Center for the Future of Libraries Advisory Group
2020 ALA Midwinter Meeting
Saturday January 25, 1:00pm - 2:00pm Eastern
Philadelphia Marriott, Room 310

Note for remote participants: Please call in to the conference call number (toll free number – 866-796-0050 / Passcode – 85932825). Note meeting is 1:00pm - 2:00pm Eastern Time.

1. Introductions - Advisory Group Charge and Roster (10 minutes)

2. Review of Activity Report and Questions (10 minutes)
   a. Please see Center's Report – Midwinter Meeting

3. New Business (30 minutes)
   a. 2020 Symposium on the Future of Libraries
      For the 2020 Symposium on the Future of Libraries [*external link to Midwinter Scheduler*] the Advisory Group recommended an expanded schedule to include three distinct session formats - Information Sessions; Workshops; and Discussions. The Advisory Group will be asked to provide feedback on the process and final schedule for the 2020 Symposium on the Future of Libraries to inform future planning.
   b. Trend Collection
      As part of its stated purpose (to identify emerging trends relevant to libraries and the communities they serve), the Center maintains a trend collection [*external link to ALA web site*] as a resource for library professionals, planners, and supporters. The Advisory Group will be asked to provide feedback on the Trend Collection and suggestions for new trends – a one-page document is also provided.
   c. Library Futures Book Series
      The Center for the Future of Libraries launched the Library Futures Book Series [*external link to ALA Store*] with ALA/Neal-Schuman. January 2020 saw the publication of the fourth book in the series. Each book in the series is meant to expand on an existing trend in the Center's trend collection. The Advisory Group will provide feedback on possible new titles and acquisitions for the series.
   d. Grand Challenges
      At the 2018 ALA Annual Conference the Advisory Group requested information on a Grand Challenges model for futures thinking/framing. At the 2019 ALA Annual Conference, the Advisory Group reviewed the National Academy of Engineering's Grand Challenges for Engineering program [*external link to NAE's project*] as a possible model [see also notes from conversation with Randy Atkins from NAE]. To advance the Advisory Group's work on a Grand Challenges project, a working proposal (modeled on IMLS's 2020 call for two-page preliminary proposals) is provided.

4. Update from Dr. Maria McCauley, ALA Executive Board Liaison (10 minutes)

5. Additional Discussions

Advisory Group Charge and Roster

The Center for the Future of Libraries Advisory Group will

- Advise the Center on emerging trends affecting libraries as well as meaningful and important innovations and activities happening within the profession;
- Identify, analyze, and share information relevant to the future of libraries and the adoption and use of foresight and innovation techniques to improve libraries' development;
- Recommend new programs for and provide feedback on existing programs from the Center that would help librarians and communities better plan and innovate for the future;
- Assist in the identification of strategies to influence and engage decision-makers in the development and enhancement of libraries' future roles in society;
- Reach out to other organizations and experts within the field or in other fields to help expand and improve the work of the Center.

<u>Members</u>
Rebekkah Smith Aldrich, Executive Director, Mid-Hudson Library System
Stacey Aldrich, State Librarian, Hawaii State Public Library System
K.C. Boyd, Library Media Specialist, Washington D.C. Public School System
Ms. Becky A. Calzada, District Library Coordinator, Leander ISD
Ms. Vicki Coleman, Dean of Library Services, North Carolina A&T State University
Sue Cosidine, Independent Consultant, Strategic Doing Consulting LLC
Mr. Ameet Doshi, Director, Service Experience and Program Design, Georgia Institute of Technology
Luis Herrera, City Librarian, San Francisco Public Library (Retired) [Chair]
Dr. Sandra Hirsh, Professor and Director, San Jose State University School of Information
Joseph Janes, Associate Professor, University of Washington Information School
Robin Kear, Liaison Librarian, University of Pittsburgh
Karen K. Keefe, Executive Director, Hinsdale Public Library
Dr. Maria McCauley, Director of Libraries, Cambridge Public Library [ALA Executive Board Liaison]
Joel Nichols, Cluster Leader, North Philadelphia Neighborhood Libraries, Free Library of Philadelphia
Veronda J. Pitchford, Assistant Director, Califa
Lisa G. Rosenblum, Executive Director, King County Library System
Julie W. Walker, State Librarian, Georgia Public Library Service

Center's Report – 2020 ALA Midwinter Meeting

The American Library Association's Center for the Future of Libraries works toward three primary goals:

- *Identify emerging trends relevant to libraries and the communities they serve*
- *Promote futuring and innovation techniques to help librarians and library professionals shape their future*
- *Build connections with experts and innovative thinkers to help libraries address emerging issues*

Activity updates have been organized according to these goals.

