Ready to Meet the Future: New Roles for Academic Librarians

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SJSU School of Library & Information Science
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Agenda

- Technology Changes
- Evolving Roles
- Future Information Professionals
- Opportunities
- Questions
Technology Change
Technology Trends

- Libraries are becoming “bookless”…
- Technology is becoming mobile, virtual, cloudless, social, location-based, gesture-controlled …
Google Goggles in action

Click the icons below to see the different kinds of objects and places you can search for using Google Goggles.

- Text
- Landmarks
- Books
- Contact Info
- Artwork
- Wine
- Logos

![Google Goggles example](image-url)
Diff-IE

Find changes in long lists of text

It can be hard to see changes in long lists of text, but Diff-IE identifies these automatically.

Workshops, Collaborations, and Papers:
- Collaborator. "Collaborative Information Retrieval", a multi-disciplinary research project to understand the social aspects of information retrieval in a variety of workgroup settings. In collaboration with Tony Furnas and Harry Bruns (U. Washington School), Steve Henkel (Oregon State U.), and Meeks (University of Massachusetts at Amherst).
- Collaborator. "Zumelke and Dunham's research", a research project to understand the ways in which personal memory information for personal access. In collaboration with William A. Basker, Harry Bruns and Mike Broida (U. Washington School).

See new or different search results

Search results can change in many ways — ranking, snippets, titles, and ads can all change.

Track price changes

We rarely remember prices, but Diff-IE does. Here, the prices of these HP workstations dropped.

<table>
<thead>
<tr>
<th>Personal workstations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable power</td>
</tr>
<tr>
<td>Compact power</td>
</tr>
<tr>
<td>Extreme power</td>
</tr>
</tbody>
</table>

- HP 7000 Workstation NEW Starting at $1,400.00
- HP 7000 Workstation NEW Starting at $1,500.00
- HP 7000 Workstation NEW Starting at $1,600.00

Quickly find forum activity

At a glance, Diff-IE shows which forum threads are active.
Quora

Design

Design is the visualization of an artifact of human culture that does not appear in nature that has emergent properties when realized in some medium as physically constructed. However, in retrospect it is possible to see its... (more) 

How many hours are you able to log in a day? (on average)
Answer added to topic Design. 2:58pm • 0 Answers • Follow

Should I focus on getting a good UX or getting something quick out of the door?
In Internet Startups: Answer added in topic Design. 1:44pm • 10 Answers • Follow

How can Design help Public Libraries?
Answer added in topic Design. 12:34pm • 2 Answers • Follow

What are the best online tools for storyboarding a website?
Answer added in topic Design. 12:05pm • 15 Answers • Follow

What are the best online tools for storyboarding a website?
Evolving Roles
Evolving roles

“The challenge for academic libraries is to create compelling information services and to make digital content available in a way that our user community will find not only acceptable, but tailored to their needs.”

J.K. Lippincott, 2010 “A mobile future for academic libraries”
Looking back 10 years ago

- Libraries will become functions rather than places.
- Libraries will become user focussed rather than collection centred.
- Information will become cheap, but of questionable quality.
- Users will be more distributed, yet we will need to know more about them.
- Libraries will add value to information to provide more appropriate resources.
- The core processes of organising information will diversify into creating user focussed, personalised systems addressing all kinds of information.
- Libraries will comprise a mixture of professionals with changing boundaries and alliances.
- Routine work will be shed in the pursuit of improving the student experience.

Changes and Trends

- Delivery of higher education (moving online)
- Access to information expanding (mobile, cloud computing, more distributed)
- Higher education budgets (shrinking)
- Need to demonstrate value (assessments, differentiate offerings from google, information literacy needs)
- Service expectations and needs (embedded librarians, improved user experiences, shifting focus from collections to services)
Changing Times

“I’ve come to think that managing our uncertain future is about achieving fitness: adapting to change, staying relevant.” - Stephen J. Bell
Employment Trends

Agencies outside of libraries experienced an increase in reported placements from just over 15% (2008) to over 27% (2009)

- Library Journal Placement and Salary Survey 2010
Opportunities outside of libraries

- Database development
- Reference tool development
- Information systems
- Publishing
- Internet coordination
- Marketing
- Web content management and design
- Training of database users

- Occupational Outlook Handbook 2010-2011
Emerging Job Titles

- Emerging Technologies Librarian
- Web Content Manager
- Information Architect
- Usability Analyst
- Information Specialist
- Digital Collections Metadata Librarian
- Virtual Services Manager
- Digital Assets Librarian

Highly requested skills

- Teaching/instruction
- Web design and maintenance
- Knowledge of metadata standards for digital content
- Knowledge of integrated library systems
- Ability to create online tutorials

LIS skills are highly relevant

“LIS skills are good currency in this world – but only for those with the flexibility and insight to exploit the opportunities.” - Stephen Abrams
Preparing future LIS professionals
SLIS Overview

- Largest accredited LIS school in the world
  - 2500 graduate students
  - Students in 45 states and 17 countries
  - Faculty on 3 continents

- Program fully online
  - Ranked #1 by *U.S. News & World Report* for LIS e-learning
MLIS Students in...
45 states & 17 countries

*Based on Fall 2010 Enrollment Figures

http://slisweb.sjsu.edu/slis/maps/slisstudentsmap2010fa.htm
Evolution to Global eCampus

1928: First course taught at SJSU

1995: Interactive video courses

1998: WWW courses

2001: First fully online class offered

2009: All courses delivered online
Guest Speakers

This presentation to Mr. Steve Vernier’s Practical History Classes of Marysville High School is made possible with the cooperation of the Marysville High School Library and The San Jose State University, School of Library & Information Science. March 2010.
Online Delivery

Online Discussions
- Discussion boards
- Live online discussions

Instructor Lectures
- Web conferencing
- Audio podcasts
- Narrated slide presentations or screencasts
- Video lectures captioned
- Audio lecture transcripts

Informal Interactions
- Optional “office hours” via live web conferencing
- Chat via email, on blogs, or on the School’s Facebook page.
Course Homepage in LMS

Welcome to this week's lesson in information literacy! This week we are discussing assessment, strategic planning, the future of information literacy, and moving from library school to your first job.

