EBD # 12.43
2015-2016

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: *06/03/2016*

BACKGROUND:

The attached update includes information on the Center's work across three goal areas:

- *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*

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.

The collection received 10,720 unique page views (19,687 total page views) during the period from December 30, 2015 – June 6, 2016. During the six-month period from June 1, 2015 through December 29, 2015 the collection received very similar traffic - 10,000 unique page views (19,000 total page views).

The Center's 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, continues to grow. Subscription to the newsletter has steadily grown from 500 subscribers in December 2015 to over 1,500 current subscribers. Newsletter activity, including opens and click throughs, remains strong and feedback about the newsletter remains very positive.

The activities above provide the Center with a process through which it can continue to update and expand its coverage of trends affecting libraries and their communities.

With support from additional staff, the Center is updating its trend entries to feature library projects that illustrate how libraries are innovating with trends. This will provide a resource to demonstrate how libraries are transforming and help disseminate innovative approaches across the profession. Trend slideshows have been added to Badging, Connected Learning, Digital Natives, Fandom, and the Maker Movement.

At the suggestion of the Center's Advisory Group, each page will also feature a slide inviting libraries to submit their own examples for how they are innovating with specific trends, helping the Center to continue collecting library examples of innovation.

The Center will work with the Office for Library Advocacy and the Public Awareness Office to provide short articles based on the trend-specific library innovations for ilovelibraries.org and the Libraries Transform campaign. These articles will help expand the message of library innovation and provide additional exposure for the Center for the Future of Libraries.

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

The Center helps share information about futuring and innovation techniques through frequent presentations to library staff and the public. So far in Fiscal Year 2016, the Center has provided 34 presentations:

- USC Conversations with Leaders webinar
- Minnesota Library Association (2)
- Lincoln Park Village
- Sustainability Round Table webinar
- 2015 Library State of Mind Better Together preconference
- Marquette University Future of the American Public Library
- Cedar Rapids Public Library
- New America Foundation/Future Tense
- IMLS Focus Conference
- Area Training for Librarians and Staff
- Reference Association of South Suburban Libraries
- University of North Texas – ELMS workshop
- ALA Midwinter (3)
- Skokie Public Library
- Niles Public Library
- SXSWedu
- Oklahoma Library Association (2)
- Small Library Education Development Day
- Georgia Public Library Service webinar
- Ohio Take 5 Conference
- Western Council of State Libraries Meeting
- University of North Texas – LEAP webinar
- Transportation Librarians Roundtable webinar
- CALA Midwest Chapter Meeting
- Massachusetts Library Association (2)
- Round Rock Independent School District webinar
- Congress of University and Research Libraries (Chile)
- Michigan Library Association Executive Summit
- Western Pennsylvania- West Virginia Chapter of ACRL

Through the end of Fiscal Year 2016 (August 31, 2016), the Center has so far scheduled 5 additional presentations:

- ALA Annual (2)
- System Wide Area Network (SWAN)
- InfoOhio webinar
- ALA Leadership Institute

The Center works to advance innovative projects and programs within the Association, including working with units (LITA, ALCTS, PLA) to introduce digital badges into professional development and continuing education offerings.

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

The Center's programming at the 2016 ALA Annual conference includes two preconferences (presented with Demco) and eight open programs. Featured innovators include Brandgarten, Moves the Needle, Steelcase Education, the Raspberry Pi Foundation, Gensler & Associates, OPN Architects, the Harry Potter Alliance, City of Orlando, and Hyatt Hotels.

Additionally, the Center has worked with the Knight Foundation to present a series of programs from Knight Foundation partners, previous Knight News Challenge winners, and the announcement of the latest Knight News Challenge recipients.

In October 2016, the Center will partner with the Library 2.0 web conference series on a mini-conference, "Library 2.016: Libraries of the Future," with a goal of bringing together civic, social, education, and library innovators to explore near- and long-term trends that point to the future of libraries and their communities.

The Center is also working with Conference Services and ALA's Division and Offices to introduce a future-focused content stream at the 2017 ALA Midwinter Meeting, based on the Center's sessions at the 2016 ALA Midwinter Meeting.

Center for the Future of Libraries Advisory Group

The Center's Advisory Group continues its productive work following its first three meetings.

The Advisory Group's focus areas include:

Trend-Thinking Tools - Determining an achievable list of tools and resources that build off the Center's existing trend-focused content and would be useful to library professionals, administrators, funders, boards and community advocates. Tools and resources might be modeled on the Aspen Institute's Action Guide for Re-envisioning Your Public Library (that evolved out of the Rising to the Challenge Report) or the Design Thinking for Libraries toolkit produced by IDEO with the Chicago Public Library and Aarhus Public Libraries.

Partnership Development - As part of the Center's charge to "build connections with experts and innovative thinkers to help libraries address emerging issues," identifying potential external partners and prioritize meaningful partnerships (beyond name only) that will help libraries innovate services, programs, collections, and spaces.

Promotion and Awareness - Determining the best strategies for building awareness of the Center among ALA members and across the library profession. Strategies could include reports (modeled on the Center for the Future of Museums' TrendsWatch), webinars or professional development opportunities, or media (podcasts, videos, etc.).

Sustainability - Developing a long-term plan for the Center's sustainability, including considerations for budget, staffing, and relationship to divisions, offices, and other ALA units.

The Center's Advisory group has created four smaller groups to begin to address the four focus areas and these groups' work will be discussed at the 2016 ALA Annual Conference.

Questions or Comments

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