



# **Information Services Today:**

## **The global transformation of libraries, LIS education, and LIS professionals**

**Dr. Sandra Hirsh, Professor and Director**  
**Manitoba Libraries Conference 2016**



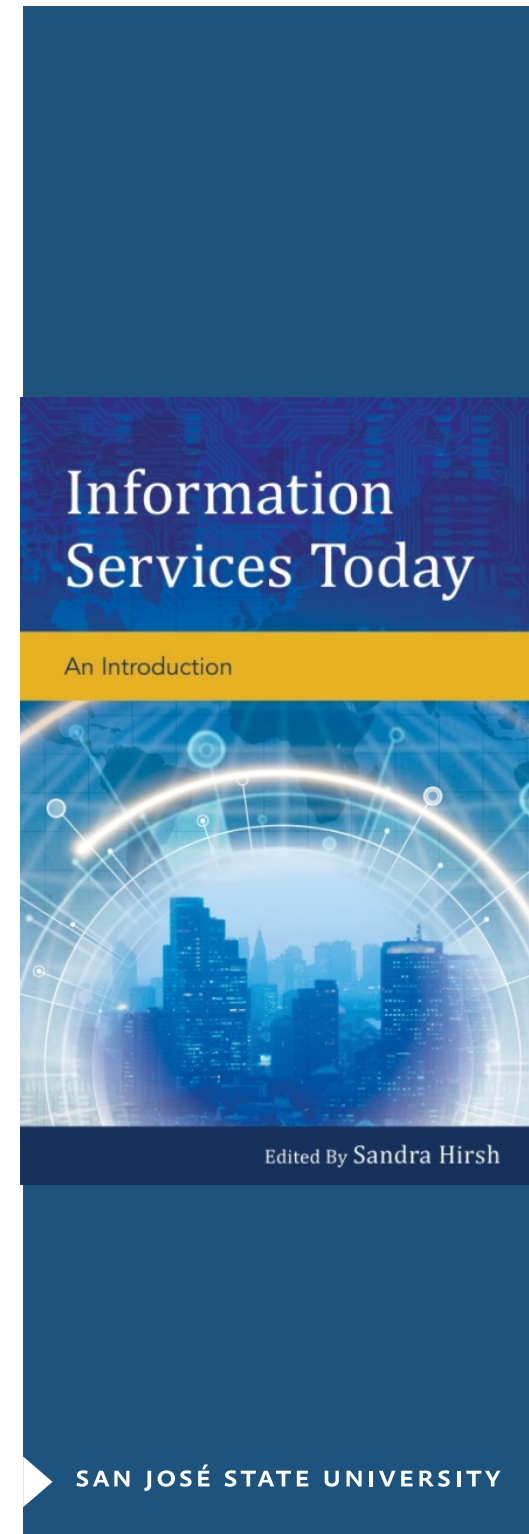
**SAN JOSÉ STATE**  
**UNIVERSITY**

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**SCHOOL OF LIBRARY  
AND INFORMATION SCIENCE**

# Agenda

1. Trends impacting the
  - Global information economy
  - Information organization
  - Information profession
2. Implications for
  - Information organizations
  - Information professionals
3. Tools and Strategies for Success



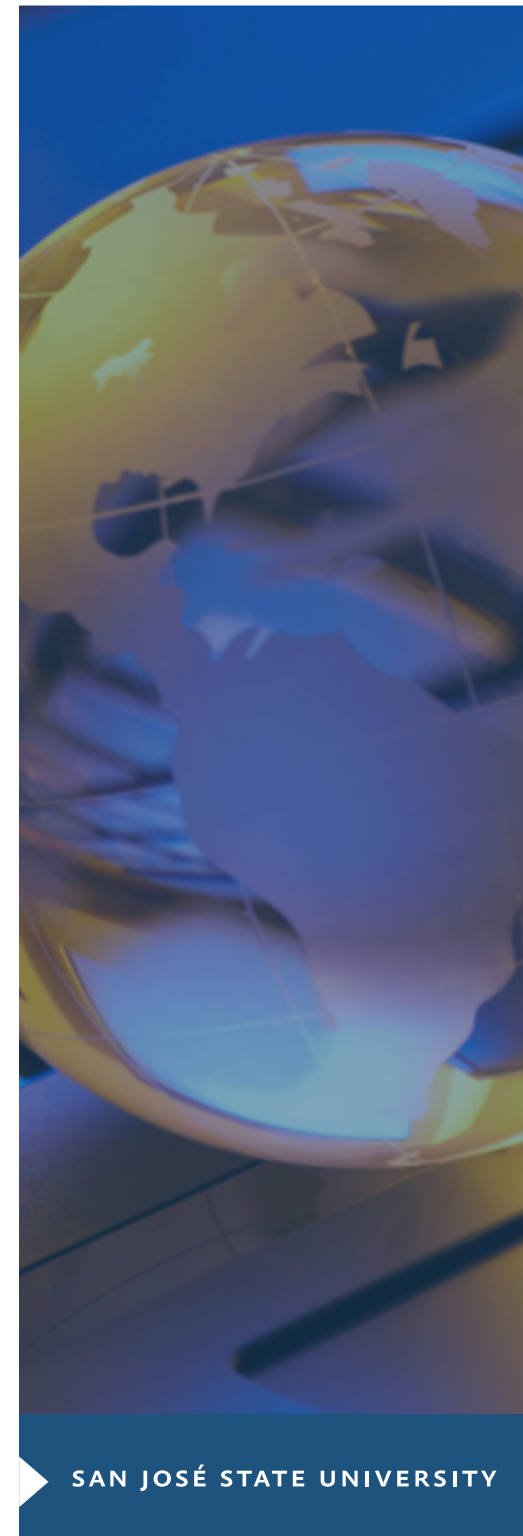
# trans-for-ma-tion

n. - the act, process, or instance of changing in character or condition



**“In addition to maintaining the integrity of information – how it is stored, accessed, and used – information professionals today must also be technologically knowledgeable and skilled in emerging technologies and their myriad of uses.”**