Your tasks for this week are as follows:

1. Read the lecture via a Word doc or listen to the audio files (available in the Lesson #11 folder).
2. Read the assigned readings (available in the Lesson #11 folder).
3. Post your thoughts about the lesson's content by Wednesday evening. We will have reduced discussion requirements (one required post instead of three) this week to give you a bit of extra time to plan your instruction sessions.
4. Meet with Margie or go to the Elluminate drop in center to practice your instruction session.
5. Log into Elluminate on the evenings you signed up to attend instruction sessions!
6. Attend my office hour on Monday evening at 6:30 PM Pacific. Go to https://nexus.sjsu.edu, click on “Simmons office hour,” log in with your name, and no password. Hope to see you there!

Welcome to this week's lesson in information literacy! This week we are discussing online tutorials.

Your tasks for this week are as follows:

1. Read the lecture via a Word doc or listen to the audio files (available in the Lesson #10 folder).

Instructor: Dr. Michelle Holschuh Simmons
Email: michelle.h.simmons@gmail.com
Phone: 336-354-3034

Have a great week.

Course description: LIBR 287 combines theory and practice of information literacy to give students the foundation they need for teaching in a library setting. The course emphasizes the practical aspects of teaching, the creation of effective instructional materials, the evaluation of instruction programs, and the management of instruction programs within a larger organizational setting.
Meetings/Tours on Second Life

Archivists/Records Administrators (ARA) Student Group

Join us in the Roman Senate

Monday
September 20, 2010
7 p.m. SLT
Introduce new courses

- Web 3.0 Emerging Trends in Libraries
- Using Social Media for Competitive Research
- Information Entrepreneurship
- Digital Asset Management
- Implications and Applications for New Media
- Information Environments
Additional programs offered

- Executive MLIS
- Master of Archives and Records Administration (MARA)
- San Jose Gateway PhD program - Queensland University of Technology
- Teacher-Librarian Program
SLIS Focus on Research

- Research Methods is a required course for everyone

- Gateway PhD Program, with Queensland University of Technology, Fall 2008

- SLIS Student Research Journal, Spring 2011

- SLIS Research Center, coming in Fall 2011
  - Advance the School’s vision and mission: contribute to the development and well-being of the varied communities we serve.
  - Specialize in applied research: technical assistance, research-based services, consulting services, etc.
Academic Libraries Curriculum

- Academic Libraries course (LIBR 230) offered 2-3 times per year
- Academic Libraries specialization area
- Selected issues addressed (combination of theoretical and practical skills):
  - Communication skills for groups and individuals
  - Delivery of services in both physical and virtual environments
  - Marketing own skills
  - Managing special collections
  - Conducting research
Many relevant elective choices

- Information Literacy
- Instructional Strategies
- Digital Humanities
- Government Information
- Special Collections in a Web 2.0 World
- Library Services for Distance Learners
- Maps and Geographic Information Systems
- Science and Technology
- Web 2.0
- Automated Library Systems
- Systems Analysis
- Leadership
- Web Programming and Design
- Digital Copyright
- Grant Writing
- Digital Libraries
- Digitization and Digital Preservation
- Open Movement and Libraries
- Also archives, preservation, collection management, XML, metadata, cataloging etc.
Academic Library Internships

- Cushing Library, Holy Names University
  - Work with music scores that represent a mix of copy-cataloging and original cataloging.

- Dubai Women’s College
  - Distance or on-site. Work in one or more of three core areas within the library: Electronic & Digital Reference Services, Instructional Development & Information Literacy, Collection Development & Analysis.

- Hope International University, Darling Library
  - Assist in the development of online library resources. Possible projects include usability testing, usage metrics, database management, feasibility studies, development of web applications, Web 2.0, XML, coding, development of MS Access Reports, and interface design.

What graduates of our program are doing…

- **Tenure-track Instruction Librarian, MiraCosta College (North San Diego County)**
  - Entails implementing and overseeing a campus-wide information literacy program. Oversees for-credit library science courses, library orientations, instructional handouts, web-based instructional tools (learning modules, online tutorials, etc.), and working with classroom faculty to integrate information literacy into their curricula.

- **Founding Head of New Center for Digital Learning and Research, Occidental College**
  - Enables student and faculty success in the rapidly changing world of digital scholarship. Brings together a group of technology, library science, and media experts who could help the faculty use technology in their teaching – whether learning how to podcast, publish on a digital scholarship platform, or master the intricacies of Moodle, an open source learning management system.

- **First Digital Archivist, Stanford University**
  - Develops best practices for acquiring, capturing, processing, and describing born-digital materials.

Create your own future

"The future is not some place we are going, but one we are creating. The paths to it are not found but made, and the activity of making them changes both the maker and the destination.” John Schaar
Opportunities
Ways you can engage

- Get an intern
- Encourage staff to continue with their education
- Collaborate/partner on research projects
- Attend a Trendy Topics and/or Colloquium session
- Consider teaching for us
- Other ideas?
Questions?

- Thank you!
- Sandy.hirsh@sjsu.edu