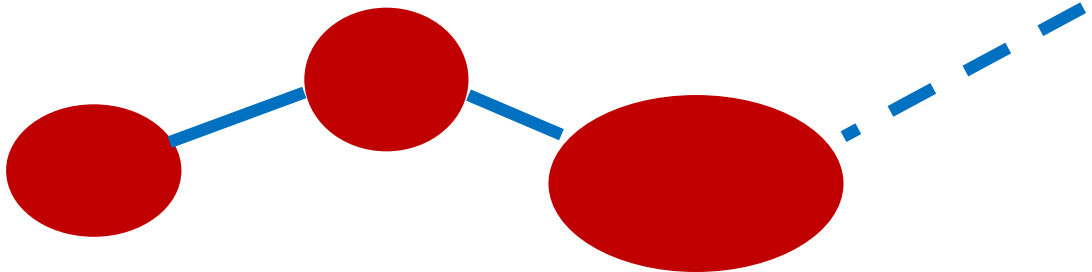
Assumption: Experience Data Appears Inside School, Workplace & Beyond

EXPERIENCE API

<Actor, Verb, Object>

"I did this"

- Thomas **liked** a **Lucille Clifton** poem he heard on iTunes
- Brentwood library **invited** Thomas to a **Creative Aging poetry event**
- Thomas **enrolled** in a creative writing class at 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



Assumption to Explore

By 2022, Experience Data Will Become Our Most Valuable Digital Asset

If we capture experience data…

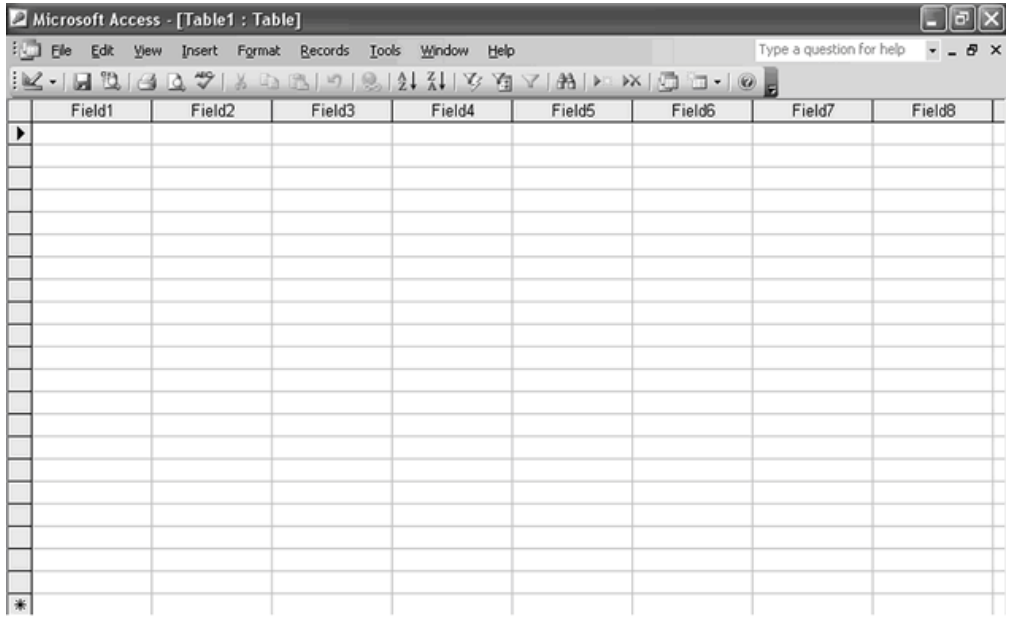
"I did this…"
Statements

How do we approach regulations?

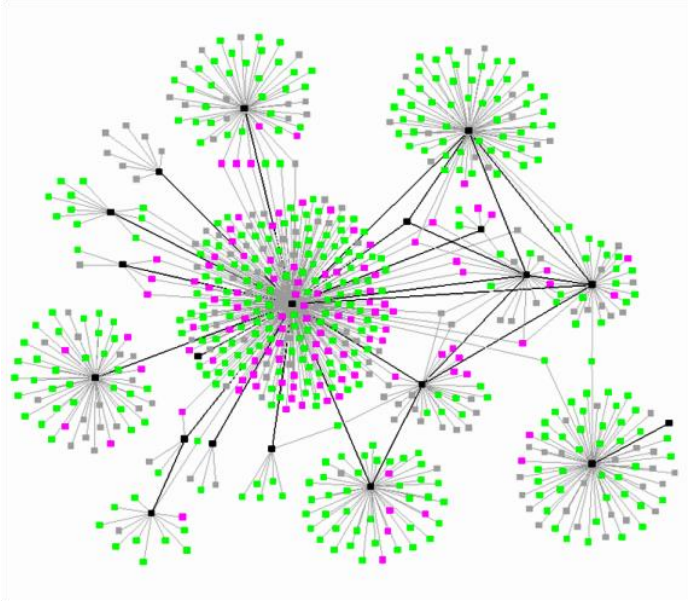
How do we avoid the creepy line?

How do we make sense of it?

