

SLA Presentation

Eastern Canada SLA
Chapter 75th
Anniversary

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Library Staff of the Future: Through A Crystal Ball



What does the future hold?
What will the library staff of the future look like?
Will we operate out of a giant warehouse in Dublin,
Ohio?



- Library staff sizes are shrinking and the budget pressures are increasing –
- Libraries are doing more with less.
- Top priority services being refined.
- Our customers to learning to be more self-sufficient.
- Staff is rearranged.

Job Descriptions

- Collection of business cards
- Variety of titles such a webmaster

Changes into titles like: web operations manager, e-business manager, web project manager, information architect, usability engineer or my favorite—

- search engine optimization engineer!

What's in a title?

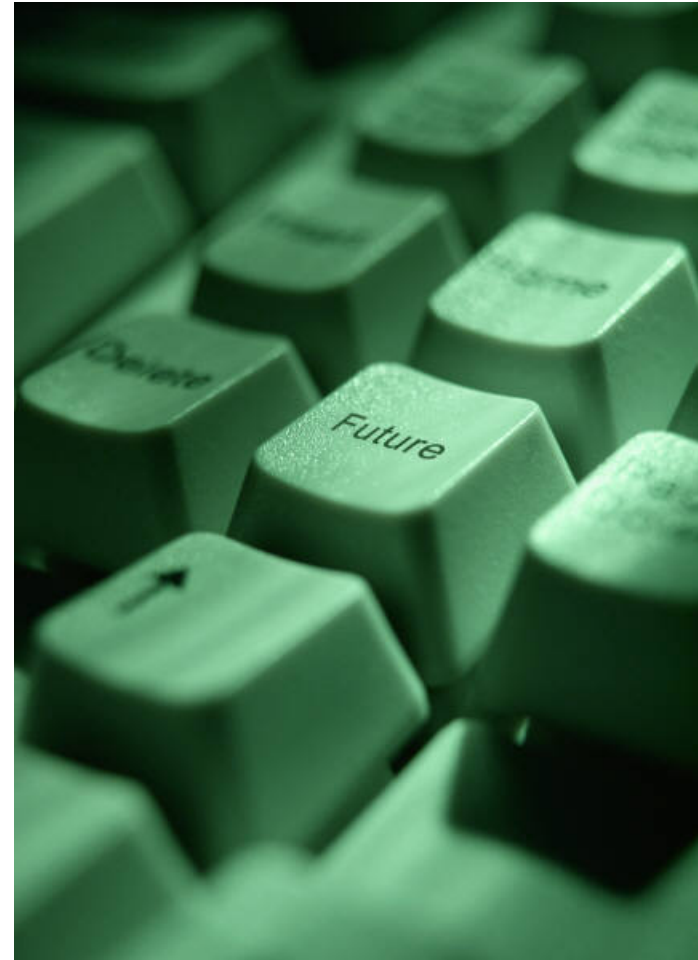
- New book by G. Kim Dority titled “Rethinking Information Work.”
- On pages 82 and 83 there are a diverse group of job titles citing Michelle Mach’s job title generator:

<http://www.michellemach.com/jobtitles/realjobs.html>



New Graduates

- Former student from two years ago in presentation during late spring.
- Working in corporate setting and title is “customer experience designer.”
- Future titles in 40 years— simply have the title “informationist?”



Selected Articles

- Avery, B. (2001) Reference Staffing in the twenty-first century. *Colorado Libraries*, 27 (2) , 13-16.
- Changes in reference model and technology as a driver.
- Role as consultants
- Embedded in corporate teams.

Academic Jobs

- Beile, P.M., & Adams, M.M. (2000). Other duties as assigned: Emerging trends in the academic library job market. *College & Research Libraries*, 61 (4), 336-347.
- Content analysis of 900 job ads
- Decrease in number of ads when compared to earlier research in 1988.
- Specialized jobs are on the increase.

