

Creating the Future: Libraries in the 21st Century

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2012, Allias, Cavite

Outline

- Role of libraries in society
- Impact of ICT on
 - The information environment
 - People
 - Services and industry
 - The library
- Remaining relevant

Libraries and Society

- Libraries and information services exist
 - to provide equitable access to information.
 - To provide a place for study and exchange of ideas.



Collection Centered Library



Collect as much as possible “Just in Case”
somebody will need it.

Study Area



Only one type of tables and chairs for study

Impact of ICT on the Information Environment

- Information can be accessed anytime, anywhere, in any format and from any device



Impact on Services and Industry

- ICT is everywhere



Impact on the Library

Then



Now



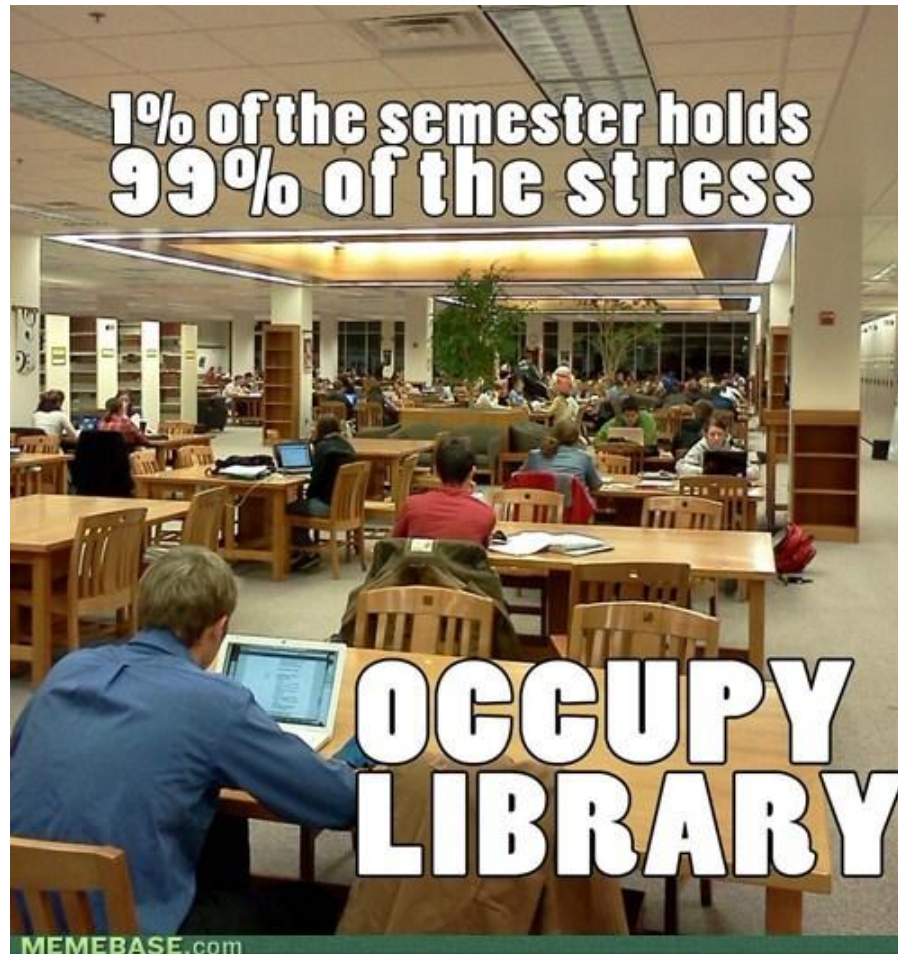
Impact on the Library

Then

Now



Observed Usage in some Libraries



How do we remain relevant?

“What is needed is acceptance of a new basis of academic and research library design that speaks to the needs of users, is energy efficient, and assumes zero-growth collection of physical collections. Such a building will have a future on any campus.” (Loder, 2010) .