Identify emerging trends relevant to libraries and the communities they serve

The Center's [trend collection](#) remains a popular resource for library professionals, planners, and supporters.

Pageviews and Unique Pageviews for Six Month Segments (July 2017 – Present)

	Pageviews	Unique Pageviews
July 1, 2019 – December 31, 2019	23,892	13,300
January 1, 2019 – June 30, 2019	22,286	12,688
July 1, 2018 – December 31, 2018	21,114	11,597
January 1, 2018 – June 30, 2018	20,705	11,240
July 24, 2017 – December 31, 2017	15,075	7,025

Among the most popular content over the past six months are [Virtual Reality](#) (2,015 unique pageviews), [Artificial Intelligence](#) (2,003 unique pageviews), [Aging](#) (1,801 unique pageviews), and [Blockchain](#) (1,606 unique pageviews).

Over the past year, the Center has added new trend entries for [Artificial Intelligence](#), [Corporate Influence](#), [Facial Recognition](#), [Micro-Mobility](#), [Rethinking Rural](#), and [Self-Driving Cars](#) – bringing the total number of entries to forty.

The Center continues to promote new information and indicators through the e-mail newsletter, [Read for Later](#), which shares the Center's weekly trend scanning to help library professionals think about the future of our collections, spaces, services, partners, and roles in the community. Subscription to the newsletter has finally hit 4,000 current subscribers – in addition to readers accessing the posts via the Center's blog or RSS reader apps. Newsletter activity remains strong and feedback about the newsletter remains positive. The newsletter sees immediate unique open rates around 30% and higher and longer-term unique open rates around 45%.

Promote futuring and innovation techniques to help librarians and library professionals shape their future

The Center helps share information about futuring and emerging trends through frequent presentations to library staff and the public.

In Fiscal Year 2020, the Center has so far provided nine presentations:

- University of Wisconsin – Madison (webinar)
- Sonoma County (Calif.) Library
- Glenview (Ill.) Public Library
- Contra Costa County (Calif.) Library
- Mid-Hudson (N.Y.) Library System
- Stones River / Buffalo River (Tenn.) Regional Library Systems
- Tennessee State Library Level V Directors Meeting
- Detroit Metropolitan Area ASPA
- Algonquin Area (Ill.) Public Library District

Library Futures Series

The Center for the Future of Libraries works with ALA Neal Schuman on the Library Futures Series, a series of short editions that bring together library experts and innovators to explore the profession's many futures by focusing on emerging trends.

The series' first four books have all been published, including *[Anonymity](#)* by Alison Macrina and Talya Cooper (Book 1 – May 2019); *[Resilience](#)* by Rebekkah Smith Aldrich (Book 2 – June 2018); *[Blockchain](#)* by Sandra Hirsh and Susan Alman (Book 3 – November 2019); and *[Design Thinking](#)* by Rachel Ivy Clarke (Book 4 – January 2020).

The Center has appreciated the opportunity to work with the books' authors and with ALA Publishing to help expand the thinking around these emerging trends.

Tiny Library Toolkit

Developed by the Meridian (Idaho) Library District through the [2018 Future of Libraries Fellowship](#), the [Tiny Library Toolkit (pdf download)](#) shares that library's experience creating a "lighter, quicker, cheaper" means of installing a library service point using a recycled shipping container. The tookit can be used by libraries to provide inspiration and practical assistance for planning informal, programmatic spaces in their communities.

The Tiny Library Toolkit joins the [Library Service Design Heuristics Cards](#) (developed by Joe J. Márquez and Annie Downey, both from Reed College Library) as free resources developed through the Future of Libraries Fellowship.

Build connections with experts and innovative thinkers to help libraries address emerging issues

2020 Symposium on the Future of Libraries – ALA Midwinter Meeting

With guidance from the Center for the Future of Libraries Advisory Group, the [2020 Symposium on the Future of Libraries](#) has been developed to provide attendees and presenters with different opportunities to share and learn together.

