Digital Content and Ebooks
Happenings and Thoughts Beyond the Library’s Walls

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Agenda

• From Digital Revolution to Library Revolution
• ALA Digital Content & Libraries Initiative
  – What Is It?
  – Current Priorities
• Coming Attractions
From Digital Revolution to Library Revolution

• Digital technology, content, and services are greatly influencing libraries – DUH!

• But yet more fundamental change is underway in libraries
  – Shift in control from librarians to groups that include partners, competitors, and everything in-between
Revolution (2)

- Collections
- Access
- Archiving and preservation
- Privacy

- The Bottom Line: Shared Control of Key Library Policies and Practices
Revolution (3)

• Conclusion: Digital revolution is an organizational revolution for libraries
• Collaboration no longer a “nice to have”
  – The “N” word (hint: negotiation)
• Focus on the current hot issue (ebooks) is necessary and important, but…
  – Ebooks kerfuffle is the latest installment of a bigger phenomenon
Revolution (4’)

- Revisit your mission
  - What do you really need to serve your community now and in the coming years?
  - Your mission should drive lending practices

- Revisit strategic advantages
  - What are they? (see Confronting the Future)
  - Building your future on them

- Challenging assumptions and practices = future of librarianship
Revolution (5)

www.ala.org/oitp/publications/policybriefs

americanlibrariesmagazine.org/features/01112012/revolution-isn-t-just-digital
ALA’s Digital Content & Libraries Initiative

• Purpose
  – Create systematic process for developing ALA-wide policy and strategy on digital content issues
    • Leadership by ALA President and Executive Director on behalf of ALA Council and Exec Board
    • Working Group to address issues and activities
  – Coordinate and integrate related activities and projects across ALA
Initiative (2)

- Digital Content & Libraries Working Group
  - Charge and scope
  - Co-chaired by Sari Feldman and Robert Wolven
  - Membership
  - Roster and other documents on ALA Connect at http://connect.ala.org/node/159669
Initiative (3)

- Education, Communication, and Advocacy
  - American Libraries Ebooks Supplement, Jan/Feb 2012
  - American Libraries E-content Blog
  - AL Direct section on E-Content
  - ALA Transforming Libraries web page
Initiative (4)

• Engagement with publishers and intermediaries
  – Purpose
  – Activities
  – Substance

• Other highlights
Coming Attractions

• American Libraries Digital Supplement
• Continuing engagement with publishers and intermediaries
• 2012 Annual Conference activities
• Additional outreach and educational activities
Thank You!

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