**(Hirsh, 2015)**





**Dinosaurs did not die out because of climate change,  
they died out because they failed to adapt.**



Image: <http://globe-views.com/dcim/dreams/dinosaur/dinosaur-02.jpg>



**And so it is with libraries – they must adapt to change,  
or their relevance will die out.**



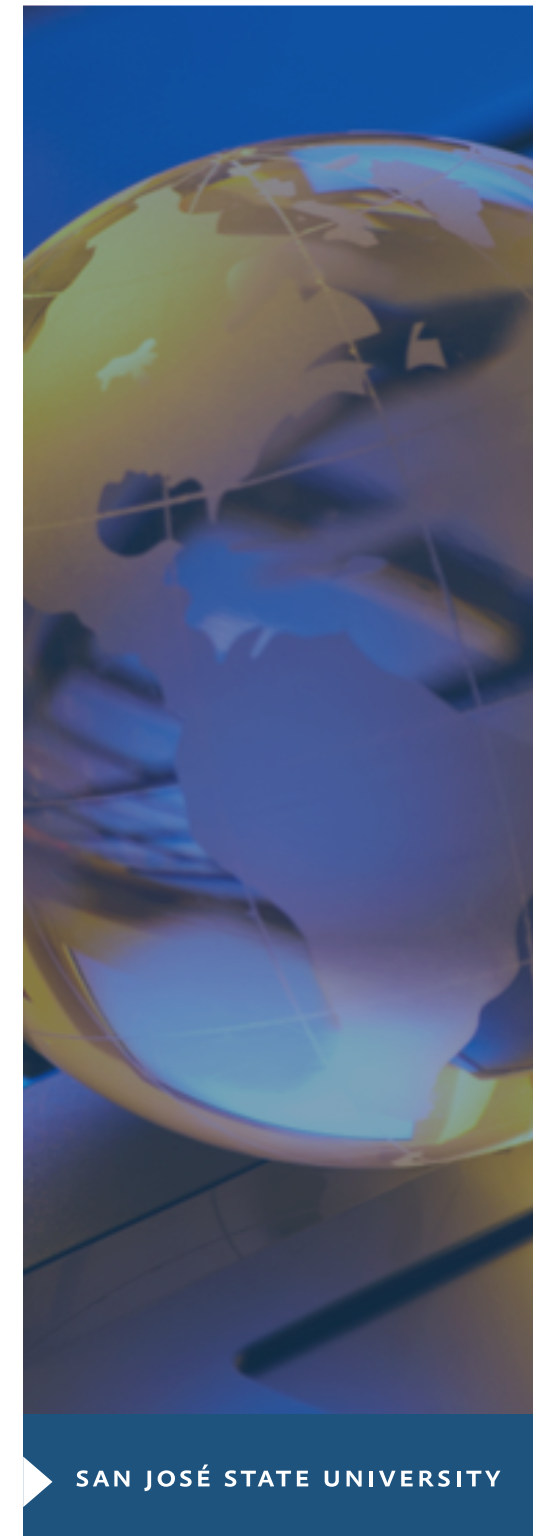
Image: <http://librarymakerspace.blogspot.com/2013/03/making-science-cultural-activity.html>

**(Abram, 2015)**

# The Global Information Market

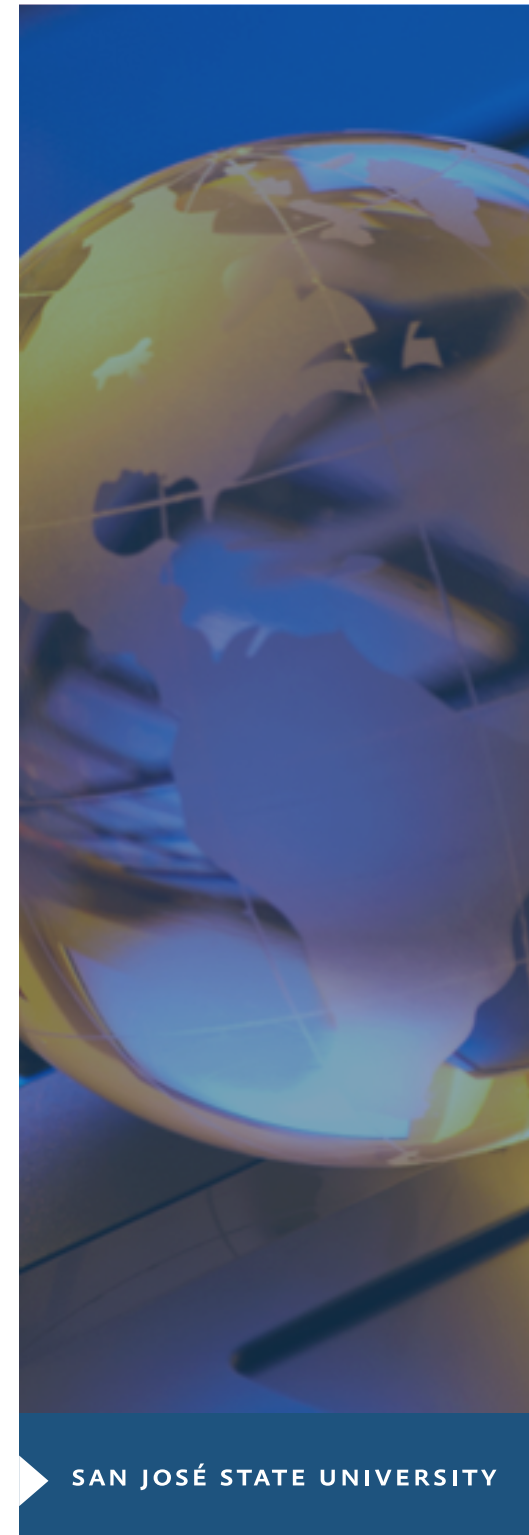
- Technologies will expand access
- Online education will democratize global learning
- Privacy and data protection will be redefined
- Hyper-connected societies will listen to and empower new voices
- Global information environment will be transformed with new technologies

IFLA. (2013). *Riding the Waves or Caught in the tide? Navigating the Evolving Information Environment*. Insights from the IFLA Trend Report. Retrieved from: <http://trends.ifla.org/>



# Lifestyle and Societal Trends

- Accessibility
- Discretionary time deficit
- Desired use of leisure time
- Smart device expectations
- Web-savvy information users
- Health and wellness concerns
- Immigration issues
- Family structures and dynamics
- Environmental and “green” concerns

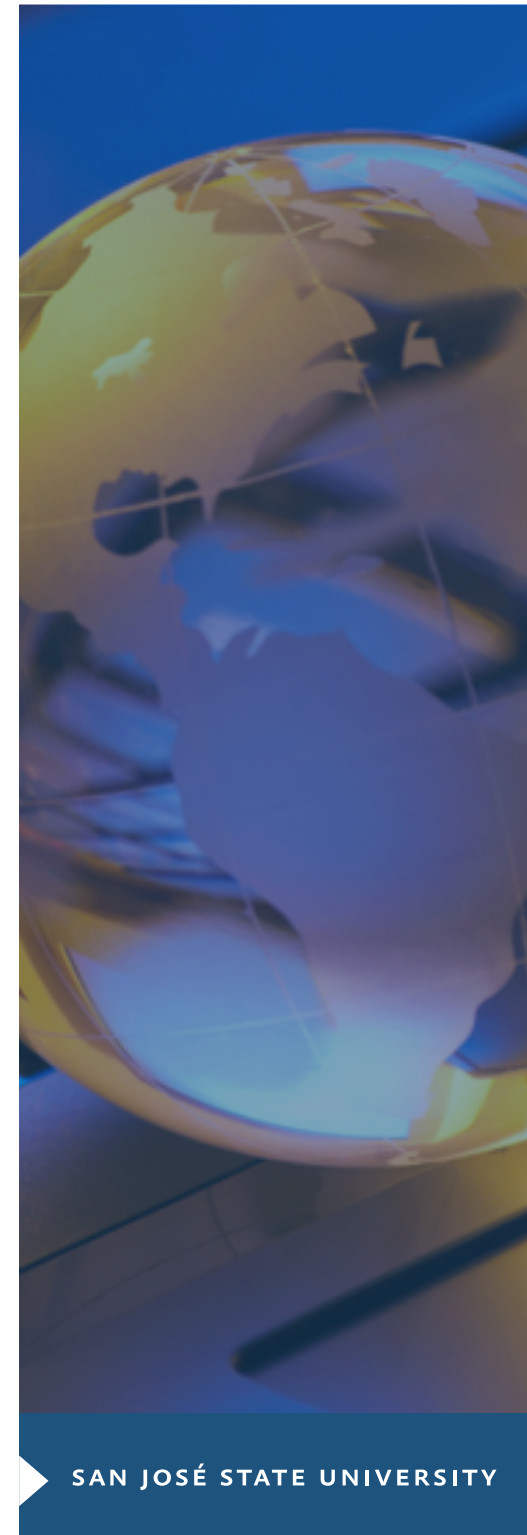




# Digital Disruptions by 2025

1. Global, immersive, invisible, ambient networked computing environments
2. Smart agent and augmented reality enhancements to real-world input
3. Social and business encounters will be shaped by virtual reality and telepresence
4. Increase in tagging, databasing, and intelligent analytical mapping of both physical and social realms.