The Symposium features Libraries Transform morning sessions each day, bringing Philadelphia-based innovators into the Midwinter conversation. [Libraries Transform: Civic Innovation](#) (Saturday, 8:45 – 10:00am) will feature Anuj Gupta, General Manager, Reading Terminal Market, and Ariel Ben-Amos,

Founder, StreetBoxPHL. [Libraries Transform: Social Innovation](#) (Sunday, 8:45 – 10:00am) will feature Mariana Chilton, Professor of Health Management and Policy and Director of the Center for Hunger-Free Communities, Dornsife School of Public Health, Drexel University, and Joanna Visser Adjoian, Co-Director, Youth Sentencing & Reentry Project (YSRP). And [Libraries Transform: Education Innovation](#) (Monday, 8:45 – 10:00am) will feature Malik Brown, Executive Director, Graduate! Philadelphia, and Dara Ruiz-Whalen, Chief Learning Officer, Executive Director, eCLOSE Institute.

The [schedule of concurrent sessions for the Symposium](#) features over 35 sessions in three session formats:

- Information Sessions allow presenters to focus on a specific trend, topic, or issue to help attendees better understand what they need to know to make sense of the future.
- Workshops provide time for instruction and allow attendees to engage in active learning through discussion, activities, or other constructive learning.
- Discussion Sessions are designed to spark conversation across participants, with lead discussants or facilitators posing questions or prompts and encouraging attendees to share their perspectives and insights.

Over the course of the call for proposals, the Center received 66 session proposals (30 Information Session proposals; 22 Workshop proposals; and 14 Discussion Session proposals). The Center's Advisory Group reviewed proposals and made final selections, curating a diverse mix of perspectives and topics to explore current and emerging trends in libraries.

2020 News You Can Use – ALA Midwinter Meeting

The Center for the Future of Libraries coordinates the News You Can Use series at both the Midwinter Meeting and Annual Conference. New You Can Use sessions offer the latest updates from experts on policy, research, statistics, technology, and more, based on new surveys, reports, legislation/regulation, and projects.

The [schedule for the News You Can Use series](#) is available in the Midwinter Meeting scheduler and features 20 learning sessions. In addition to sessions led by ALA units and member groups, coordination with the Symposium on the Future of Libraries allowed the schedule to incorporate sessions featuring updates on funded research and demonstration projects.

Smart Communities

Over the past year, the Center has been involved in the IMLS-funded "[Enabling Smart, Inclusive, and Connected Communities: The Role of Public Libraries](#)" project with the Center for Technology and Government at the University at Albany.

As part of the Center's support for the Smart Communities grant, the Center has launched a [Get Smart - Planning Libraries' Roles in Smart Communities](#) e-newsletter. Over the past year the subscriber list has grown to 419.

The project's primary investigators are preparing two national surveys – one for public libraries and one for local governments – to better understand perceptions and priorities for smart community planning and the roles of libraries in those plans. The Center will support the distribution of the public library survey in early 2020.

Center for the Future of Libraries – Trend Collection

The Center for the Future of Libraries' trend collection compiles information about trends relevant to libraries and the communities they serve. Each entry includes information about how a trend is developing and why it might matter for libraries.

Trends currently covered in the collection are:

- Aging Advances
- Anonymity
- Artificial Intelligence
- Badging
- Basic Income
- Blockchain
- Co-Working / Co-Living
- Collective Impact
- Connected Learning
- Connected Toys
- Corporate Influence
- Creative Placemaking
- Data Everywhere
- Design Thinking
- Digital Natives
- Drones
- Emerging Adulthood
- Experiential Retail
- Facial Recognition
- Fandom
- Fast Casual
- Flipped Learning
- Gamification
- Haptic Technology
- Income Inequality
- Internet of Things
- Maker Movement
- Micro-Mobility
- Privacy Shifting
- Resilience
- Rethinking Rural
- Robots
- Self-Driving Cars
- Sharing Economy
- Short Reading
- Smart Cities
- Subscription Boxes
- Unplugged
- Urbanization
- Virtual Reality
- Voice Control

Based on coverage in the Read for Later e-newsletter, the most likely next topics for inclusion in the collection are:

- Climate Change
- Gender Neutral / Genderless
- Mega Universities
- Microschools
- Personalized Learning
- Subscription Streaming Media
- University Cities (Town & Gown)

Working Proposal – Grand Challenges Project

The American Library Association seeks $XXX,XXX (with $XX,XXX in cost share) to support a two-year National Forum project developing a set of grand challenges for libraries, an articulation of the most pressing societal challenges and opportunities to which libraries of all kinds might orient their efforts.