Building a Connected Data Foundation for Library-based Experiences



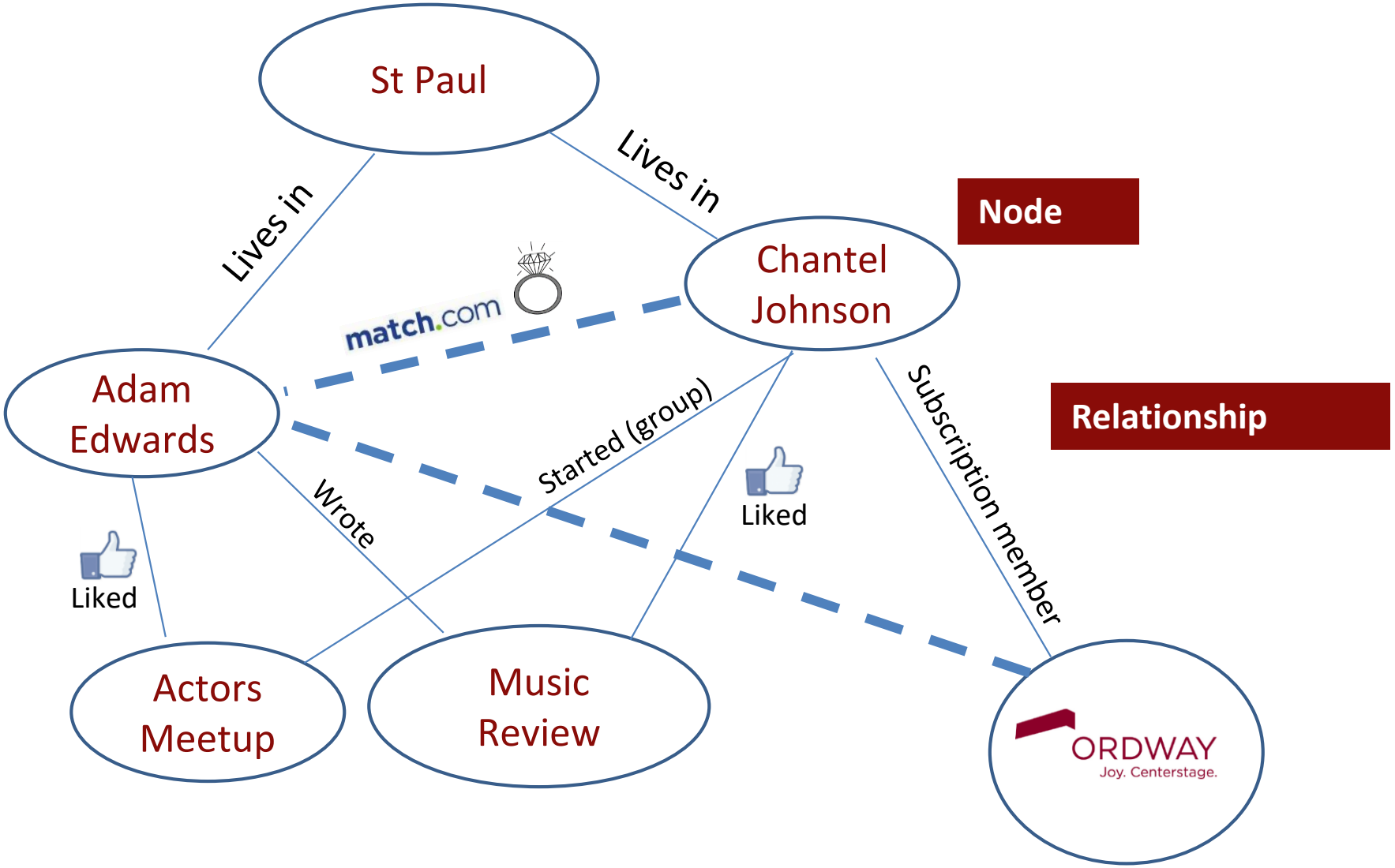
Tables = Past



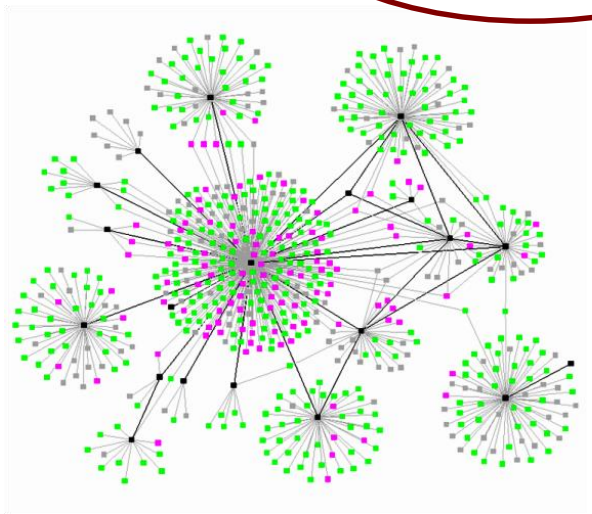
Graph Thinking = Future

neo4j

Graph Database = Understanding Relationships + Connections



Noah is *Connecting Things on his Experience Graph*



Daddy Loves Pomegranate

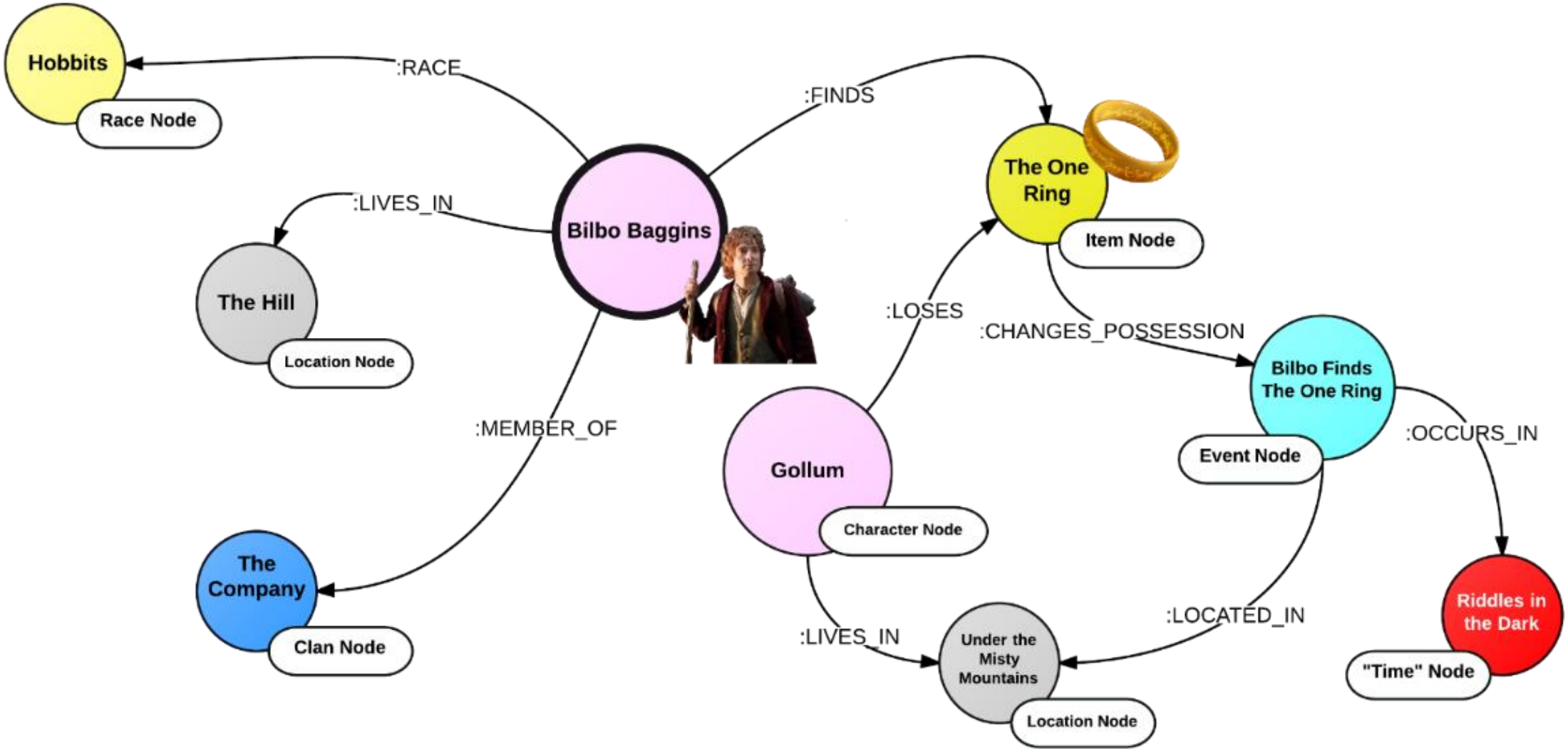
Farmer Videos
How they are grown

Watched Video
How to Peel?

Classroom Project:
Things that Grow

Who might have permission to see connections of experiences?
Learner, Teachers, Parents, Libraries, Museums, Park Staff…

Graph Thinking to Understand Pathways, Journeys & Outcomes



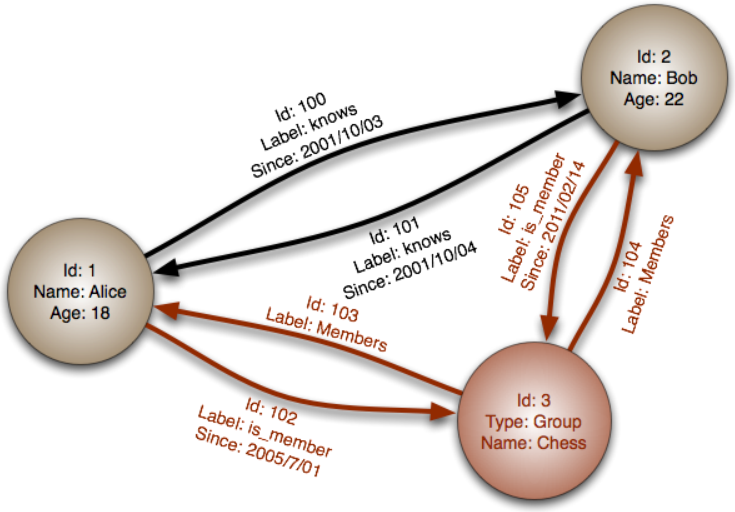
A Possible Future for Libraries to Explore

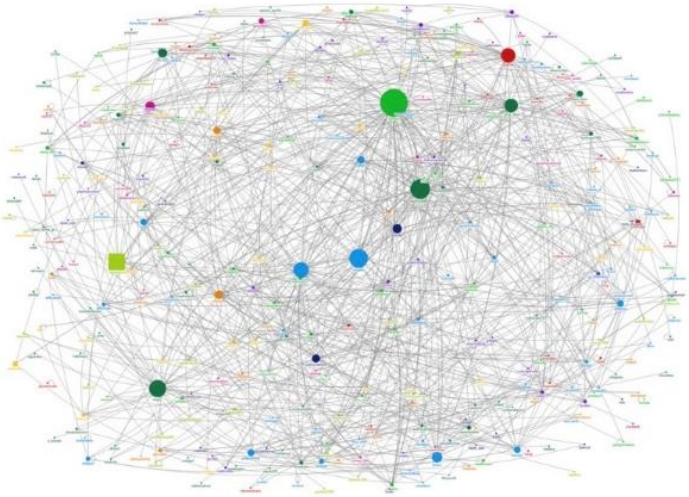
facebook

Pinterest

LinkedIn

match.com





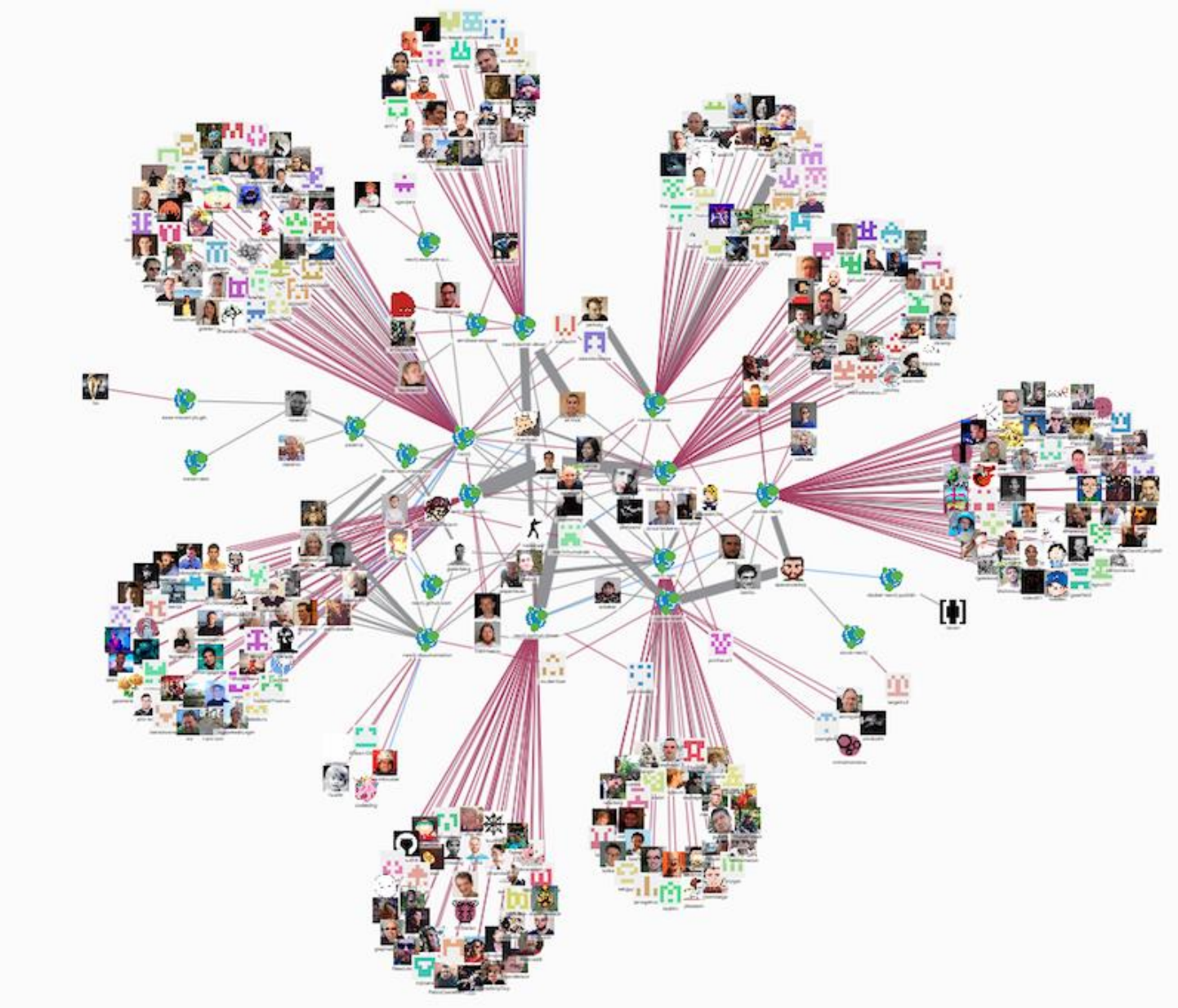
Value of our Social Graph

Era of Experience Graph?