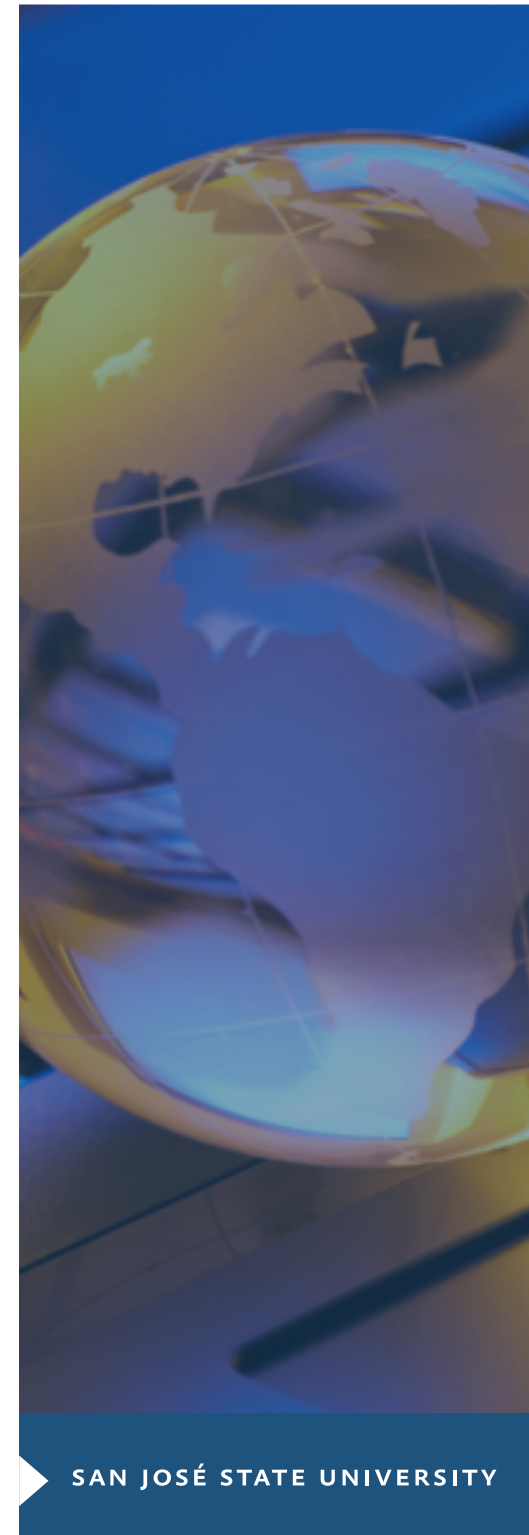
Rainie, 2015



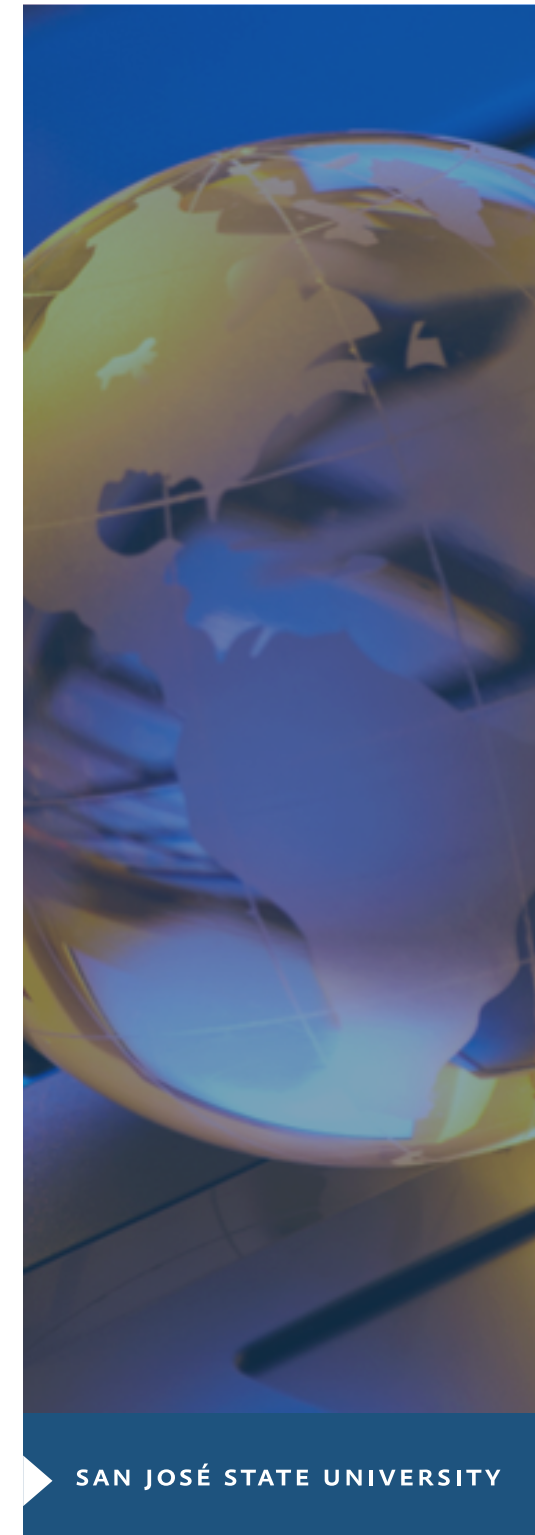
# Digital Disruptions by 2025

1. Robots and artificial intelligence will assume greater roles in work functions
2. Privacy will be a greater risk for most
3. Dangerous divides between the haves and have-nots
4. Humans and their organizations may respond quick enough to challenges presented by complex network