This grand challenges project will support several key purposes:

- An internal engagement with the library profession to focus on the most urgent community challenges to which libraries might orient their efforts.
- An external advocacy and communications campaign to communicate the value of libraries in a changing context.
- An ongoing planning tool to support the American Library Association and libraries of all kinds as they develop programs and services to address society's most urgent needs.

STATEMENT OF NATIONAL NEED

Grand challenges initiatives provide institutions or professions with unique opportunities to articulate difficult but important problems and begin the process toward seeking solutions or organizing collective efforts. Over the past several years, grand challenges projects have become popular tools among universities, associations, and foundations to help set goals, focus the public's attention, and guide research, investment, and exploration. A grand challenges program helps frame issues by selecting, organizing, and making sense of component parts in a larger system to provide indicators for knowing, analyzing, persuading, and acting.[1]

As libraries evolve in a changing context of information access, technology, demographics, civic engagement, and lifelong learning, there is an opportunity to communicate libraries' continued and emerging roles in society. A grand challenges program offers an opportunity to work with invested stakeholders to lay out the world's most pressing, but achievable, challenges, framed in a manner that suggests the use of the profession's positioning, resources, and values to maximize libraries' impact in communities and the world.[2]

PROJECT DESIGN

Over the course of two years, the American Library Association will lead a process of information collection, evidence analysis, and deliberation to identify a core list of grand challenges to which libraries of all kinds might orient their efforts and by which the public might better understand the context and purpose of libraries in a changing environment. The key components of this project will include: (1) the selection and engagement of a committee of experts from the library profession and related fields; (2) a broad call for information to assemble relevant concerns and insights across the environment; (3) an analysis of information, leading to the identification of specific challenges to which

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[1] "Reframing policy discourse," Rein, M. and Schön, D. (1993), in *The Argumentative Turn in Policy Analysis and Planning*, Fischer, F. and Forester, J. (Eds.), UCL Press, London, pp.145–166.

[2] "Grand Challenges in Engineering Project Organization," Sakhrani, V., Chinowsky, P., and Taylor, J., *The Engineering Project Organization Journal* (August 2017) 7, 1.

libraries might contribute positive solutions; and (4) the authoring of a final report and promotion of findings from the process.

The project will be led by a committee of XX experts, invited and convened by the American Library Association to oversee the selection and framing of a set of grand challenges (months 1 – 24). The expert committee will include representatives from the library profession, leaders from other industries and sectors, and thought leaders and public intellectuals. The committee will be carefully assembled with particular attention paid to the diversity of ethnicity, gender, age, experience, and additional perspectives. The committee will have final decision on the grand challenges and their framing in the final report.

The American Library Association will leverage its national and international reach to engage in a process of information collection (months 3 – 18). Through in-person meetings at national conferences; virtual online forums; communications to partner organizations; and an online space open to the general public, the American Library Association will ask the profession and the public to consider the biggest societal challenges to which libraries might contribute their efforts.

Through two in-person meetings and with continued communication throughout the process, the expert committee will analyze collected information and select a final list of the most pressing societal challenges for which libraries might contribute solutions (months 6 – 19). The first in-person meeting will provide the steering committee with an opportunity to review information collected and to provide their own insights in the selection of grand challenges. The steering committee will continue review of information and refinement of selections throughout the process. The second in-person meeting will serve as a final selection process before handing over content to the final report's writers.

The American Library Association will engage a professional writer or journalist to author the final report, seeking to frame the report for as wide a readership as possible (months 19 – 24). The final report will outline a set of grand challenges and speak to the work that libraries contribute to addressing said challenges. The report will inform the creation of a final project site and the promotion of the report through ALA's communication channels.