Should Libraries Create Our Community's Lifelong Learning Experience Graph?

Members – Companies – Jobs – Skills – Schools – Knowledge

Imagine seeing connections of experiences (and outcomes) across patron communities.



neo4j

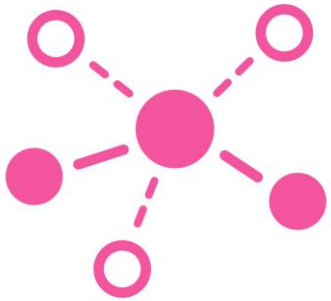
2018 – 2025: Public Libraries Meet Connected Experience Data

Short-term – 2018 -2020

- ❑ Map out opportunities & challenges
- ❑ What experience data could we create, capture and connect?
  (e.g. appropriate; actionable)
- ❑ Engage with existing efforts

Long-Term – Beyond 2020

- ❑ Overcome Challenges
  (e.g. blockchain used for privacy)
- ❑ Align schools and community-based institutions with social policy & technology capability?



Learning Curve Starts Now!

Push xAPI / LRS Beyond L&D

Watershed LRS

xapiapps

WaxLRS by SaLTBOX

Yet Analytics

Connected Data + Graph Analytics

LINKURIOUS VISUALIZE GRAPH DATA EASILY

neo4j

Get Involved in Working Groups

ADL Advanced Distributed Learning

TORRANCELEARNING

Future of Place

Third Place
is a Real Thing

Pedestrian Friendly Zones

“Pop Up” Culture

Designing

Pentagram

The L!brary Initiative

Environmental graphics for the program to build or refurbish libraries in New York City public schools.

Little Free Library Movement (2009)

50,000 as of November 2016

LITTLE FREE LIBRARY.ORG
TAKE A BOOK • RETURN A BOOK

BUY BUILD REGISTER MAP STEWARDS DONATE

Build a Little Free Library Neighborhood

I want a Little Free Library

Tools to help you start a book exchange

I have a Little Free Library

Ongoing resources to help you sustain your book exchange

I want to find Little Free Libraries

A map to help you find book exchanges near you

I want to help Little Free Library

Learn how to apply or donate to the Impact Fund.

Makerspace Movement (2009)

TACTILE PICTURE BOOKS PROJECT

3D Printed Tactile Children's Books

University of Colorado at Boulder

Library: Place for Creative Collaborative Culture

TEEN BUBBLER

MADISON PUBLIC LIBRARY

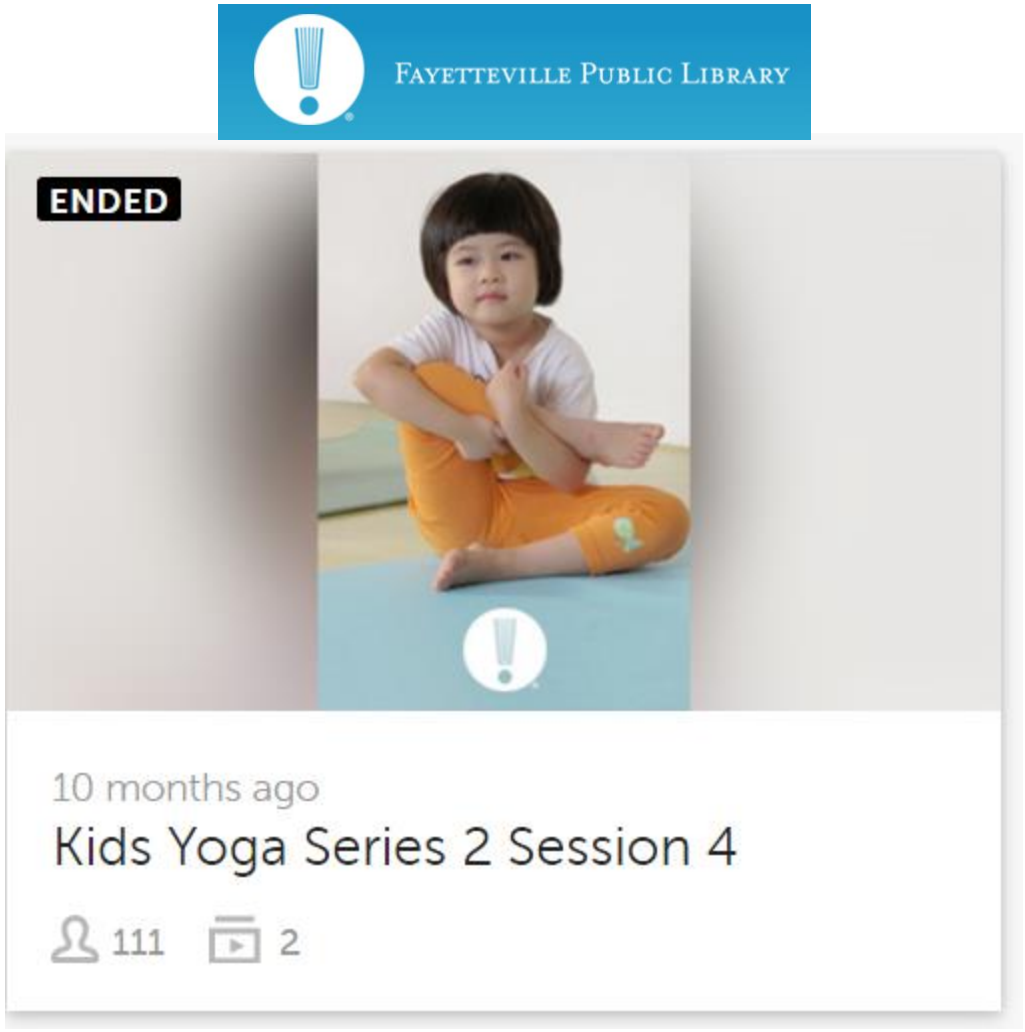
BUBBLER

Menu

MAKING JUSTICE.

BUILDING COMMUNITY

Places for Mindfulness

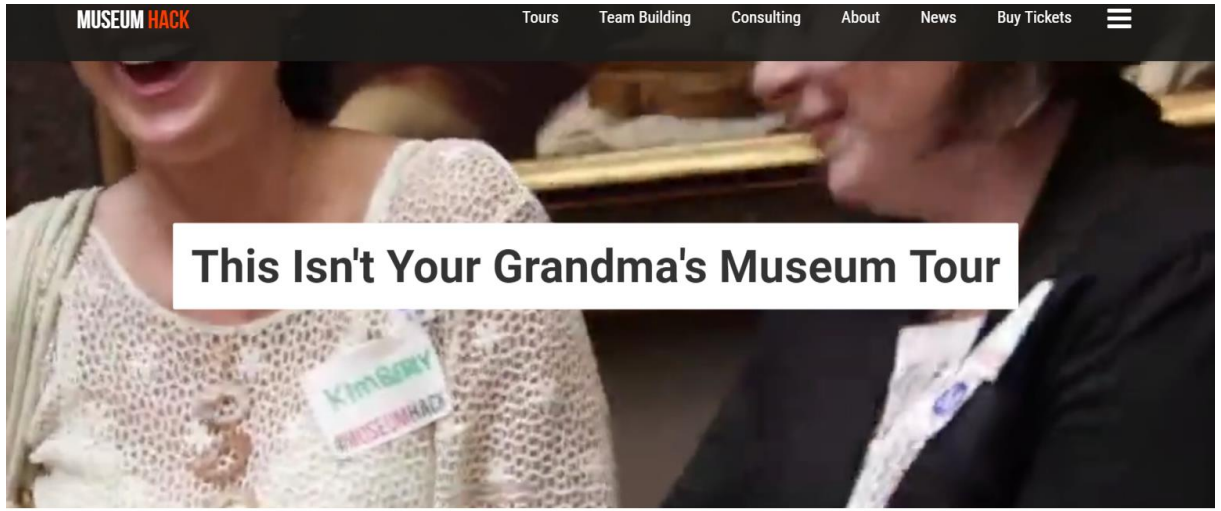


Places for Connections:
Live Experiences, Together

Hacking Places

The Experience is the Destination

Hacking The Audio Experience: Museum Hack Is Part Of SFMOMA's New Tours!