Rainie, 2015



# Emerging Information Issues



# Infinite Learning

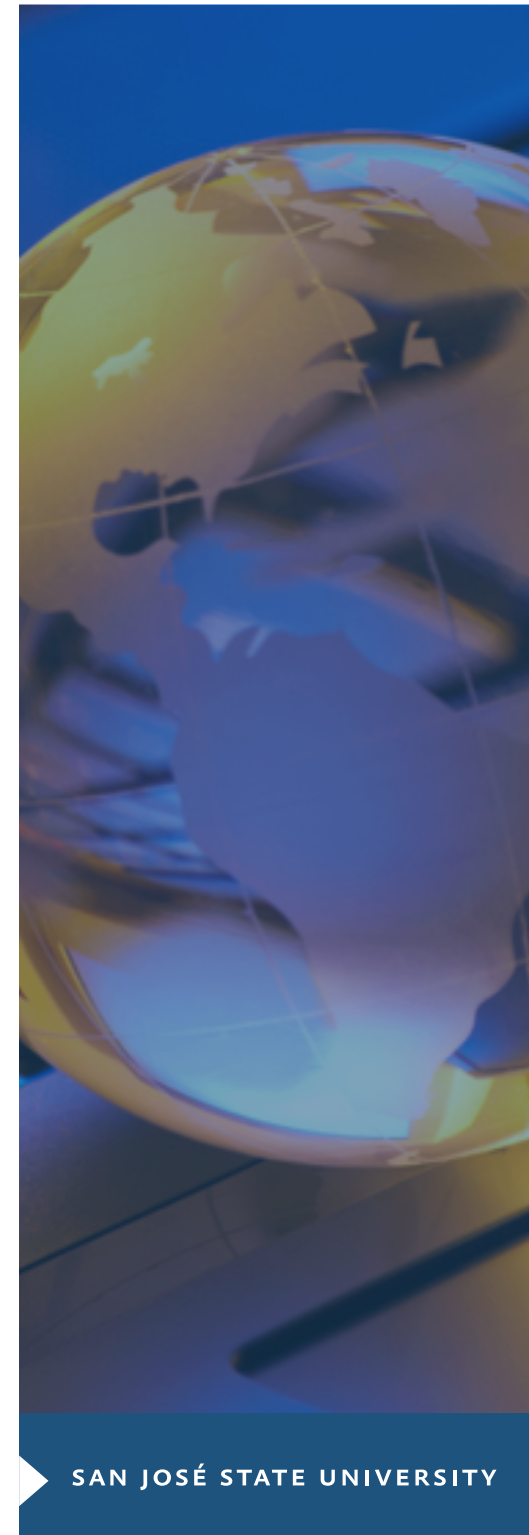


**“Across all types of libraries, the librarian as community learning connector and collaborator might support learners on a platform that offers endless opportunities”  
(Stephens, 2015).**



**“Information professionals must know which data sources are important and be able to critically assess data gathered from a variety of sources.”**

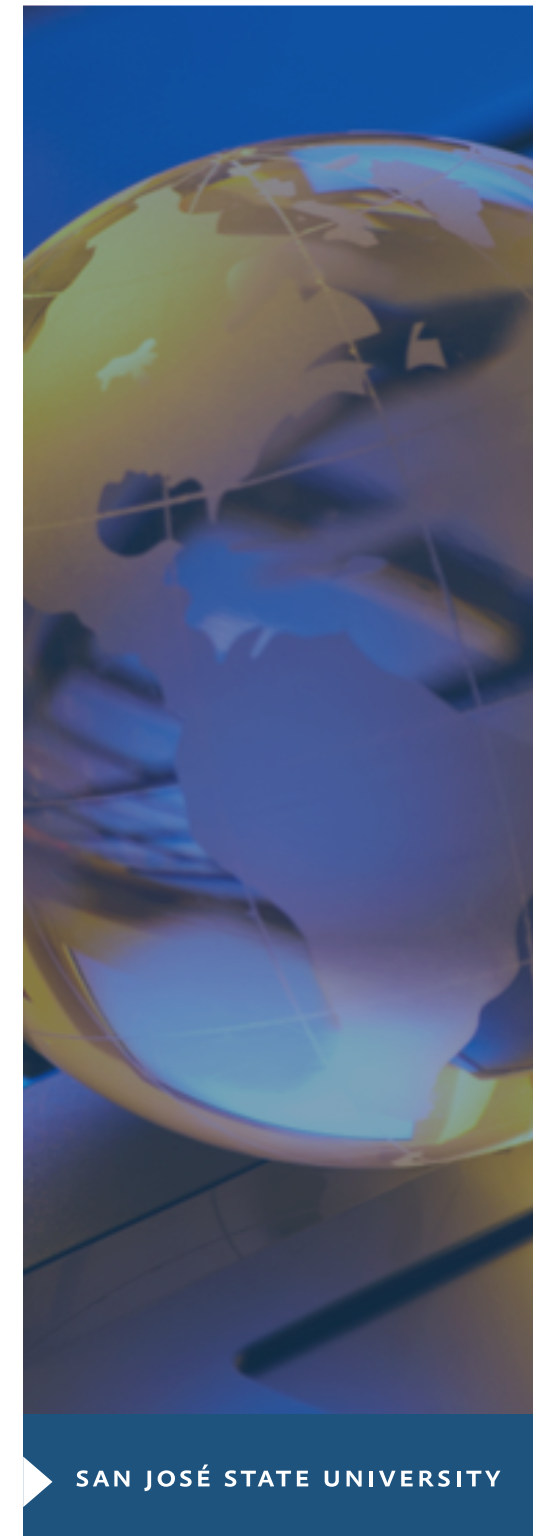
**(Stenstrom, 2015)**



# Data Role for Information Professionals

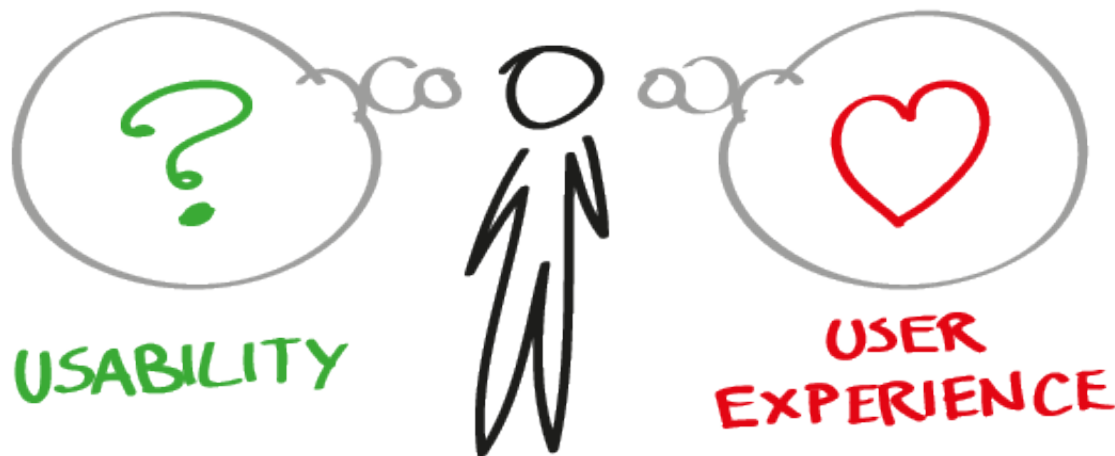
1. Help the communities engage in a range of data-based activities
2. Help leverage data to better understand their community's need develop solutions to community challenges
3. Use data to demonstrate the contributions their information organizations provide their communities

Bertot, Sarin, & Percell, 2015



# User Experience

**“If information organizations are to remain relevant, trusted institutions, they must be usable and desirable.”**  
**(Schmidt, 2015)**



# Privacy and Cybersecurity

**Growing privacy concerns signal a need for changes in privacy and security policies, and laws. They also offer the opportunity for information professionals to help shape the direction of future practices regarding information privacy and security.”**