Role of the Library in Society

- Libraries and information services still exist
 - to provide equitable access to information.
 - To provide a place for study and exchange of ideas
- The changes are in the
 - Information formats
 - Information seeking behaviour of users
 - Information access and delivery

Remaining Relevant

Then

Increase Print Collection “Just in Case” Policy
Provide Study carrels in reading areas
Provide Traditional Services

Now

Maintain /Decrease Print Increase Digital Collection Apply “Just in Time” Policy
Provide varied seating Arrangements/areas of use observe green technology principles
Provide fast access to information /Practice good marketing principles

Users

- “Know the people you wish to target and make sure you understand them—what makes them tick, what moves them, where they hangout and how they behave—then tailor your offer and value proposition.” (Lim, 2012)

Access to and Delivery of Information



Threats

- The Internet



Ease of Access

24x7 information
Access

Wealth of Information

Opportunities

- The Internet



The Internet as a conduit
For the access and
Delivery of information

1. Collection

- Build a relevant collection of print, multimedia and e-resources



Ways of Building the Collection

- Partner with the faculty in selecting materials
- Get to Know your providers
- Join/establish a consortium
- Check free resources on the net and provide links to good sites.
- Connect with authors

2. Facilities and Library Spaces

- Provide varied areas for different uses--Areas for quiet study, group discussion, access to food
- Provide facilities to access the Internet, produce papers and presentations, conduct tutorials and seminars, show movies, etc
- Adhere to Green technology principles
- Provide access to food

Individual Study Tables



Individual Study Carrels



Discussion Area



Work Area



Access to Food



Laptop Area with Wi-Fi Access



Natural Lighting/ Comfortable Chairs



Part of being green is having access to natural lighting and a good view (Mulford and Himmel (2010))

Information Commons

Computers



Multimedia presentations



Discussion Area

Printing Station



Provide Areas where Phone Calls are Allowed

Information Lobby



Staircase and Lift Lobby



3. Provide Convenient Access to Information and the Librarian

- Provide access to the catalog, e-resources, other information, and the librarian at the library website
- Provide OPACS on every floor
- Use Web 2.0 tools to push information to users

User friendly Library Website

The screenshot shows a Firefox browser window displaying the Rizal Library Ateneo de Manila University website. The browser's address bar shows the URL `rizal.lib.admu.edu.ph/rlereserve.asp`. The website header features the Ateneo de Manila University logo and the text "ATENEO DE MANILA UNIVERSITY LOYOLA SCHOOLS RIZAL LIBRARY". A navigation menu includes links for HOME, About Us, FAQs, Rules & Regulations, Product & Services, Links, RL Digital Repository, Photo Gallery, and Contact Us.

The main content area is divided into three columns:

- SEARCH THE CATALOG:** Includes a search input field with a "Find" button and a "QUICK LINKS" section with a list of links: New WEBOPAC, Library Hours, Serials Holdings, Computerized Index to Philippine Periodical Articles, E-Reserve, Electronic Journals, EBSCOHost, Turnitin, and Online Sources.
- ELECTRONIC RESERVE [Summer 2012]:** Features an icon of a mouse cursor clicking on a "http://www" link. The text explains that Electronic Reserve consists of both personal and library materials that can be scanned or copied, including chapters from books, journals, articles, tests, exams, and other assignments. It notes that items can be accessed by logging in to the e-reserve system. Below this, it says "Ask your teacher for Username:Password" and provides a phone number: "You may also call : (632)-4266001 local 5559." At the bottom, it has a section titled "Viewing/Printing Documents from E-Reserve" with the instruction: "To view and print documents on E-Reserve, you must have Adobe Acrobat Reader".
- Ask a Librarian:** A chat window titled "Ask a Librarian" with a status indicator "RizalLibrary is online". It contains a text input field with the placeholder "Type here and hit enter to send a private message." and a "get meebop" button.

Online Access

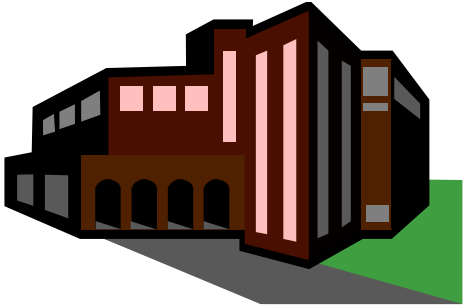
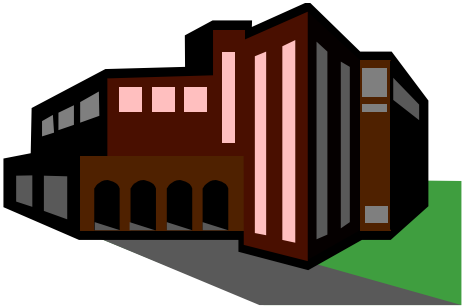
Accessible OPACS