A Fun, New Experience in NYC, DC, San Francisco & Chicago

We Lead Renegade Museum Tours for Individuals, Private Groups & Company Team Building

Escape the Room | NYC

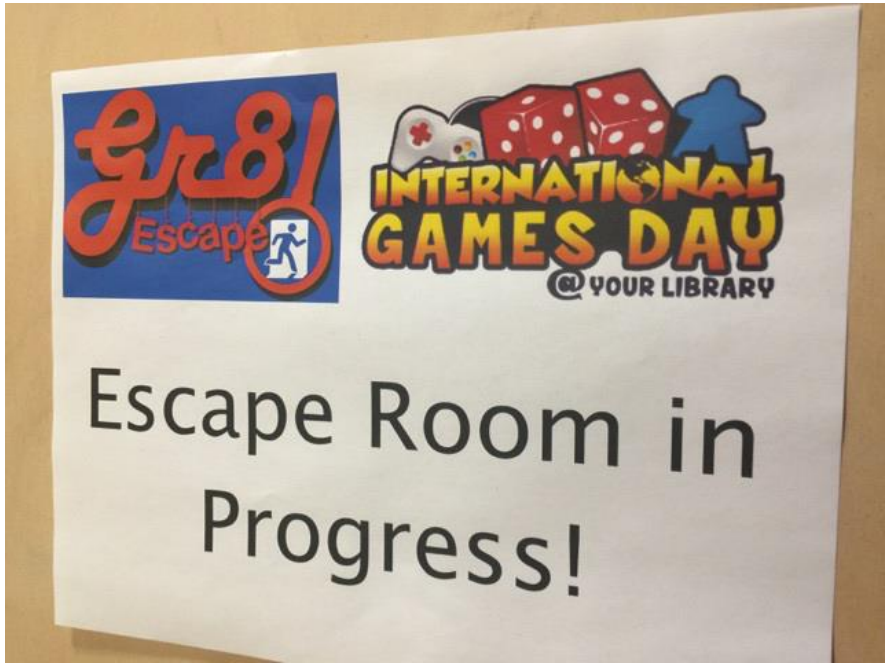
Escape Rooms

Karissa in the Library

LEARNING AND THINKING ABOUT LIBRARIES, IN LIBRARIES

November 23, 2015

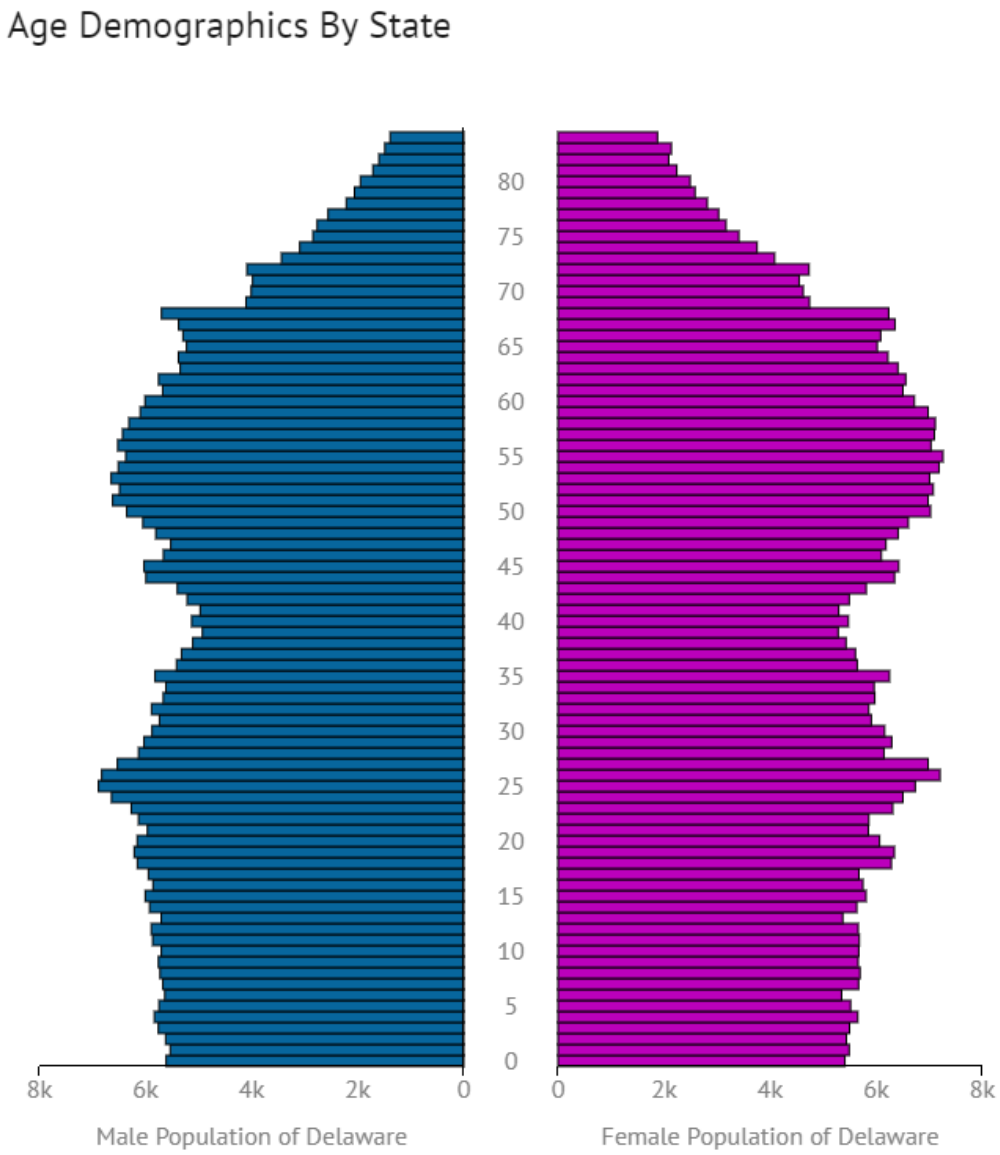
Escape Room in the Library



Source: karissamlis.wordpress.com/

What is next for place-driven innovations?

Aging Populations



Aging-in-Place
Active Aging
Creative Aging

- ***In-Home Solutions***
- ***Tapping Community Assets***
- ***Emphasis on Social Experiences***
  Emphasis on Cognitive Engagement
- ***Active + Arts focused Lifestyles***

Multi-purpose + Social

Aging Populations

The entirely volunteer-run café at the Plainville Senior Center in Plainville, Connecticut connects with its community members by offering opportunities to run and participate in café operations.

Place-based Solutions for Sensitive Issues?

Aging Populations

Substance Use Disorders

More than 6 out of every 1,000 Medicare patients are diagnosed with an opioid disorder, compared with 1 of every 1,000 patients covered by commercial insurance plan.
-Stanford University

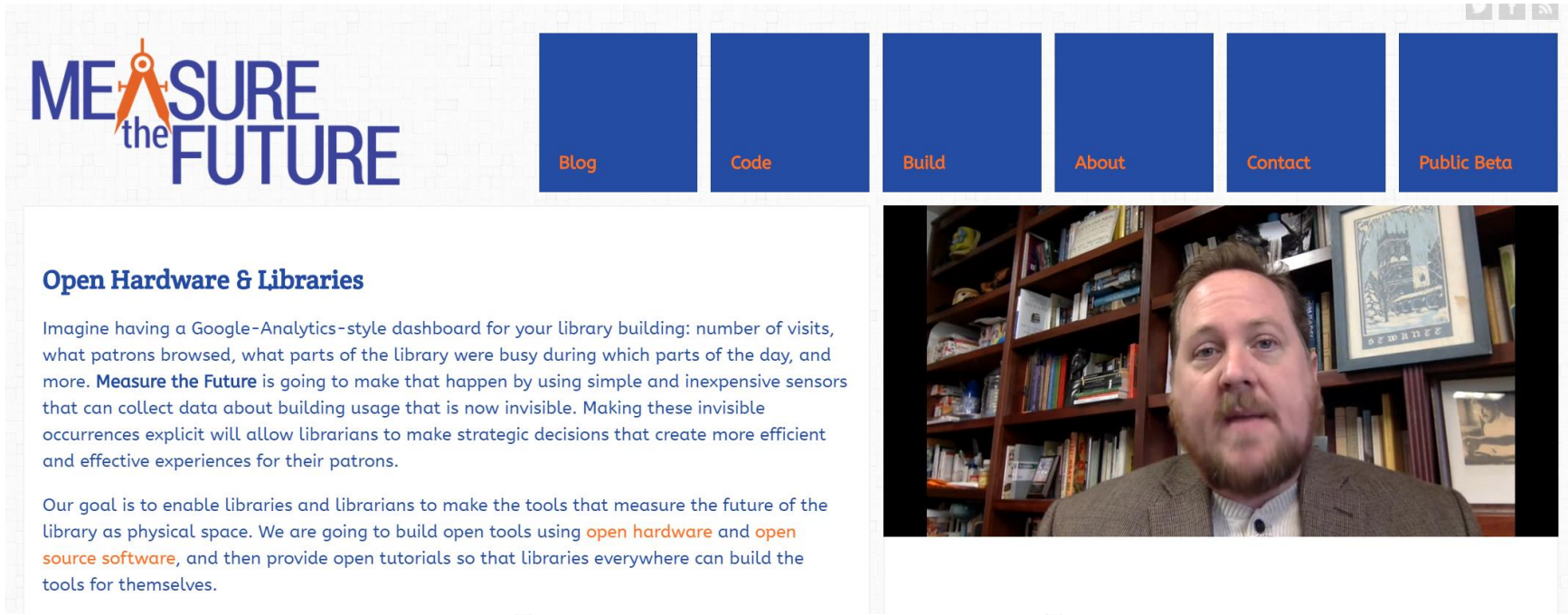
Universal Design Library + Beyond

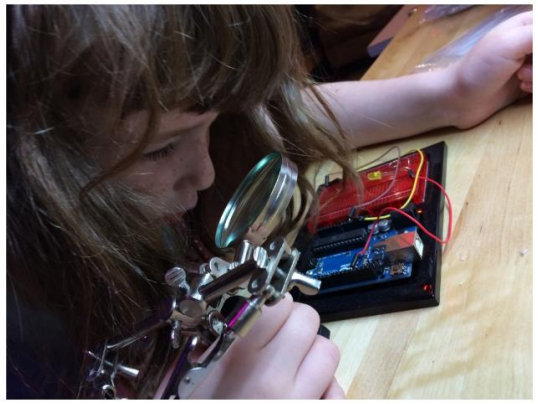
Resilience + Regeneration

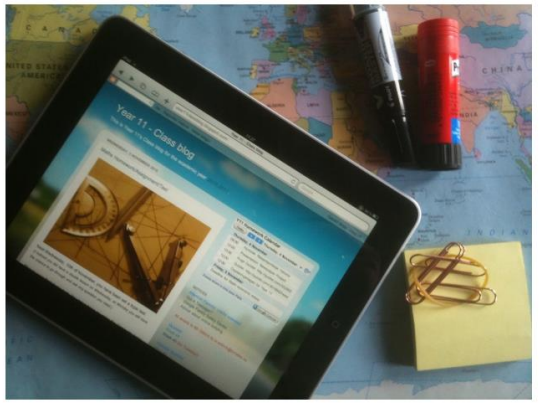
MIT AGELAB

Place Use-Data!