**(Givens, 2015)**





# 4 Dimensions for Envisioning the Future of Information Organizations

## THE PAST



**Totally  
Physical**



**Individual  
Focus**



**Collection  
Library**



**Portal**



## THE FUTURE

**Totally  
Virtual**



**Community  
Focus**



**Creation  
Library**



**Archive**

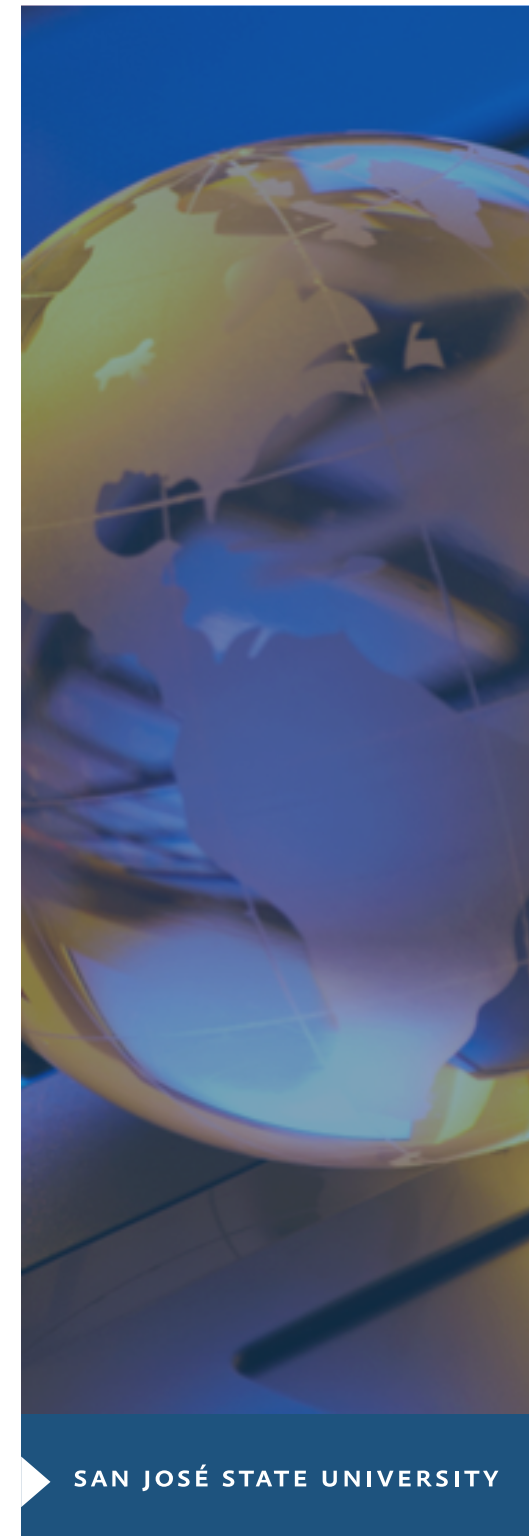


# Libraries in the Exponential Age

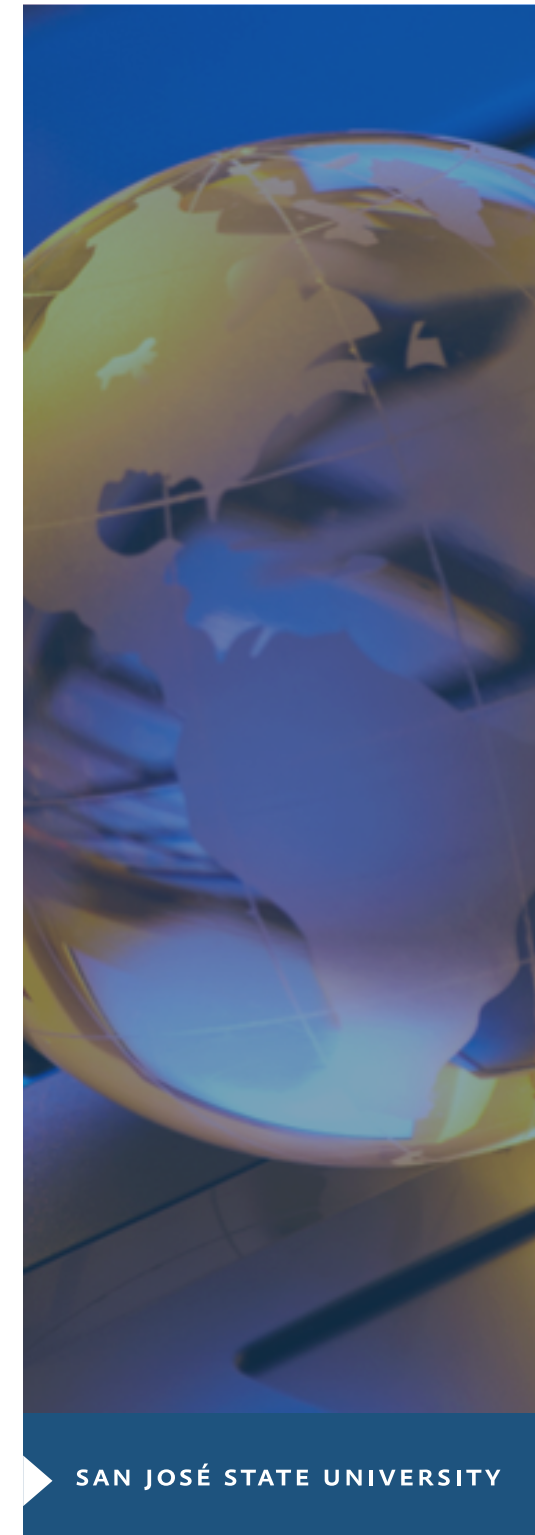
- Superconnected
- America's civic center
- App-library

**x = human capital + technology**

Garmer, 2016



# Strategies for Information Organizations



# Become the one-stop resource for information/technology literacy instruction



*“An ever-expanding digital universe will bring a higher value to information literacy skills like basic reading and competence with digital tools. People who lack these skills will face barriers to inclusion in a growing range of areas.”*

*IFLA Trends Report*

Image: <http://www.epl.ca/computers/>



# Provide access to mobile and online learning resources



“With the exponential growth in smartphone and tablet use over the last few years, apps are on track to replace traditional web sites as the way users get information from the companies and organizations they access online.”

Pennington, 2016

Image: <http://www.businessreviewcanada.ca/technology/1115/Mobile-Marketing-Moving-Companies-Forward>

# Provide an environment of exploration and play to learn new technologies



Image: <https://www.pinterest.com/pin/550565123172712234/>

# Implications for Information Professionals





**Make library tools available at the point of need for users.**



Image: <https://twitter.com/fieldsfalcons/status/526835986333175808>



# Develop initiatives that blend information literacy with social media

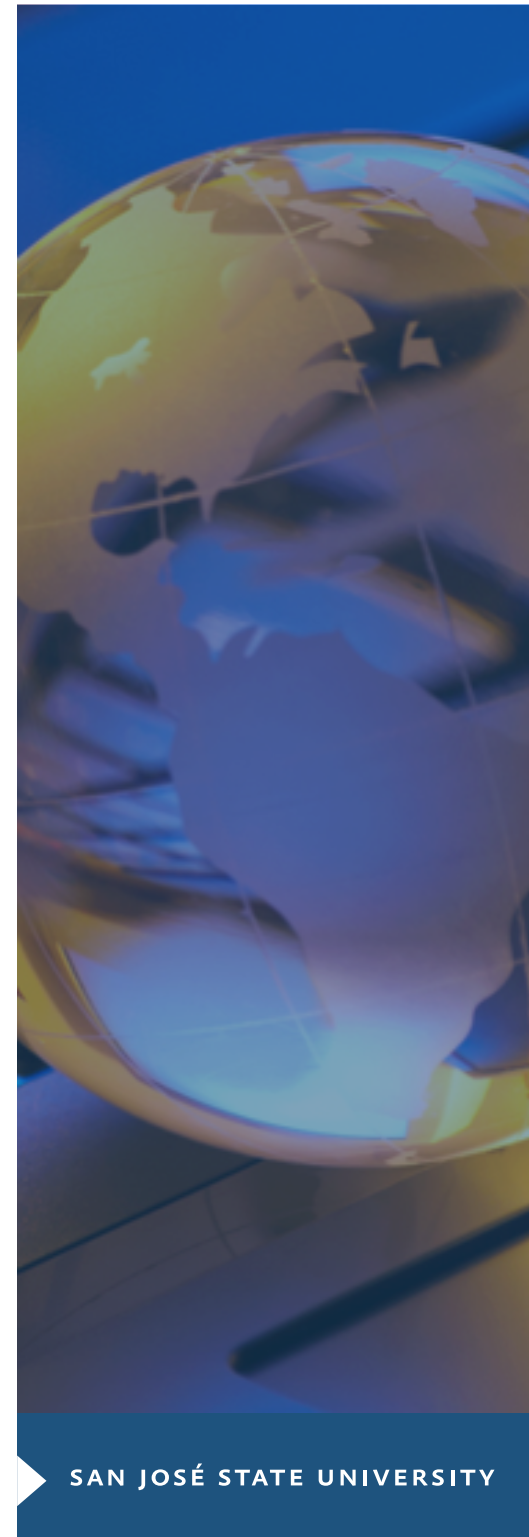


Image: <https://s-media-cache-ak0.pinimg.com/736x/1a/90/bd/1a90bdc27a2d5f738b7da1cb9a76c5b9.jpg>

