What keeps you up at night?
Perspectives from OCLC member library leaders

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Executive Director
Branding and Marketing Services
4,080 minutes
4,260 minutes
Engaging with library leaders: Topics for discussion

1. Top **challenges and opportunities**?
2. The **role of collaboration**
3. What is the value of **OCLC today**
4. What is the value of **OCLC in the future**
UNDER PRESSURE
## UNDER PRESSURE

<table>
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<th>Academic:</th>
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<td>Budget pressures</td>
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<td>Changes in higher education (Increased competition)</td>
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<td>Legislation driving change (Europe)</td>
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</table>
“I had to lay off 30 people, cut hours for 58. We had furloughs. And are closed every Friday.”

(U.S. Public)
“The new building is good PR for the University but operating it will be a challenge—they don’t recognize the need to pay for the operations after it is built.”

(Canada Academic)
“I call it a “cris-a-tunity.””

(U.S. Public)
“We have to look at is as an opportunity to get outside the standard library model.”

(US Public)
“E changed everything.”
“Ebooks are a concern for everybody.”
(US Public)

“Funding is a problem.”
(US Public)

“Ebooks are just another change.”
(US Public)

“We have a consortium to buy ebooks.”
(US Public)

“We are assuming that e-books will be there and will give us an opportunity to reduce the stacks.”
(US Public)
"The electronic databases have been growing at such a fast rate that our budget for it is not sustainable."

(US Academic)

"There is no model that’s shared. We don’t want to lend ebooks, just give access."

(NL Academic)

"We’re going to provide them to our students and faculty one way or another."

(US Academic)
“E”

Academic:
Seamless access to “e”
Quality metadata for “e”
Resource sharing for “e”
Integrated “e” management
Shared print management
Special collections and digitizing unique materials
Need to weed

Public:
Seamless access to “e”
Business models for e-books
Resource sharing for “e”
Integrated “e” management
Shared collections
Special collections and digitizing unique materials
Need to weed
REACHING THE USER (Trading Spaces)
REACHING THE USER (Trading Spaces)

**Academic:**
Be where the students are—online
Creating virtual communities
Give them reasons to come to the library
Embedded staff
Virtual learning spaces
24/7 learning commons

**Public:**
Be where the users are—online
Creating learning communities
Give them reasons to come to the library
Hyper local branches
Maker spaces
Coordinated opening hours
“The discovery systems in place may work wonderfully, but it doesn’t matter if people aren’t going there.”

(US Academic)
“What we hope is that no matter what direction the user comes in, they will be linked to local resources when they want them.”

(US Academic)
We need an app for the iPad that gives access to all the library catalogs in the world.

(Canada Public)
“I don’t think of the library as a central place, but librarians working within the university and within research groups.”

(NL Academic)
“We want community engagement. We have a group called the Promise Ambassadors. They live in neighborhoods and reach out to those who won’t come to meetings to get input. We want them equipped with information on the library’s behalf so they can collect information for the library.”

(US Public)
“Using space for storage of books that aren’t used often is not high on everybody’s list.”

(US Academic)
“The move to digital allows us to get rid of books…but archives are taking up the space that libraries used to use for print books.”

(Canada Academic)
“We will have a Book Express downtown for self publishing.”

(US Public)
“People come to use the space more than the collection.”

(US Public)
“We are creating a 4000 sq ft maker space adjacent to a 7000 sq ft teen space. We are interested in a mobile maker space—the Spark Truck—for school parking lots. The space will have 4 sections: Making, gaming, music and writing.”

(US Public)
“We are changing policies to make them more customer focused. We have new card types—children and teens can get a card without a parent’s signature. There are no fines. You can bring them back whenever. And once you bring them back, you get to take out more.” (US Public)
“Digitizing for preservation and digitizing for access are two different things.”

“More and more libraries, museums and archives want to have their data together but they have to find a way to share standards and resources to do that.”

(Canada)
SHARED SERVICES
“I don’t believe in a stand alone library in the future. The border will be blurred.”

(NL Public)
“We (OCLC) have to look beyond the usual library and publishing communities for partnerships where the students and faculty do their work.”

(Canada, Academic)
## SHARED SERVICES

### Academic:
- Campus partnerships
- Research support
- New services for researchers
- Data management
- Shared storage
- Streamline back-office
- Local collaboration

### Public:
- Community partnerships
- Support for community issues
- New programming
- Digital media management
- Shared collections
- Outsource back-office
- Local collaboration
We have a unique partnership with the school system—“Limitless libraries.” We imported them into our ILS, so student IDs are library cards. And we have increased discounts for the schools.

(US Public)
Something else that we've been working on is trying to insert ourselves into the research process further upstream. We've done some work to help meet the data management plan for some funders. The engagement there has been useful.

(US Academic)
“Storing data is a challenge. Everyone says space is cheap, but managed space is not cheap.”

“Doing it across institutions is more cost effective than each institution doing it individually.”

(Canada Academic)
“Cutting steps from the cataloging process would be incredibly helpful. I don’t want to cut services, so have to make the back office more efficient.”

(US Public)
STAFFING AND MANAGING CHANGE
STAFFING

Academic:
Specialized knowledge
New skillsets
Staff development
New roles added
Old roles redefined
Radical reorganization
Change management

Public:
Staffing cuts
New skillsets
Staff development
New roles added
Old roles redefined
Radical reorganization
Change management
“It’s less and less common to find traditional librarians.”