...Google Analytics for the library building?







Jason Griffey

The Librarybox Project

Youth Employment

Youth Employment Incubator Launches in Durham

Restoring Community

Accelerating Collaboration

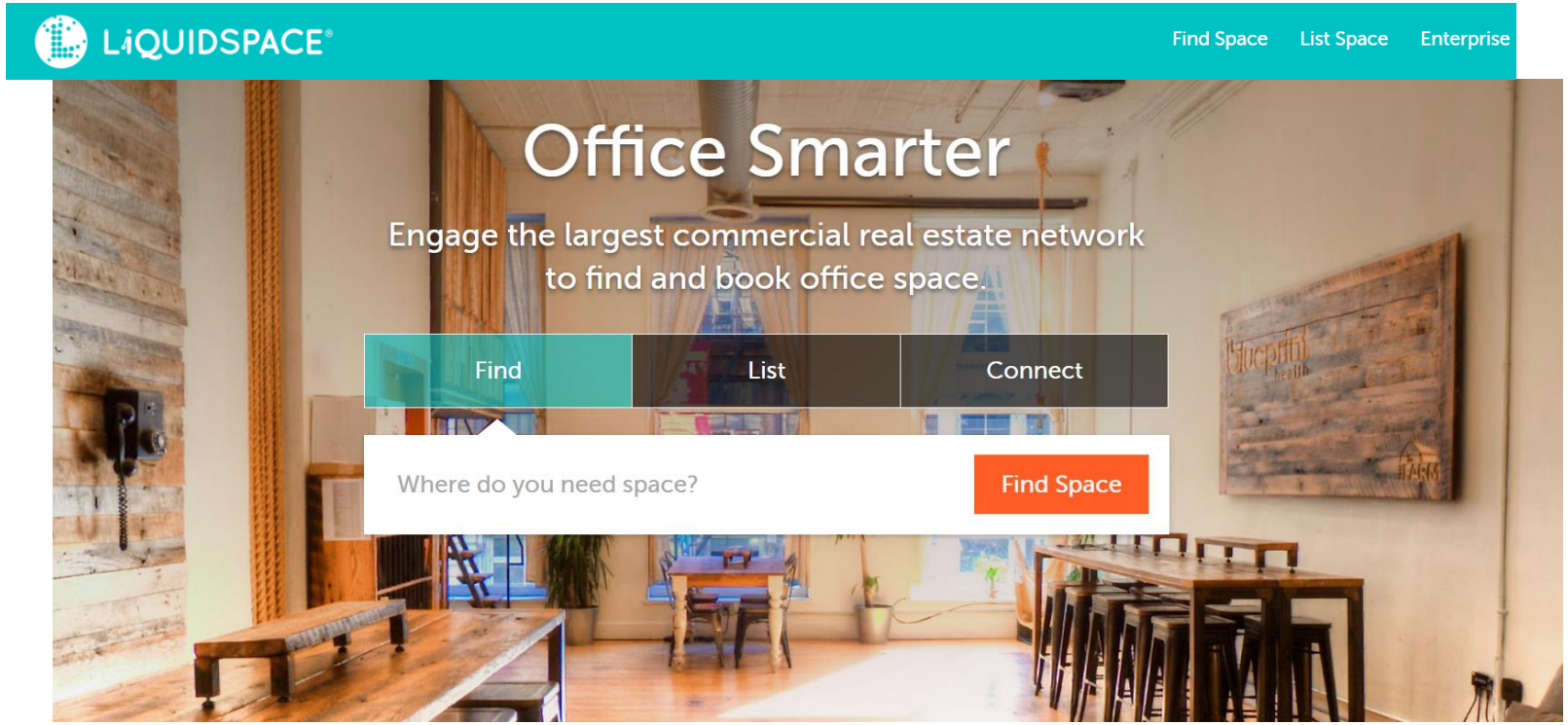
Expanding Opportunity

Room Scale Virtual Reality

Places
+ Connected Devices

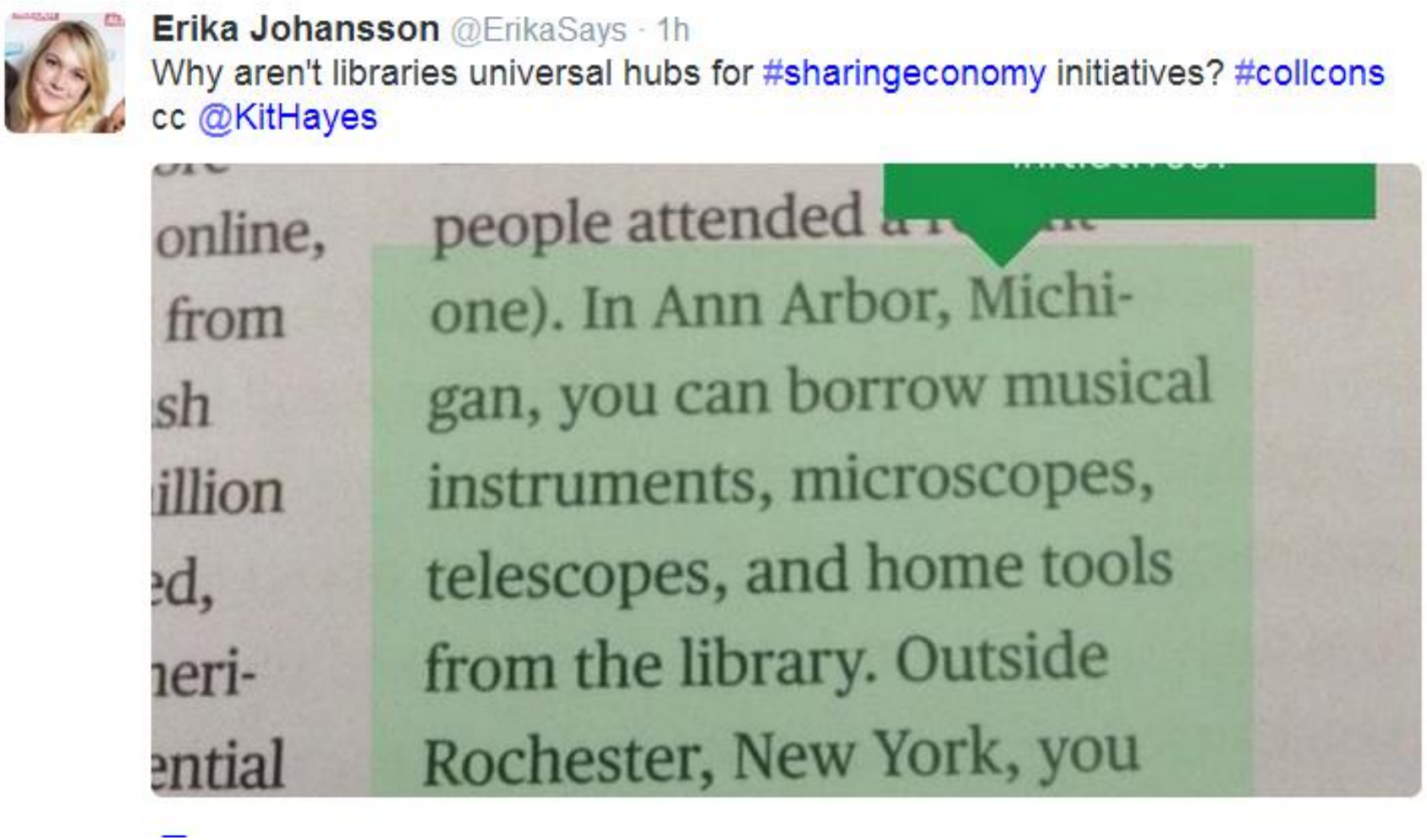
On-Demand(ness)

Scheduling Here or Anywhere



P2P Collections?