**Enable users to interface with information in a natural and personalized manner.**



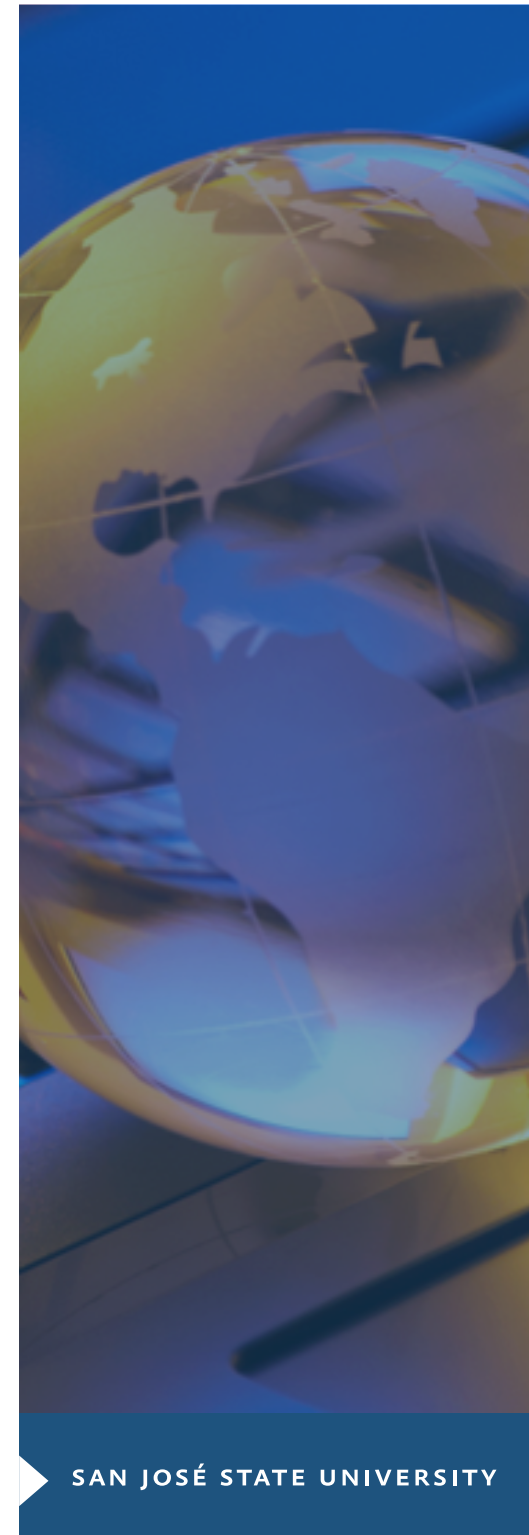
Image: <http://www.onlinereferencecentre.ca/>



# Tools and Strategies for Professional Success

**“The ability to change and the readiness to receive new knowledge has been reported as the most important competencies desired of LIS professionals”.**

**(Hirsh, 2015)**

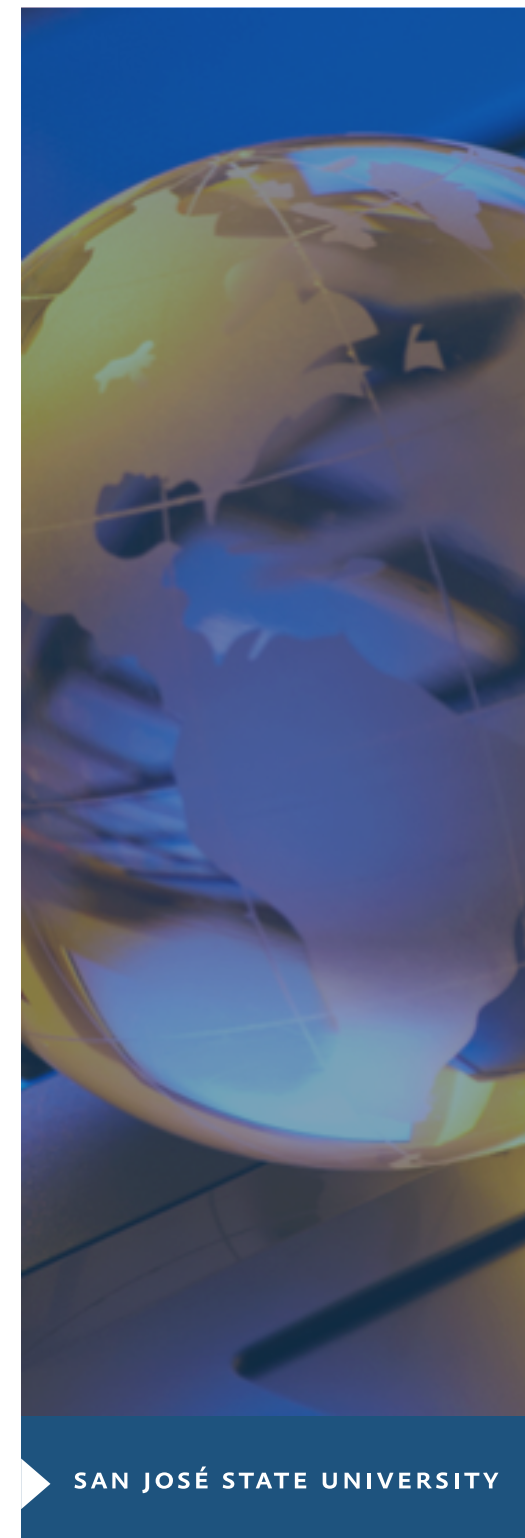




# Essential Skills, Tools, and Competencies

- Technology skills
- Information and technology literacy instruction
- Ability to enhance user experience
- Excellent customer service
- Innovative outreach and programming
- Ability to navigate, describe, and preserve analog and digital content
- Ability to support remote and virtual research queries