DIVERSITY PLAN

Grand challenges projects depend on broad participation and engagement of diverse perspectives. Through the selection of an expert committee and broad calls for participation, the American Library Association will work to ensure a diversity of ethnicity, gender, age, and experience among the project's participants and throughout the process.

BUDGET SUMMARY

To be determined.

Notes – Conference call with Randy Atkins, National Academy of Engineering (March 5, 2019)

NAE Background
- The National Academy of Engineering is part of the National Academies of Sciences, Engineering, and Medicine, which collectively provide nonpartisan, objective guidance for decision makers on pressing issues.
- The Academies have a long history (since 1863) and well-developed process for information collection, evidence analysis, and deliberation.
- Membership in the academies is an honorific and the result of nomination and election from the profession. This also means that participation in academy studies is considered an honor and the work is usually provided pro bono.

NAE's Grand Challenges for Engineering Background
- The idea was sparked by a question from a journalist asking about the next wave of big challenges confronting engineering. NAE did not have a formalized answer to that question. It prompted NAE to consider how they would organize a response. NAE had conducted a Great Engineering Achievements of the 20th Century project in 2000 and sought ways to adapt that process to look toward the future.
- The project was intentionally framed to be an outreach project (to engage the public) and inspire individuals. The project was not focused on predicting the future, but on identifying potential game changers that engineering could help advance.
- The project was meant to be transformative for the profession – helping expand its reach in the public imagination and inspire work within the profession.

NAE's Grand Challenges for Engineering Process
- The National Science Foundation provided financial support for the project in the amount of $300,000 mostly for use to cover travel costs, meeting expenses, and staff time. The final budget grew beyond this $300,000as NAE absorbed costs for printing and distribution of the report.
- NAE convened a committee of 18 experts from both engineering and related fields and sectors (e.g. Larry Page of Google; noted futurist Ray Kurzweil) to oversee the project. The committee was intentionally diverse across categories of ethnicity, gender, international perspective, representation from the academies, and other categories of identity.
- The process was outlined as one-year. The committee was scheduled to meet in-person twice during the project with regular communication in between.
- The committee outlined a call for information for framing the grand challenges.
- NAE conducted outreach to all engineering societies and their memberships to respond to the call for information.
- NAE conducted outreach to the public to respond to the call for information. NAE received responses from members of the public in over 40 countries.
- The first in-person meeting of the committee brought together the committee members' own considerations for grand challenges with the responses to the call for information.
- Communications between meetings continued to refine the grand challenges.
- The second and final in-person meeting finalized the selected challenges and the committee recommended the four broad realms – sustainability, health, vulnerability, and joy of living – into which the challenges were organized.

- Aligned with their goal of making this an outreach project accessible to the public, NAE hired a professional journalist to author the final report (most NAE reports are more technical in nature).
- For each grand challenge, the writer provided that portion of the report to four external reviewers recruited by NAE. External reviewers' comments were then provided back to the committee to review and respond. Four additional reviewers were recruited to review the committee's responses to the external reviewers' comments.
- The [final report](#) was published and the [project site](#) was updated with the challenges.

NAE's Grand Challenges for Engineering Additional Thoughts

- While the grand challenges might be framed as challenges for the 21st Century, the committee viewed them as pressing challenges for 30 years into the future. They are not meant to be eternal challenges in terms of priority (context may change) or process (the amount of time needed to accomplish them). They are representative of the time and context in which they were identified.
- Reporting was meant to be just specific enough to be relatable to the public, but not delve into detailed specifics for the technologies, breakthroughs, or component advances necessary to address the challenges.
- NAE does not maintain a system for documenting progress toward the grand challenges.
- The project has led to several spin-off projects and initiatives:
  - Several university and college programs have adopted a Grand Challenges Scholars Program, a supplement to an engineering program that adds global awareness and social skills with a focus on the Grand Challenges to broaden the reach of undergraduate study in engineering to the global community. The Scholars Program model has expanded to community college programs and even K-12 education, to frame science, math and engineering education around the Grand Challenges. NAE does not control this process or adoption, but allows each program define their use of the Grand Challenges to shape curricula.
  - [Alumni of the Grand Challenges Scholars Program](#) represent a greater gender and ethnic/racial diversity for the profession.
  - NAE has worked with peer organizations to host Global Grand Challenges Summits around the world.