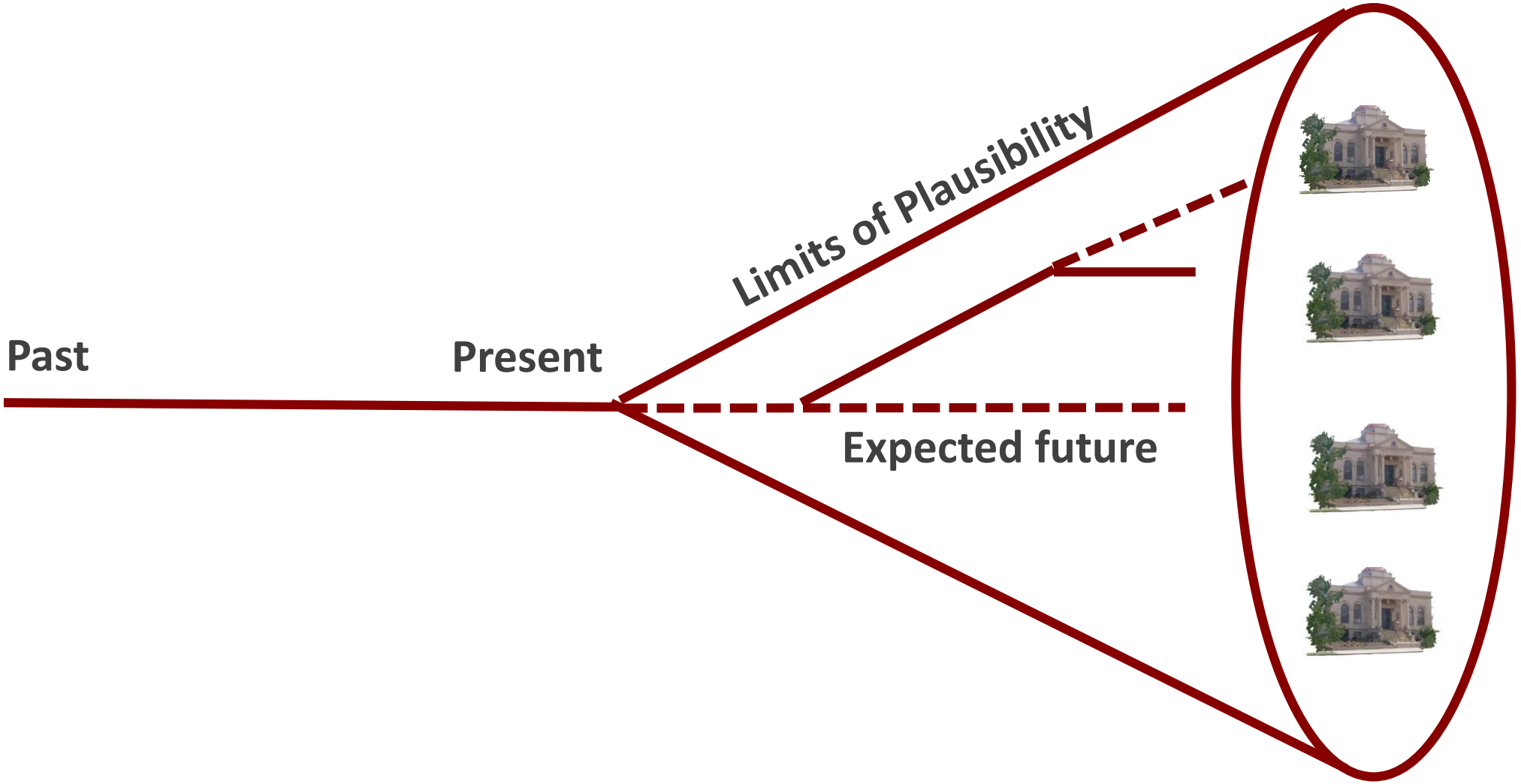
Other Peoples' Stuff



Library Teaches
Place-based
Programming

THE Library AS incubator PROJECT

Future of Place



End

Signals Teams &
Social Scanning

Habit: Seeking Signals of Change

Signals

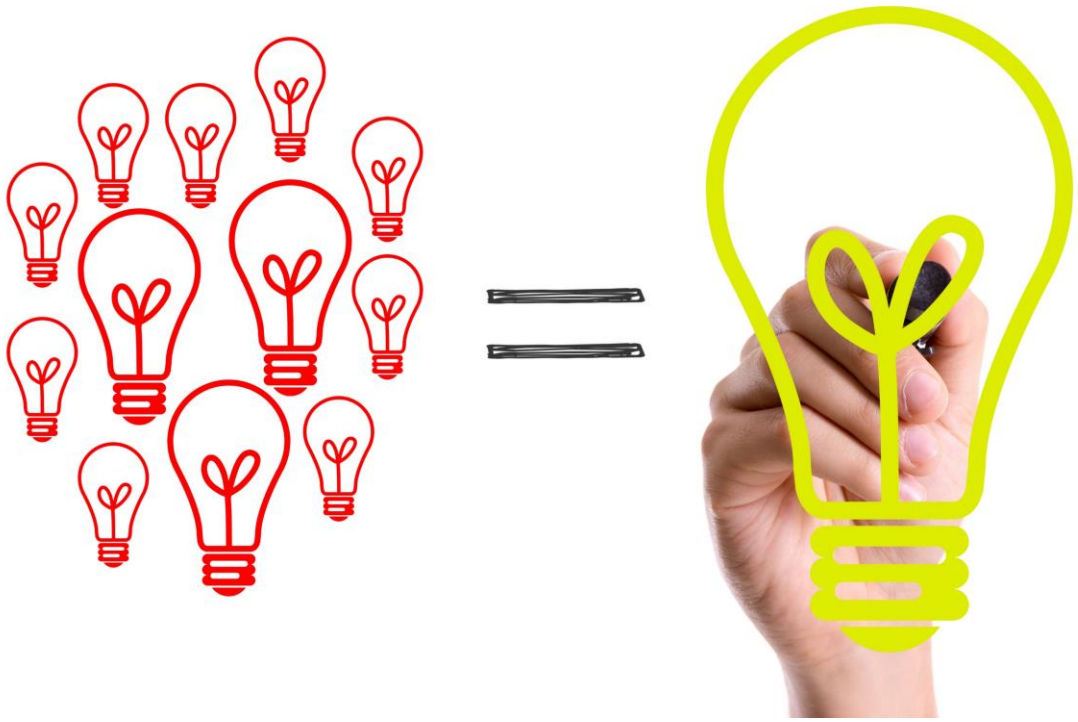
A signal is a small or early step innovation, disruption or constraint that could grow into something larger across society, business or government.

A signal can be a news event, a new service, product, technology, policy, social movement, or conversation stream on Twitter!

Signals grab our attention but can also be easily dismissed as noise.

Seeing Futures Across STEEP Categories

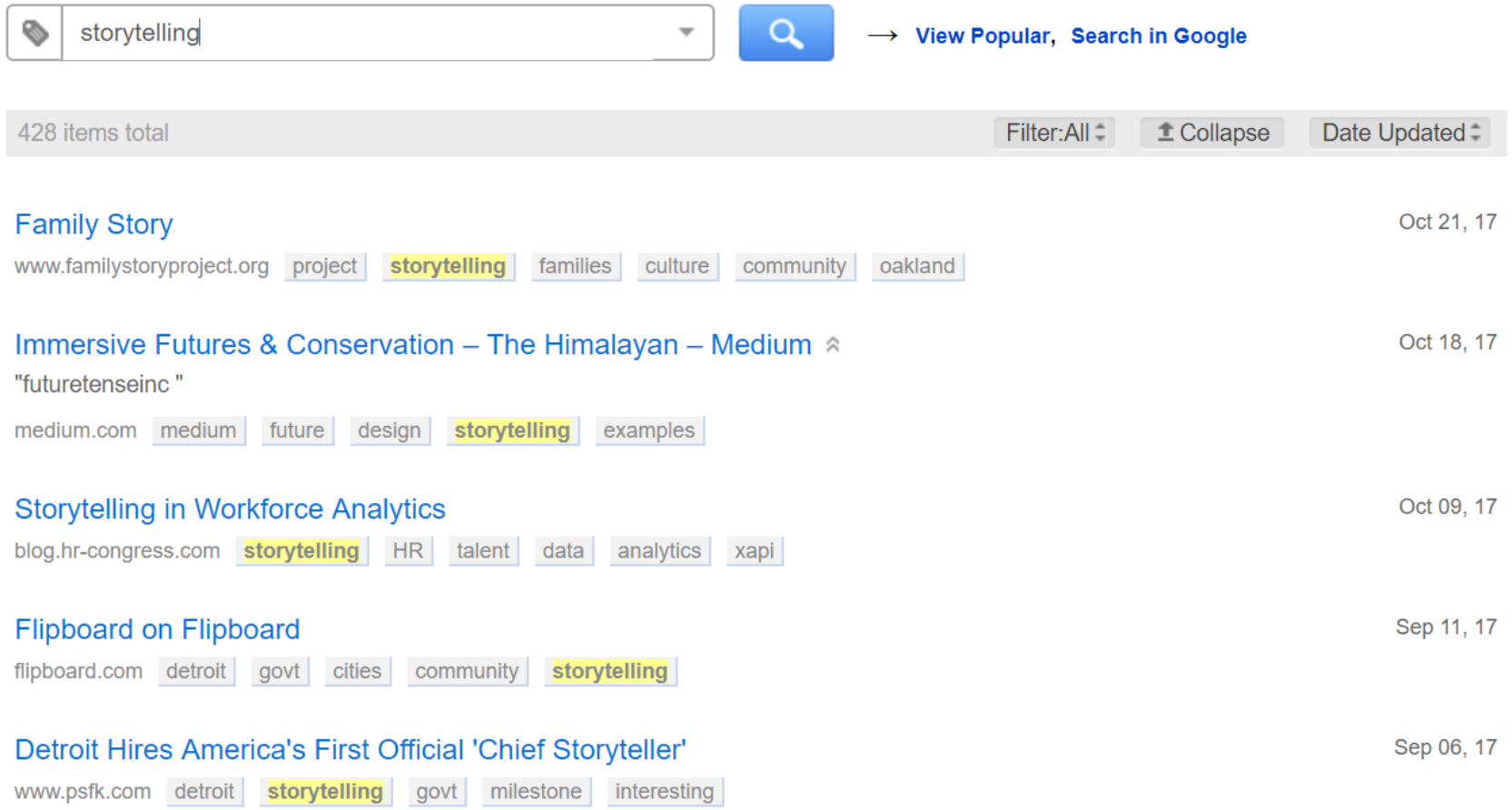
Society
Technology
Environment
Economy
Politics