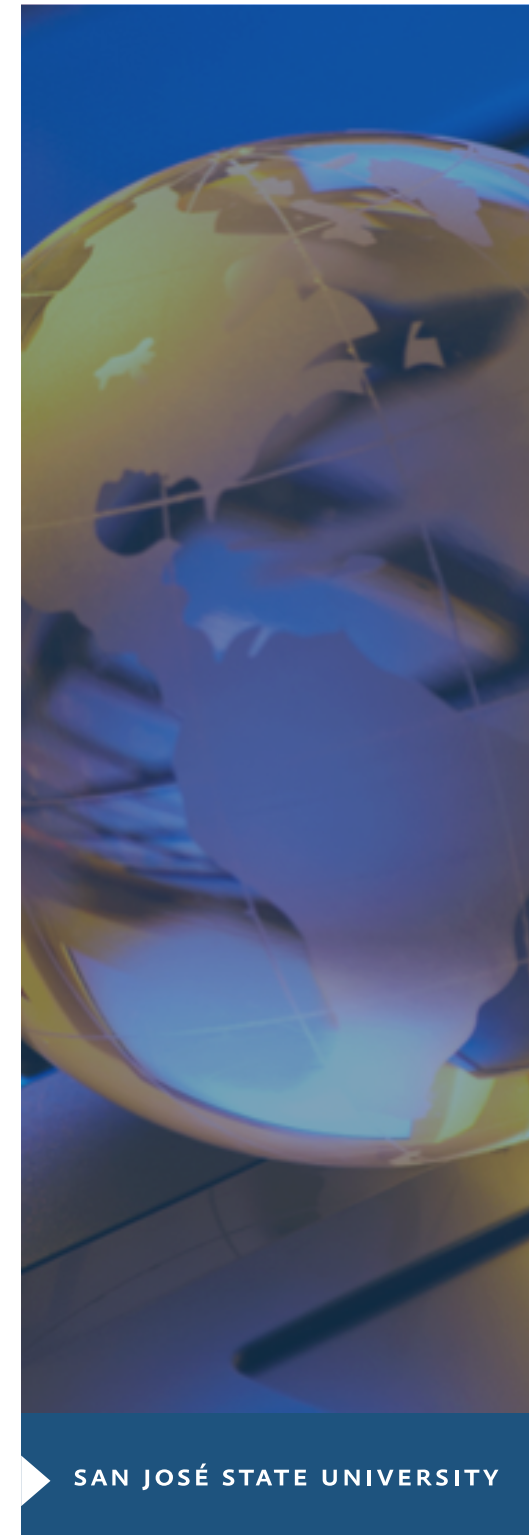
[http://ischool.sjsu.edu/sites/default/files/content\\_pdf/career\\_trends.pdf](http://ischool.sjsu.edu/sites/default/files/content_pdf/career_trends.pdf)



# Essential Skills, Tools, and Competencies

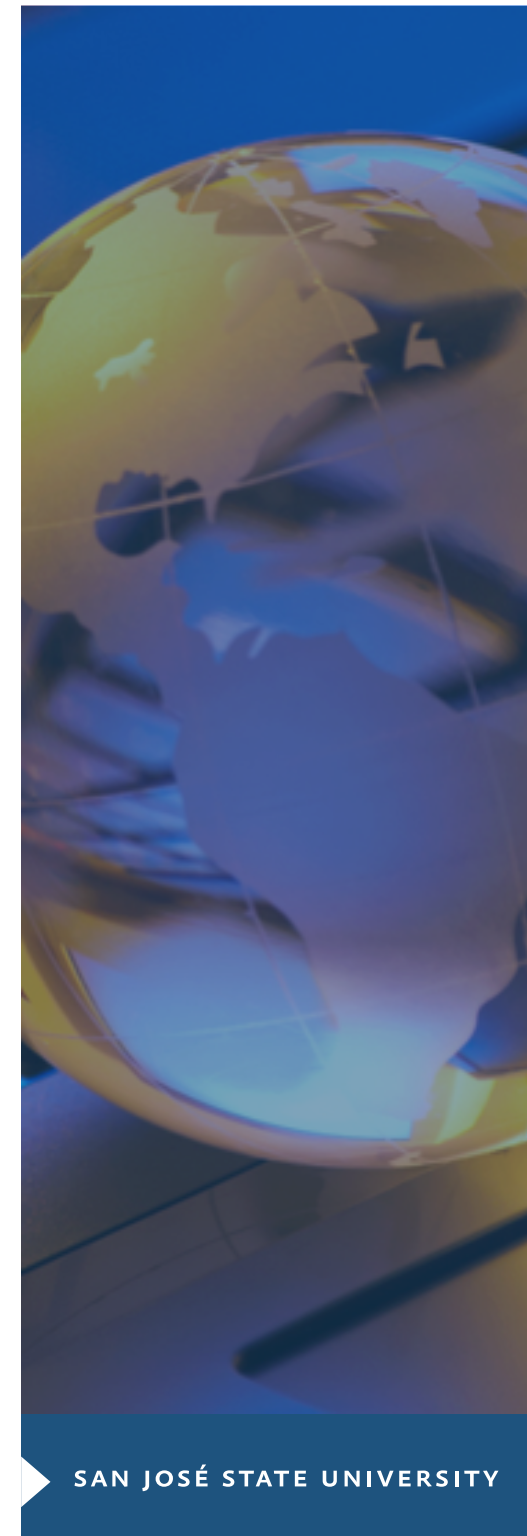
- Ability to lead, manage, and assess projects and people
- Ability to facilitate learning
- Marketing and advocacy skills
- Communication/people skills
- Critical thinking
- Fundraising, policymaking, and budgeting skills
- Collaboration & relationship building (w/ staff, patrons, community partners)
- Leadership
- Knowledge of crisis management techniques

Schwartz, 2016 (Library Journal)  
Bertot, Sarin, & Percell, 2015 (University of Maryland)



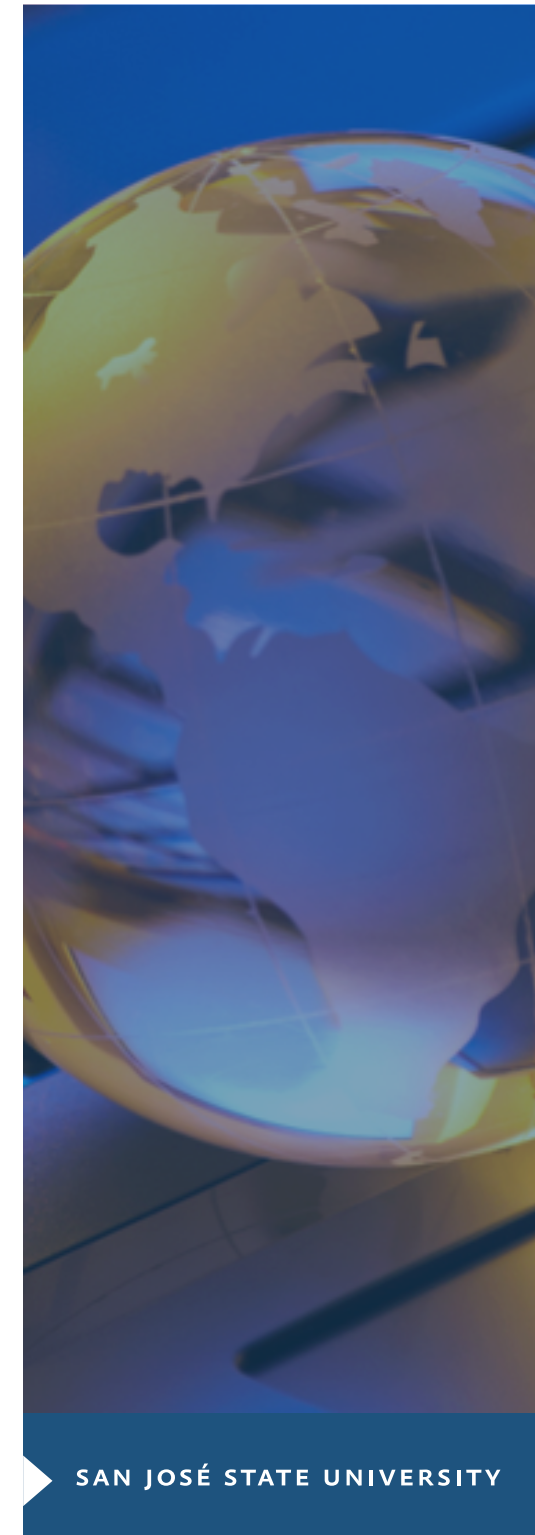
# Trends Reports and Resources

- The NMC Horizon Reports  
<http://www.nmc.org/publication-type/horizon-report/>
- Pew Research Internet and American Life Projects  
<http://www.pewinternet.org/>
- OCLC Research  
<http://www.oclc.org/research.html>



