

TO: ALA Executive Board

RE: Center for the Future of Libraries Update

ACTION REQUESTED/INFORMATION/REPORT:

Update on activities of the Center for the Future of Libraries.

ACTION REQUESTED BY:

Miguel Figueroa, Center for the Future of Libraries

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DRAFT OF MOTION:

No motion proposed – informational only

DATE: December 21, 2015

BACKGROUND:

The attached update includes information on the Center’s work identifying and promoting trends, grants and partnerships, programming, and promotions and communications.

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

- *Identifying emerging trends relevant to libraries and the communities they serve*
- *Promoting futuring and innovation techniques to help librarians and library professionals shape their futures*
- *Building connections with experts and innovative thinkers to help libraries address emerging issues*

The Center for the Future of Libraries is initially modeled on the successful [American Alliance of Museum's Center for the Future of Museums](#). AAM's and the Center for the Future of Museums' support and guidance are appreciate and valued. The establishment of the Center for the Future of Libraries was made possible in part by the Institute of Museum and Library Services [RE-00-13-0096-13].

Advisory Group

The [Center's Advisory Group](#) was announced in early November.

The Advisory Group has already completed a first conference call to begin to focus their work and orient themselves to the Center's development and progress to date.

The Advisory Group will host its first in-person meeting at Midwinter (Saturday January 9, 10:30 – 11:30am BCEC-255).

Trends

The Center continues to promote trends as an important part of thinking about the future of libraries. The [trend collection](#) has now grown to cover twenty-three trends across seven categories - society, technology, education, the environment, politics, the economy, and demographics (STEEPED).

The feedback on the trend collection continues to be positive – helping libraries to see outside trends and connect it to current practice and allowing them to see how trends can come together to develop innovations.

As we look ahead to promoting “trends thinking” within the association and profession, the Center is working with *American Libraries* on a March/April article sharing some of the ways that members are adopting trends thinking in their institutions and how the Center's collection has helped their work.

Read for Later Newsletter

The Center has adapted a weekly blog post titled “[Read for Later](#)” that collects and summarizes the week's news scanning, into a [weekly e-newsletter](#) that helps bring important news and

trends from our larger environment into our profession's thinking.

The e-newsletter format has received positive response and we now have around 500 subscribers built over just a few weeks of availability.

Trends and Libraries Transform Campaign

The Center's trends have been featured as part of the new [Libraries Transform](#) site. This opportunity to highlight the Center's work is much appreciated.

The Center is working with ALA's Office for Library Advocacy and Public Awareness Office to feature [profiles of librarians and libraries](#) that advance the Libraries Transform theme. Profiles are featured in the [Real Stories](#) section of the Libraries Transform site.

Social Media

The Center continues to highlight trends through ALA's social media content, with posts marked by the hash tag #libraryofthefuture. The Center's contributions share content from across industries and encourage followers to offer their thoughts on the trends shaping the library of the future. Response to the Center's social media presence has been very positive with followers responding to posts (with likes, comments, and shares) and building connections between external, non-library trends and their own library practice.

Programming

At the 2016 ALA Midwinter Meeting, the Center is hosting three forums.

[“Libraries Transform - Understanding Change”](#) (Saturday January 9, 1:00 – 4:00pm BCEC-103) will feature representatives from Kotter International, experts in the process and leadership of change, in an interactive session using Dr. John Kotter's renowned 8-Step Process for Leading Change. This session will build on the Libraries Transform theme and help individuals understand where they are in the process of leading change and what they can do to move their library into the future.

[“Libraries Transform – Civic Innovation”](#) (Sunday January 10, 8:30 - 11:30am BCEC-103) will feature Boston-based civic innovators in an outward-looking forum exploring the changes happening in our communities. Nigel Jacobs from the Boston Mayor's Office in New Urban Mechanics will highlight how cities are using data to make more informed decisions. Tamara Roy from the design firm ADD Inc. will discuss micro-housing as an approach to redevelopment and income inequality. In addition to building awareness of the issues innovators are addressing, attendees can learn from the innovative approaches these individuals use in their work.

[“Libraries Transform – Social Innovation”](#) (Monday January 11, 2016, 8:30am - 11:30am BCEC-

103) will feature Boston-based social innovators exploring new approaches to solving communities' persistent challenges. Tiziana Dearing from Boston College's Center for Social Innovation will provide an overview of social innovation and its role in Boston. Chrisaldi Vasquez from the Family Independence Initiative will look at how data is supporting work with low-income families. Vetto Casado will talk about crowdsourcing as a tool for income security. In addition to building awareness of the issues innovators are addressing, attendees can learn from the innovative approaches these individuals use in their work.

Communication and Promotion

The Center has continued to promote its work through presentations at state chapters, staff development days, and local meetings.

Since September, the Center has promoted its work through presentations at numerous events, including state association meetings (Minnesota and Illinois), future of libraries events with the public (Marquette University and Slate / Future Tense), webinars (Sustainability Round Table), staff development days, and LIS programs.

At the Midwinter Meeting, the Center will present for the ARL Leadership Symposium, the LLAMA Career Institute, and ASCLA's Library of the Future Interest Group.

Digital Badging Pilot

The Center for the Future of Libraries is partnering with ALA offices and divisions on a [pilot project](#) to advance the Professional and Leadership Development area of ALA's new strategic plan.

[Digital badging](#) is identified as a trend that will affect the future of libraries. This pilot project will look at how ALA can incorporate digital badging into its continuing education offerings. The pilot will work with two divisions (ALCTS and LITA) and two leadership development programs (the 2015-2016 Emerging Leaders Program and the 2015-2016 Spectrum Scholarship Program) to badge learning activities over the next several months.

ALA is working with Credly to provide a platform for the badging. Badges are issued through Credly and recipients create a Credly account from which they can display and share their badges on social media (LinkedIn and Facebook), on their own website and blogs, or to the Mozilla Open Backpacks platform.

The pilot provides an opportunity to develop a system and architecture for expanding badging to other units as we develop interest from members and experience as an issuing organization.

Questions or Comments

Questions or comments may be sent to Miguel Figueroa at mfigueroa@ala.org.