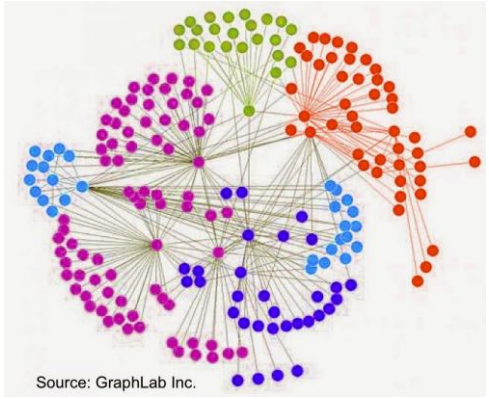
Collect & Share Signals as Social Bookmarks

Scanning Tool

diigo



I love Graph Thinking



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Neo4j @neo4j · 23h

Replying to @NovasTaylor @sbahlavooni @jcdecker71

Have you seen our life science workshop proceedings? Perhaps some useful insights.

neo4j.com/blog/neo4j-lif...

I Found Story on Recent Gathering

neo4j PRODUCTS SOLUTIONS PARTNERS CUSTOMERS LEARN DEVELOPERS Search

Neo4j Blog

Neo4j Life Sciences & Healthcare Workshop – Proceedings from Berlin

Big Data in Genomics: How Neo4j enables personalized therapies

Martin Preusse (Knowing, Helmholtz Zentrum Munich)

Biomedical research generates vast amounts of data. New experimental technologies like DNA sequencing, metabolomics and proteomics drive the fast growth of available information and lead to a better understanding of the molecular organization of life.

Prioritizing SNPs using the Neo4j Galaxy Interactive Environment

Thoba Lose (South African National Bioinformatics Institute)

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Proceedings from Berlin

(Neo4j Blog)←[:BACK]

By Michael Hunger & Petra Selmer, Neo4j Team | September 29, 2017

Often invisible to the people outside of the field, life science researchers have been quietly embracing graph databases instead of the traditional triple and relational stores.

On June 21, we invited a group of life science and healthcare researchers and practitioners to share their experiences in a full-day workshop.

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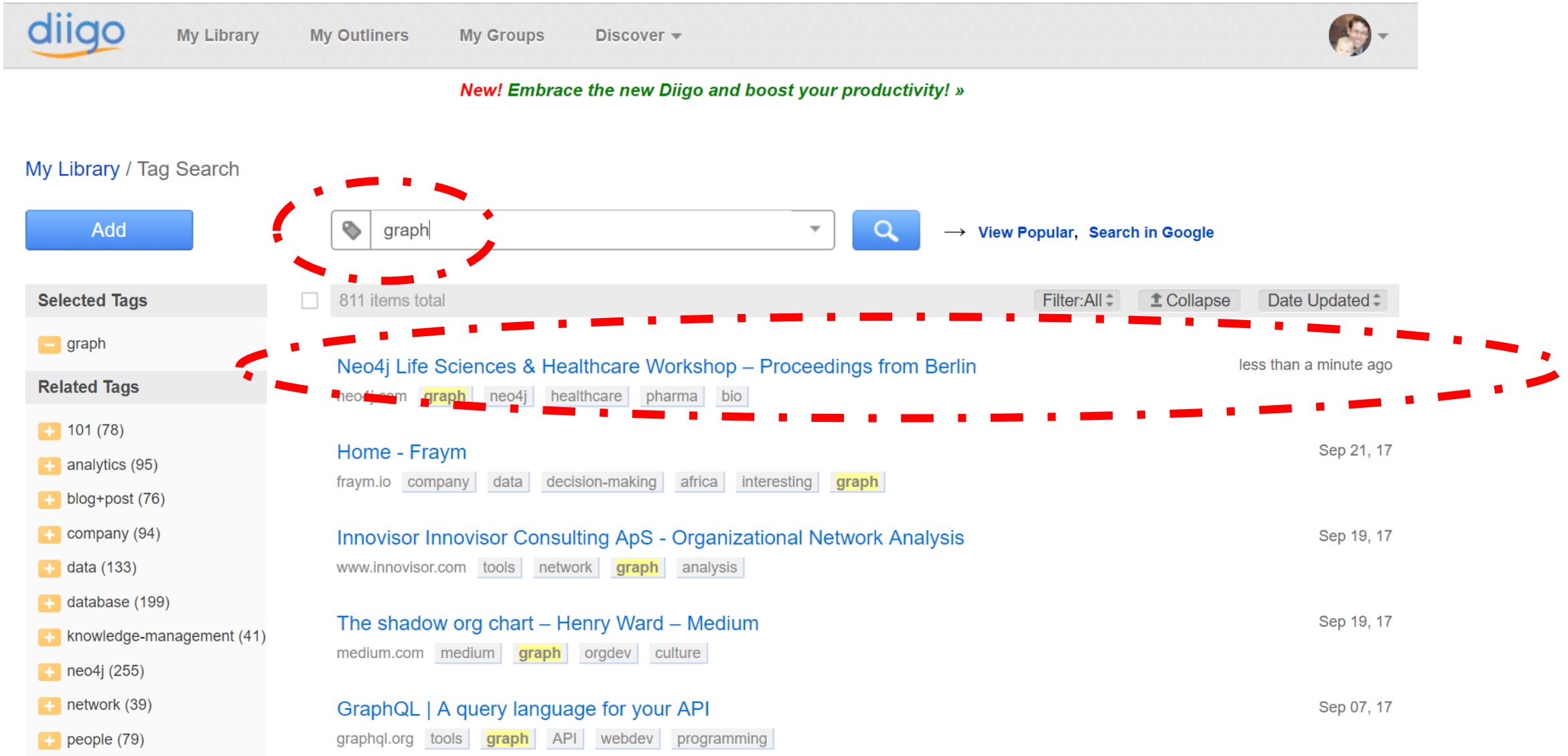
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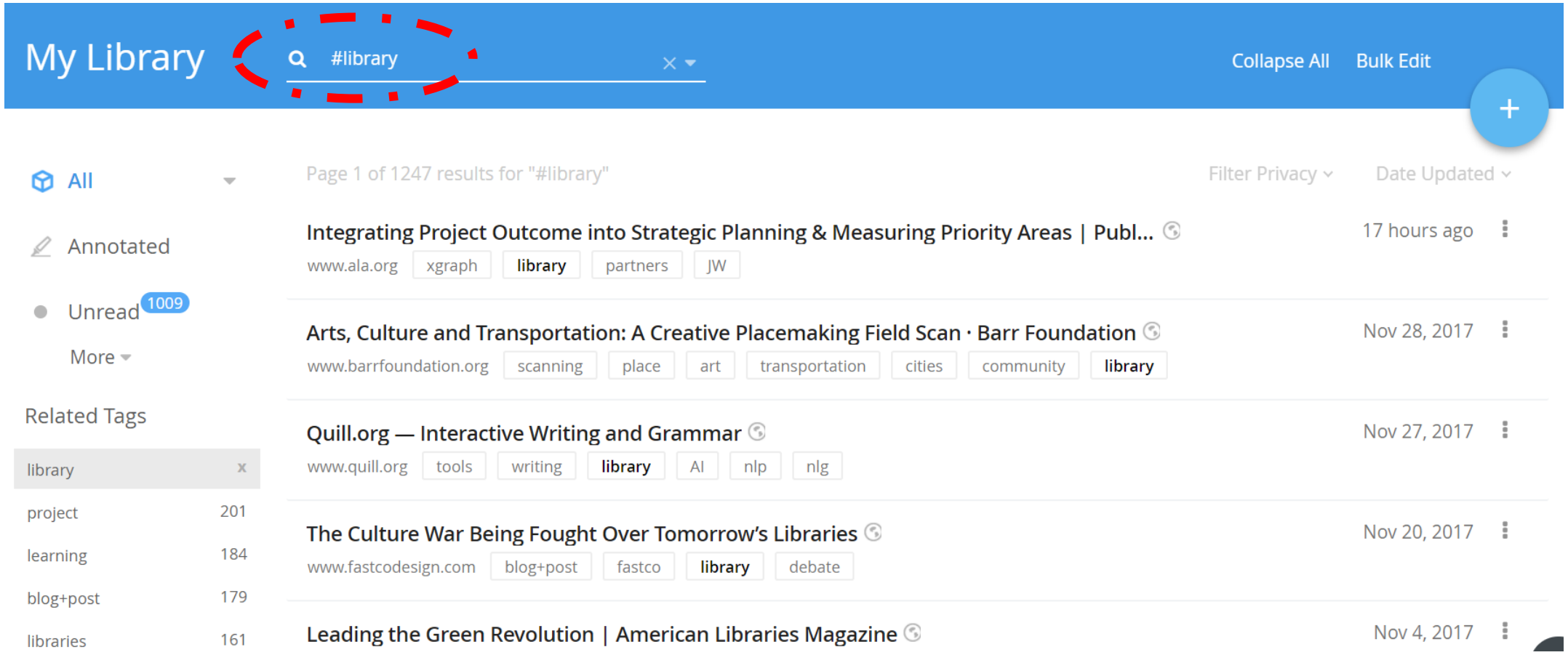
Develop a Shared Taxonomy (Keywords) for Libraries

https://www.diigo.com/user/garrygolden/library



Garry's diigo Tags (Social Bookmarks) on:

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https://www.diigo.com/user/garrygolden/place

Place + Data
https://www.diigo.com/user/garrygolden/place%20data

ExperienceAPI(xAPI)
https://www.diigo.com/user/garrygolden/xAPI

Getting Started

Information + Inspiration

Twitter is Your Friend

Create Lists to Follow a Spectrum of People (Sector leaders, Entrepreneurs, Agitators)

Periodically search by keywords or hash tags (e.g. #libraries, #outcomes)

Twitter Habit:

- ❑ Twitter Twice a Day
- ❑ Open up ten tabs for possible tags!