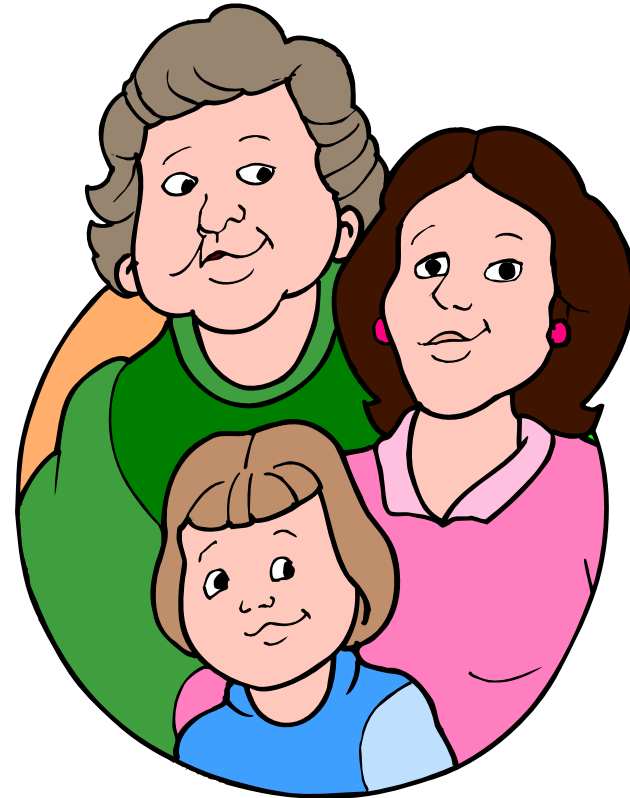
- The total number of job titles analyzed : 549 (61%) in public services.

199 (22.1%) in technical services,
152 (16.9%) in electronic services.



Catalysts for Future Staffing

- Forces of competition
- “Google” your way through higher education.
- Corporate libraries—“all on the Internet and it is free.”
- Expectations of customers.
- Generational differences.

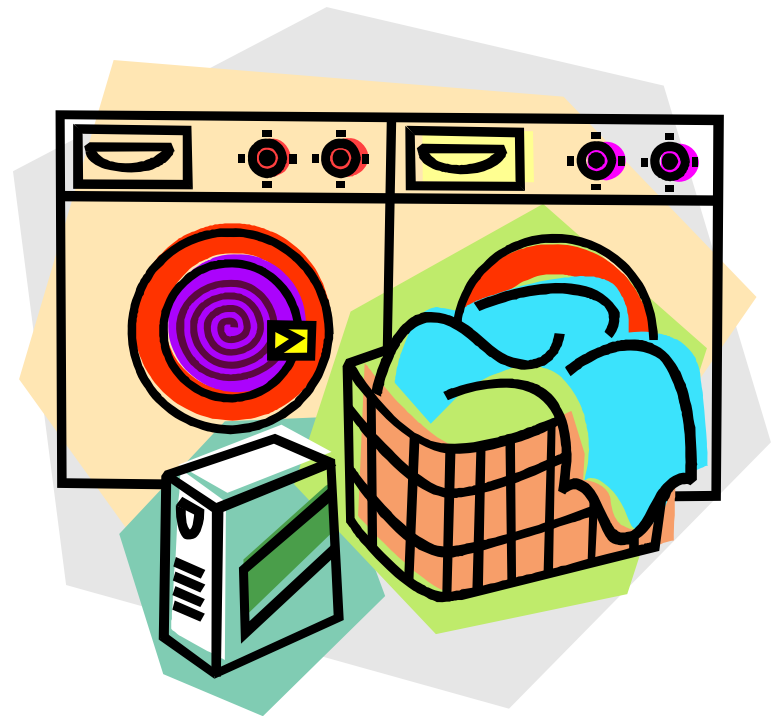


Service Expectations

- *Campus Technology* (March 2006, p.30)
- Article titled “At Their Service, from laundry-machine monitoring to late-night snack delivery, colleges are finding ways to delight students with eServices that offer a true competitive edge.
- Columbia University (NY) Spring 2005

LaundryView

- Web-based service
- Log on to system to see which machines are available.
- www.macgray.com
- Libraries and laundry...



Customer Service

- Remaining relevant
- Competition
- Physical structure
- Evolution of libraries
- Library as place
- Staffing



Quote from C.W. Hartman

- Hartman is an architect and stated:
“Libraries today are in transition, both as institutions and as a building type, every library that embarks on a building program is in a sense on its own. While there is a long tradition to draw on, there is no agreed-on paradigm for the library of the future.”

Hartman, continued.

- Article citation: Hartman, C. W. 2000.
“Memory Palace, Place of Refuge, Coney Island of the Mind: The Evolving Roles of the library in the late 20th Century.”
Research Strategies, 17:107-121.

Shortage of Librarians?

- Australian Library and Information Association (ALIA) reported on October 18, 2005 a worldwide shortage of librarians.
- Librarians were cited as an endangered species.
- In Australia, 60% of librarians are age 45 or over, and only 14% of librarians are under age 35.
- The United Kingdom has an anticipated shortage of 10,800 public library staff by year 2010.