Going Beyond Borders



Incoming



Outgoing



Be visible: Use Web 2.0 Tools to push Information to Users

- Blogs
- Twitter
- Facebook
- RSS Feeds

The screenshot shows a Mozilla Firefox browser window displaying the Facebook page for Rizal Library. The browser's address bar shows the URL: www.facebook.com/pages/Rizal-Library/78779866572. The Facebook page header includes the name "Rizal Library" and a search bar. The main content area features a large night photograph of the library building, a profile picture, and the name "Rizal Library" with "5,410 likes · 197 talking about this". Below this, there are tabs for "About", "Photos", "Likes", "Notes 118", and "Events". The "About" section describes the library's mission: "As an integral component of the academic programs of the Loyola Schools, it is the mission of the Rizal Library to provide information and service in support of the teaching, research, and service." Other sections include "New Databases or Trial The Ateneo Commun (Loyola Heights Cam)", "REGIONAL CONFERENCE ON SCHOOL LIBRARIANSHIP", and "87 Friends Like Rizal Library". A "Post" box is visible at the bottom with the text "Write something...". The browser's status bar at the bottom shows the URL: <http://www.facebook.com/photo.php?fbid=101...0150697460306573.386294.78779866572&type=1>.

4. Focus on Customer Satisfaction

- Use relationship marketing, a strategy that focuses on customer satisfaction and retention instead of on the product (David, 2012).
- Relationship marketing espouses that visibility, communication and customer satisfaction are the key ingredients of a good marketing strategy. (Mudie and Pirrie, 2006)

Develop and Maintain a Relationship Marketing Strategy

VISIBILITY

+

COMMUNICATION

+

CUSTOMER SATISFACTION

+

CUSTOMER RETENTION

= RELATIONSHIP MARKETING STRATEGY

Marketing Involves Communication and Action

- Communication is a process

- Transmit

- Receive

- Interpret

- Communication must be interactive not passive



Serve with a Smile



Satisfy Customers

- Customer satisfaction is also espoused by Blackshaw (2008), who stated that “Satisfied customers tell three friends, angry customers tell 3000.”



The future Library

- Future libraries are the nerve centers for information.
- They are places where people come together to obtain information, gather and communicate ideas and work together.
- They are places where the librarian teach people how to be lifelong learners.

Future librarian

- The future librarian is a
 - Teacher
 - Publisher
 - Concierge
 - Connector
 - Partner
- It will be exciting times for librarians. If they are to be relevant in the future they will have to make space for themselves in the digital and real communities.

“To accomplish great things, we must dream as well as act.”

Anatole France (1844-1924)

“What is not started today is never finished tomorrow.”

Johann Wolfgang von Goethe

Rizal Library Buildings



**General
Collections
Building
and
Information
Commons**

Special Collections Building



**Study/Discussion
Hall with areas
for eating and
drinking**

What about Tomorrow?

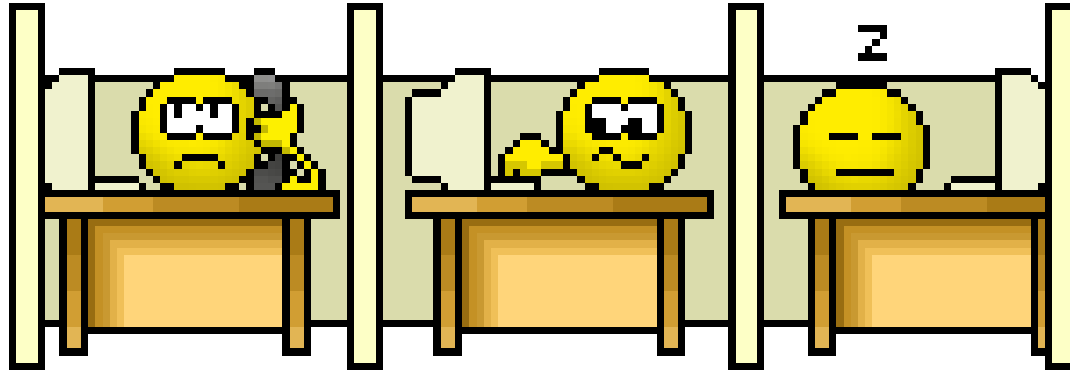
Tomorrow's students:

- Post-millennials
- Generation Z



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THANK YOU



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