Conferences

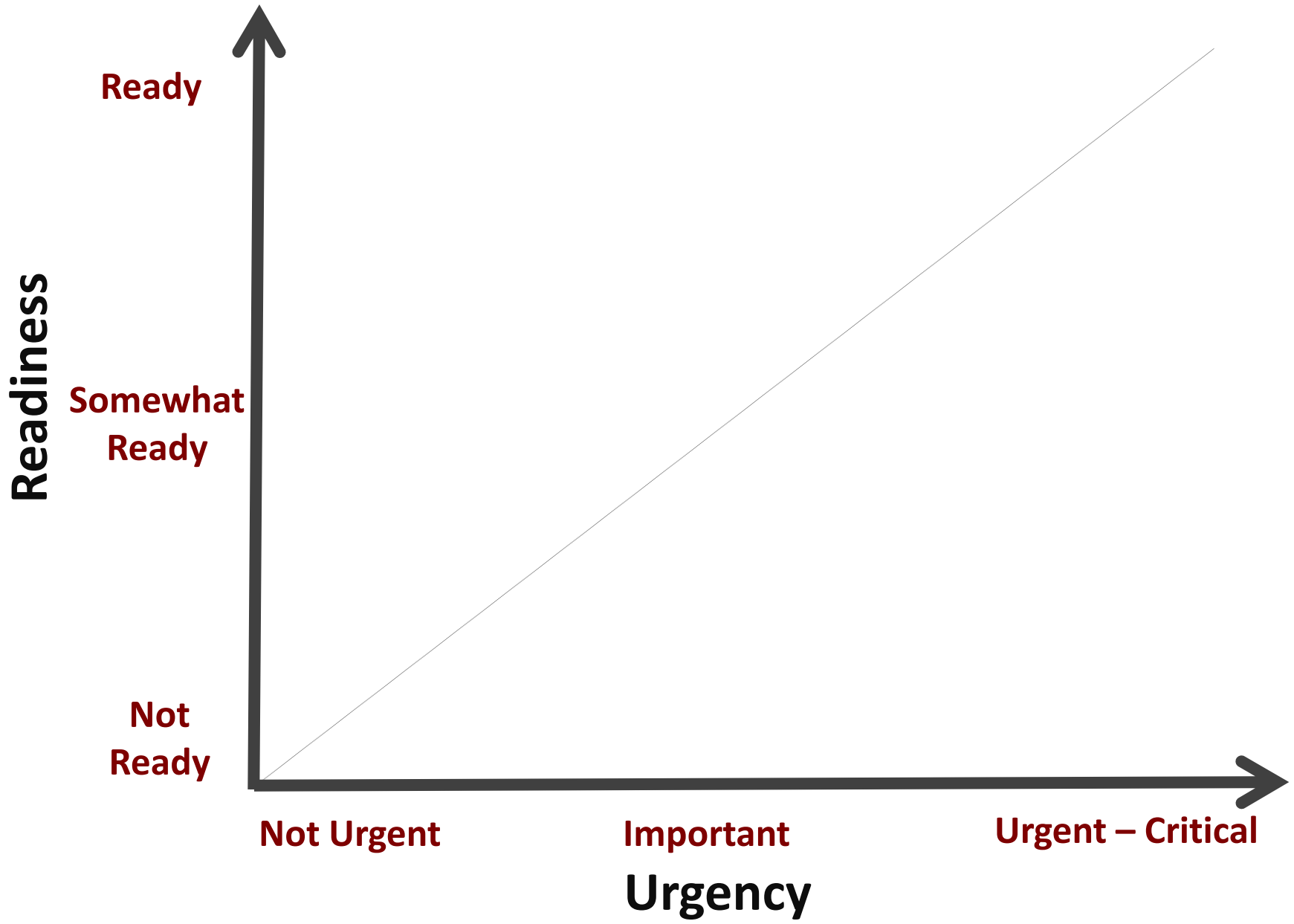
Thank you!

PDF + Resources
garrygolden.com/December7

garrygolden@gmail.com

(Two Rs)

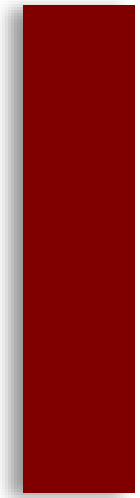
Survey Staff, Leadership and Community Leaders



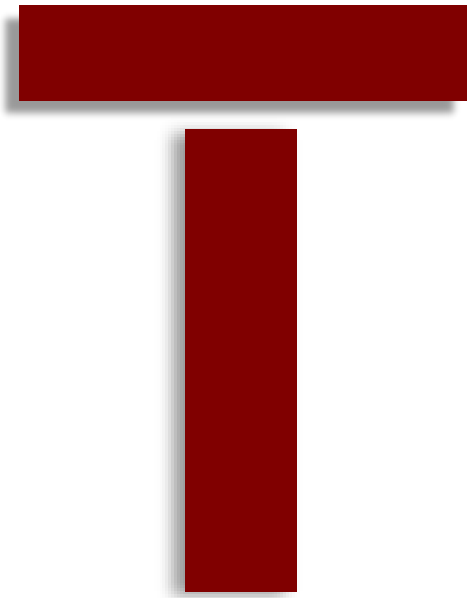
Activity: Have Teams Write out Job Description for 2020

Marketing Skill Sets + Mindsets for the Future

Hiring, Retaining +
Upskilling Our Talent!



“I” Shaped



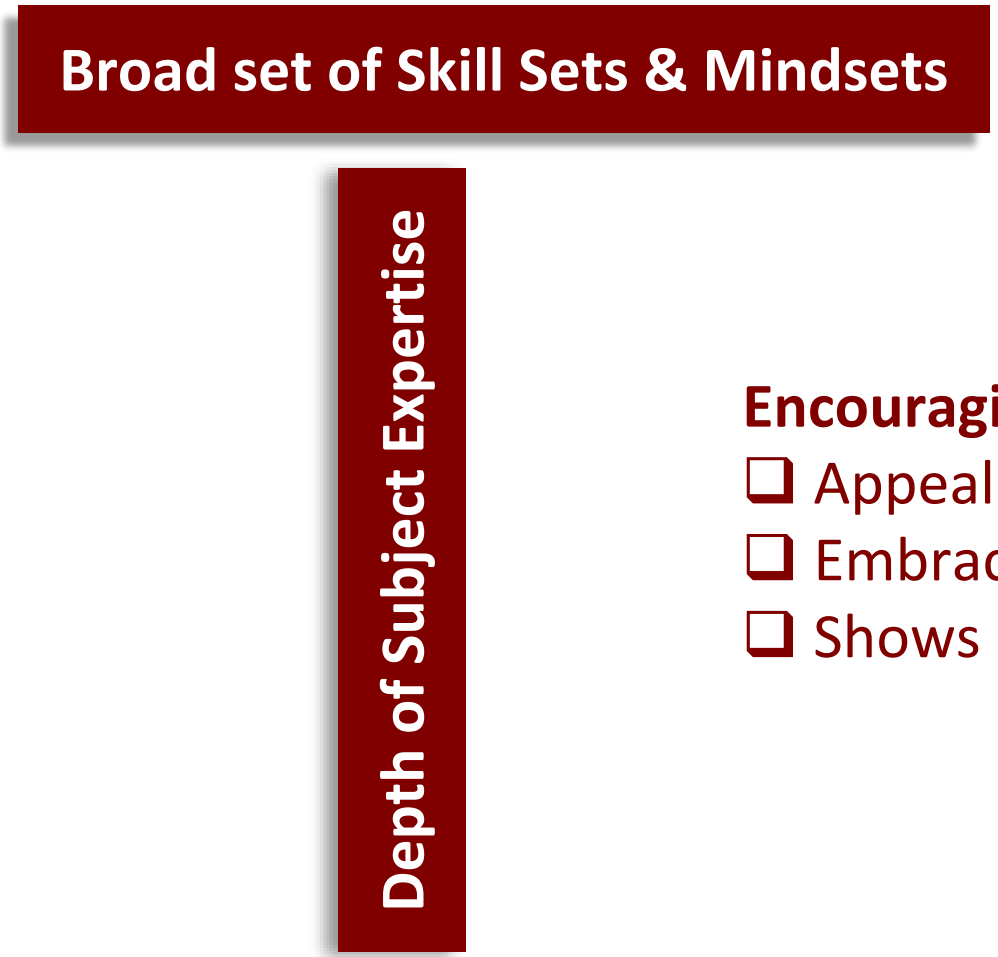
“T” Shaped

I-shaped Talent for Teams

Encouraging Depth of Skills that…

- ❑ Are in demand
- ❑ Looks great on a resume
- ❑ Industry or domain-specific
- ❑ Shows discipline + commitment

T-shaped Talent for Teams



Encouraging Breadth of Skills that…

- ❑ Appeal to organizations hiring *learners*
- ❑ Embraces curiosity amidst uncertainty
- ❑ Shows desire to integrate solutions