# Certificate and Continuing Education Programs

- Post Masters Certificates – retool and update your MLIS, learn new areas
- Advanced Certificates – gain knowledge in specific areas
- Open University
- ALA Editions eLearning





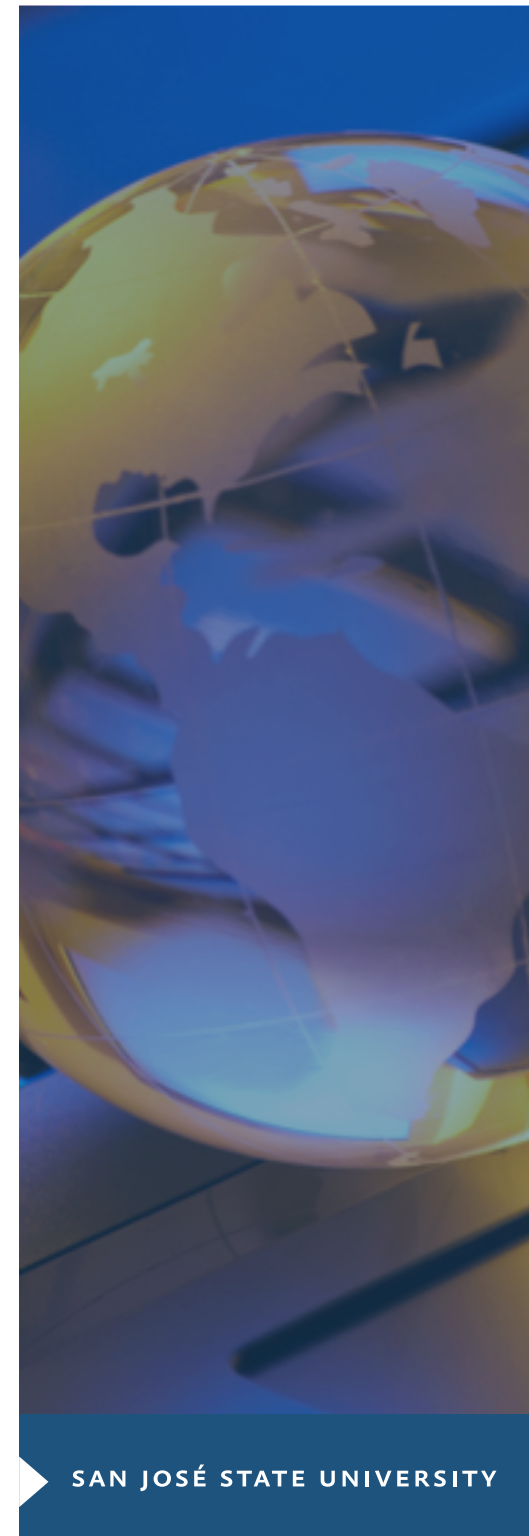
# Global Networking

**“When information professionals engage in the global information environment and expand their networks and experiences globally, they gain new knowledge and competencies, opportunities, and even access to new information for their communities.”**

**(Holmquist, 2015)**

# Global Networking Opportunities

- Social media
- International Librarian Network
- International Professional Organizations



# FREE Professional Development

- ✓ Library 2.016:  
Library as Classroom
- ✓ Library 2.0 Conference Series
- ✓ Conference Archives
- ✓ MOOCs
- ✓ Online Seminars



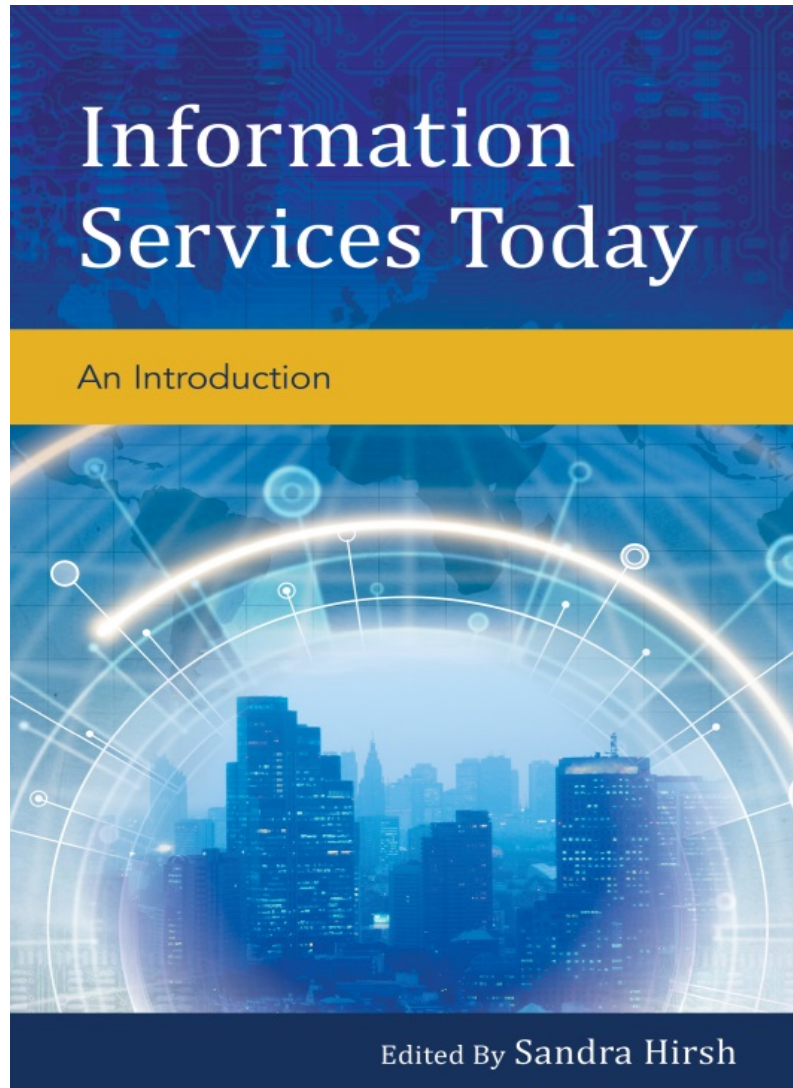
# Webinars and Webcasts

- **Information Landscapes: Cultural and Technological Influences**
- **Information Professions: Physical and Virtual Environments**
- **Information Services: Roles in the Digital Age**
- **Information Users: Engaging, Creating and Collaborating Via Technology**
- **Information Organizations: Management Skills for the Information Professional**
- **Information Issues: Influences and Consequences**

[\*\*https://libraryjournal.com/hirshondemand\*\*](https://libraryjournal.com/hirshondemand)

**LIBRARYJOURNAL**





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**“There are numerous reasons to believe that information professionals have a bright future in collaborating to meet the infinite, lifelong learning needs within the communities they serve, for they are as much in need of infinite, lifelong learning as everyone else within those communities.”**

**(Hirsh, 2015)**

# Dr. Sandy Hirsh, Professor and Director

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