

**I HAVE BELIEVED AS MANY AS
SIX IMPOSSIBLE THINGS BEFORE
BREAKFAST**

**LIBRARY LEADERSHIP IN A TIME
OF TRANSFORMATION AND TURMOIL**

James G. Neal

Washington Library Association

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WHAT IS PROVOKING NEW THINKING ABOUT THE 21ST CENTURY LIBRARY?

- **Rapidly Shifting User Behaviors/Expectations**
- **Redundant Inefficient Library Operations**
- **Aging Service Paradigms**
- **Increasing Emphasis on Unique Resources**
- **Need to Achieve Scale and Network Effects
Through Aggregation**
- **Acceleration of Collective Innovation**

WHAT IS PROVOKING NEW THINKING ABOUT THE 21ST CENTURY LIBRARY?

- **Mobility of User**
- **Cloud Computing**
- **Semantic Web**
- **Open Content**
- **Globalization**
- **Collective Intelligence**
- **Online Education/MOOC**
- **Assessment**
- **Customization/Personal Web**
- **Economic Context**
- **Radical Collaboration**
- **E-Research**
- **Information Policy**
- **Mutability**
- **The Internet of Things**

DO 20TH CENTURY SKILLS STILL MATTER?

- Information Selection
 - Information Acquisition
 - Information Synthesis
 - Information Navigation
 - Information Dissemination
 - Information Interpretation
 - Information Understanding
 - Information Use
 - Information Application
 - Information Archiving
- In Support of Teaching and Learning
 - In Support of Research and Scholarship

THE SHIFTING VISION OF THE LIBRARY

- **Legacy**
- **Infrastructure**
- **Repository**
- **Portal**
- **Platform**
- **Application**
- **Enterprise**
- **Public Interest**

PREPARE FOR ACCOUNTABILITY AND ASSESSMENT

- **Institutional Expectations**
- **Government/Funder Mandate**
- **Measures Of User Satisfaction**
- **Measures Of Market Penetration**
- **Measures Of Success**
- **Measures Of Impact**
- **Measures Of Cost Effectiveness**
- **System Design For Usability**
- **Insanity of Most ROI**

HOW ARE WE ESSENTIAL TO OUR COMMUNITIES AND DECISION MAKERS?

- **Student /Citizen Success**
- **Faculty/Researcher Productivity**
- **Campus/Community Economy**
- **Institutional/Community Values**
- **University/Community Reputation**

VIRTUAL/VIRTUOSO/VIRTUOUS

ADVOCATE THE INFORMATION POLICY AGENDA

- **INTELLECTUAL FREEDOM**
- **INTERNET DEVELOPMENT**
- **PRIVACY**
- **TELECOMMUNICATIONS**
- **CIVIL LIBERTIES**
- **GOVERNMENT INFORMATION**
- **EDUCATION PROGRAMS**
- **APPROPRIATIONS**
- **RESEARCH PROGRAMS**
- **WORKFORCE POLICY**
- **FIGHTING THE COPYRIGHT WARS**

HOPE/POWER/ACTION THROUGH COLLABORATION

POLITICAL ADVOCACY

THE LIBRARY ROLE

- **Knowledgeable Resources for the Community**
- **Political and Legislative Advocates for Community Interests**
- **Educators of Community on Priority Issues**
- **Documenters of Impact of Legislative Actions**
- **Promoters of Campus and Community Coalitions**
- **Enablers of Successful Models Which Support Political Agenda**

WHAT IS LEADERSHIP?

- **Setting a direction.**
- **Hiring and developing really great people.**
- **Securing the resources.**
- **Asking the hard questions.**
- **Advancing a professional voice.**
- **Just getting out of the way!!**

WHAT DO WE MEAN BY INNOVATION?

- new method, idea or product
- systematic application of new knowledge to new resources to produce new goods or new services

MARKET

- process of lowering the costs or increasing the benefits of a task

VALUE

- result of thinking deliberately about existing problems and unmet needs

SOLUTIONS

EVOLUTIONARY (incremental)

REVOLUTIONARY (disruptive/discontinuous)

WHAT DO WE MEAN BY TRANSFORM?

- to change in composition or structure

WHAT WE ARE/WHAT WE DO

- to change the outward form or appearance

HOW WE ARE VIEWED/UNDERSTOOD

- to change in character or condition

HOW WE DO IT

SOME ALA INTERNAL PRIORITIES

- **LEADERSHIP RECRUITMENT**
- **NEW BUSINESS DEVELOPMENT**
- **CONSTITUTIONAL CONVENTION**
- **PARTNERSHIPS/WORKING RELATIONSHIPS**
- **MEMBER ENGAGEMENT**

NATIONAL ADVOCACY STRATEGY ALA POLICY CORPS

LIBRARY LEADERSHIP IN THE POLITICAL WARS

SCHOOL LIBRARIES

FOUNDATIONAL ROLE

DEMONSTRATE VALUE AND IMPACT

**ENGAGE TEACHERS, ADMINISTRATORS,
PARENTS**

**COMMUNITY-WIDE ARTICULATION AND
INVESTMENT**

EQUITY, DIVERSITY AND INCLUSION

RECRUITMENT TO THE PROFESSION

SCHOLARSHIP SUPPORT

RESIDENCY OPPORTUNITIES

PARTICIPATION AND LEADERSHIP

LIBRARY/JOURNALISM PARTNERSHIP

STATE OF “FALSE” NEWS

ALLIES FOR KNOWLEDGE LITERACY

**LIBRARIES AS TRUSTED COMMUNITY
ORGANIZATIONS**

ARE LIBRARIES NEUTRAL?

INTELLECTUAL FREEDOM AND ISSUES

OF SOCIAL JUSTICE

ALA's 1939 CODE OF ETHICS

ALA LIBRARY BILL OF RIGHTS

DISTINCT SET OF VALUES/COMMUNITY TRUST

WHERE ARE WE GOING?

RELEVANCE

IMPACT

VALUE

SURVIVAL

EXTINCTION

PHYLETIC - one species evolves into another

TERMINAL - termination of species/no descendants