(UK Academic)
How can our staff keep pace with all of these students, researchers and teachers. They ask for things our traditional librarians can’t provide and staff have to learn quickly.

(NL Academic)
A lot of the top level library leaders in Canada are getting close to retirement and the level underneath are not interested in those roles.

(Canada Academic)
This isn’t a field where you're to be able to take a sharp reference librarian and turn them into a domain expert. You really need to go buy that from the market.

(US Academic)
As we become less about how to do research and more about a customer experience, we need a different kind of person.

(US Public)
“We need to find ways to equip staff to move forward with changes proposed.”

(US Public)
IMPACT
We need to show the value of the library.

(US Public)
We need to prove the existence of the library.

(US Public)
IMPACT

**Academic:**
- Meeting user expectations
- Articulating value to funders
- Justifying budgets
- Showing return on investment
- New metrics required
- Tying to student success

**Public:**
- Meeting user expectations
- Articulating value to funders
- Justifying budgets
- Showing return on investment
- New metrics required
- Tying to community impact
“The library does a ton of work but does a lousy job of demonstrating that”

(US Public)
Let’s build a smarter planet.

“It’s hard to convince [funders] with traditional stats. We have to show the happiness index is higher than it was before.”

(NL Public)
Have an assessment team on campus. We are required to show how we tie into the student learning goals.

(US Academic)
“I wish I had a big red impact button that could give me the impact stats.”

(US Academic)
“We are not writing a strategic plan. We are building an IMPACT plan.”

(US Public)
The world's libraries. Connected.

Reinventing
Reconfiguring
Realigining
Reengineering
Renovating

...to deliver on the mission
Collaboration is more critical than ever
What is the value of OCLC in the future?

For my institution? For the library community?

- Data Registration in WorldCat
- New metadata creation tools
- Data enrichment programs (VIAF, Linked Data, Standards)
- Data Analytics
- Broad data syndication (Google, GoodReads, Mendeley)
- Web Services for application creation
- An app store (for librarian, developers, users)
- Resource Sharing
- Strategic Partnerships on behalf of members
- Research
- Advocacy on behalf of libraries
- Staff development and training (publics)
### Public Libraries

<table>
<thead>
<tr>
<th>For the local institution:</th>
<th>For the library community:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Metadata automation—especially for e-resources</td>
<td>1. Advocacy - use your voice on our behalf</td>
</tr>
<tr>
<td>2. New analytics to drive decisions</td>
<td>2. Keep doing the research reports</td>
</tr>
<tr>
<td>3. Connecting users on the web to <strong>my</strong> collection</td>
<td>3. Resource Sharing (at least for now)</td>
</tr>
<tr>
<td>4. Resource Sharing (at least for now)</td>
<td></td>
</tr>
</tbody>
</table>

#### New metadata creation tools and processes
- 19
- 13

#### Programs for data enrichment
- 7
- 3

#### Data analytics
- 13
- 4

#### Resource sharing
- 11
- 14

#### Broad syndication of library data
- 11
- 9

#### Web services for application creation
- 4
- 1

#### An "app store" to publish, share and monetize applications
- 5
- 4

#### Strategic partnerships on behalf of all members
- 5
- 11

#### Advocacy on behalf of libraries
- 10
- 18

#### Research on behalf of all libraries
- 9
- 17

#### Staff development and training (public libraries only)
- 7
- 7
ARLs and Large Academic Libraries

For the local institution:
1. Resource Sharing
2. New analytics to drive decisions
3. Connecting users on the web to my collection

For the library community:
1. Connecting users on the web to library locations
2. Resource Sharing
3. Research-driving a shared agenda
# Mid-Sized Academic Libraries

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<tbody>
<tr>
<td>1. New analytics to drive decisions</td>
<td>1. Research we all can use and couldn’t produce alone</td>
</tr>
<tr>
<td>3. Metadata tools for e-resources</td>
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</table>

<table>
<thead>
<tr>
<th>Mid-sized Academic Libraries</th>
<th>Most valued value</th>
<th>Most valued value</th>
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</thead>
<tbody>
<tr>
<td>New metadata creation tools and processes</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Programs for data enrichment</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Data analytics</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>Resource sharing</td>
<td>16</td>
<td>11.5</td>
</tr>
<tr>
<td>Broad syndication of library data</td>
<td>3</td>
<td>2.5</td>
</tr>
<tr>
<td>Web services for application creation</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>An “app store” to publish, share and monetize applications</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Strategic partnerships on behalf of all members</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Advocacy on behalf of libraries</td>
<td>1.5</td>
<td>7.5</td>
</tr>
<tr>
<td>Research on behalf of all libraries</td>
<td>5.5</td>
<td>15.5</td>
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“It’s funny. The more we seem to get away from the old OCLC focus - creating quality bib records as surrogates for discovery – the more important it gets.”

(US Academic)
Reinventing OCLC Research takeaways
Deliver local impact through scale
Be as good at “e” as you are at “p”
Recognize you are one of many.
Be simpler.
Focus.
Go faster.
Deliver on your promises.
Start with what we can achieve together.....and go from there
The world’s libraries. Connected.