Canadian Libraries

- Preliminary findings from the 8Rs study: Staffing crisis or business as usual? (2004). *Feliciter*, 50(2), 54-56.
- Anticipated hiring needs in all types of Canadian libraries (academic, special and public)
- Two-thirds of the academic libraries participating indicated a need for more professional library staff over the last five years.



Retirement

- Based on 1990 data from the Census Bureau, almost 58% of professional librarians will reach the age of 65 between 2005 and 2019.



Retirement

- Lynch, M.J. (2005). Retirement and recruitment: A deeper look. *American libraries*, 36(1), 28. A synopsis of newly published data files from the 2000 census confirm surge of retirements.



Retirement

The wave of retirements will occur slightly later than the original numbers indicated – from 2015-2019. The complete report is available on the ALA website:

www.ala.org/ala/ors/reports/recruitretire-a-deeperlook.pdf

In a survey published by Library Journal in 2000, 40% of library directors said they would retire in nine years or less.

Supply and Demand

- IMLS grant
- SLA actively involved
- What will be the demand for new graduates in 2046?



LIS Degrees Granted

- Largest number of degrees granted in 1974
8,134
- Smallest number of degrees granted in 1986
3,564
- LIS school closures
- From 1978 and 1993 there were 15 schools which closed.

Trends among LIS Schools

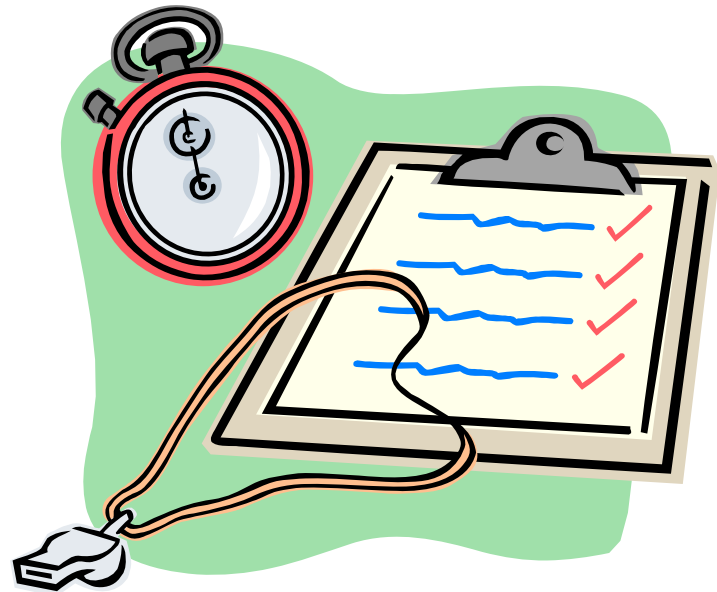
- Merge with other departments
- Evolution with technology
- Distance education
- Two tracks—IS and LS
- “I School” Model like University of Washington.

Next generation

- Stanley Wilder's research—academic librarians.
- LIS Faculty Retirements
- Who will teach the next generation?
- Methods to consider
- Recruiting in middle and high schools.
- Immersion method like intensive MBA for people who have PhD. in another subject.

Succession Planning

- Mentoring
- Socialization into profession
- CALA Program at University of North Carolina, Chapel Hill.
- Began in 2000 as a collaboration.



Mentor new generation

- Internships
- Residency Programs
- Training
- Strategic Thinking
- SLA Opportunities
- Entrepreneurial skills

Lifelong Learners

- Titles are blurring
- Skill sets
- Library educator, Carol Tenopir states the challenge for LIS schools is to “provide a broader knowledge that will allows graduates to adapt and function in a constantly changing information world.”



SLA Competenices

- Product evaluation
- Analytical skills
- Communication
- Marketing
- Budgeting
- Financial
- Management

As information professionals

- We manage:
- Information Organizations
- Information Resources
- Information Services
- Information Tools and Technologies



Rebecca's List

- Creativity
- Enthusiasm
- Perceptiveness
- Communication
- Ability to market your library or information center.

Connecting people

- Malcolm Gladwell, author of *The Tipping Point* and *Blink* defines a Connector as someone who knows and enjoys meeting lots of different kinds of people who occupy many distinct worlds.



SLA

- SLA Members are active connectors.
- Librarians and information professionals of 2046 will function as connectors
- Connecting people and information!

Thank you for the gracious invitation to speak with you!

Congratulations to the Eastern
Canada SLA Chapter on 75 years!

My sincere thanks to Sylvia Piggott,
Lucie Dion, Stephanie Grenier,
Nicole Brind'Amour, and Mirjana Martic for
a wonderful visit.

Merci