

21st Century Academic Libraries in Higher Education

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Higher Education	Libraries in Higher Education	
<p>_____ of the Future (“dorm,” campus, classroom) Alumni Assessment/Outcomes Benchmarks Best practices Campus Safety/Security Collaborations/cooperation/community Conflict of Interest Development Diversity (student divide; faculty hires) Economy (recession) Engagement (student, first-year, civic) Ethics Federal Budget Decisions (impact, changes in support, changes in focus) For-profit Higher Education/Proprietary Global, global, global Green Infrastructure (technology) Internet/Web Online Learning (course management software, distance, distributed) Open (source, resources) Parental Involvement Plagiarism Publishing (research, textbooks - formats, cost, “e”, university press) Remedial/developmental/basic skills/competencies Retiring Brain Trust/Succession Planning Scholarly content Selling off the academy/outsourcing (DL; remedial education; the library Smart (buildings, I.D.’s, classrooms) Social networking Sustainability Technology, technology, technology Tenure (stay away? publishing (e-publishing; self-)</p>	<p>2.0/3.0 Assessment/Evaluation Authentication/Single sign-on Biometrics Blackboard Blogging Broadband Catalogs Clicker Culture Collaboration/Partnerships, Consortia Convenience Convergence Co-opting Existing Technologies Copyright Course Management Systems Customization Cyber Infrastructure Digital Rights Management] Digitization E-Books E-Resource Management E-resource reality (costs, balancing) Face Book Flickr Folksonomy (social tagging) Game Technology Google Handhelds Hiring/Integrating IT/Libraries Home Scholars Info Appliances (Ipods, PDA’s) Information Fluency Integrated Internet/Web/Semantic Institutional Repositories JPEG 2000 Law/Legislation Library/Librarian/Faculty Role MARC and XML Meta (Data, Harvesting, Searching, Storage/Mass Data) Interactive Interfaces My Space Online Library Systems Open (Access, Source, URL) Plagiarism Detection Systems Preservation (diverse formats)</p>	<p>Privacy Rapid escalation (complexity, expectation) RDA RFID RSS Scholarly Communication Second Life Security (USA Patriot Act) Self-Publishing Second Life Social Networking/Social Software Streaming Surface Learning Tech (Policies, procedures) Trends Usability XML and MARC Web-delivered Services Wireless Wikis – as public reference tools; as shared resource design/storage</p> <ul style="list-style-type: none"> • E-technology hardware (yours/theirs....) Portable, Wireless, Ipods, Blackberry, Plug-in’s • E-technology software Web-delivered, Up grades, Productivity, Databases Create/design vs. purchase • E-resources E-books, Learning objects, Chunks Kindle, 2.0, Blogs, Wikis, My Space, Face Book, Second Life • Web - .com, digitized, archival Portals, Gateways, Destinations Chat...synchronous...asynchronous • “One-stop” arrangements Combined service desks, Combined access points, Contiguous library/support settings, Co-location Co-branding • Distance learners/distributed learning Training, Staff development Patrons/customers

Library and Information Setting Paradigm Shift

THEN	NOW
1. All services available only when library was "open"	Many services available 24/7
2. Limited technology for individual use by public	Greatly expanded technology for individual patrons
3. Single or individual product workstations	One workstation or network now multi-tasks
4. Change in library services hardware, software and patron need occurs once a year or 18 months	Change occurs anywhere from every month to every two to three months - constant reassessment is needed
5. Strong reliance on print resources	Strong reliance on electronic and print
6. Most things available in print, only indexes available electronically	Full text available electronically and some things now available only electronically
7. Patrons have easily identified needs and levels of learning and knowledge	Patrons have dramatically different needs <u>and area on</u> dramatically diverse levels of learning and knowledge, often hard to identify & change rapidly
8. Patrons spend moderate time with print materials and indexes	Patrons spend expanded time on library hardware
9. Traditional services available such as copying	New services added <i>on top of old</i> services such as printing, downloading, basic computer skills such as keyboarding
10. Standard budget categories for buying, record keeping	Additional/expanded categories relating primarily to hardware and software resources
11. Offer library instruction in traditional ways such as tours, one-on-one, handouts	Expanded offerings on top of traditional such as signage, small group instruction, virtual
12. Planning qualitative and quantitative	Planning very data driven, emphasis on strategic
13. Planning for resources annual or bi-annual updates	Rapid change in products drives more frequent updating/greater expenditures
14. Limited hardware/software technology for staff	Greatly expanded hardware and software technology for everyone
15. Not much time spent teaching the tool, rather locating and using content	Now much time spent teaching tool or method of finding, etc.
16. Reference in person	Reference in person, virtual, digital, synchronous, asynchronous
17. Fixed, hardwired	Portability
18. Offer only those things we purchase	Offer access to selective resources <u>freely</u> and <u>available</u>
19. Content designed by librarians	Content designed by librarians, patrons, etc. in shared space
20. Library a quiet place with individual seating for study	Noise! Equipment! One-on-one teaching of hardware/software, vying for seating and finding seats without computers at them!

Libraries Supporting the “Business” of Higher Education

Issue	Issues as they relate to libraries	How libraries support higher education
Equality	<ul style="list-style-type: none"> • Struggle by size and type • Perceptions 	Provide resources/multiple access points for all students; assist in serving alumni; provide resources tailored to special pops
Communication	<ul style="list-style-type: none"> • Standards, protocols, digital/virtual • Varied skills sets; varied definitions 	Design communication networks to reach all users/non-users; push information; assist in delivering seamless access to curriculum; provide basic/advanced online/in-person instruction
Content	<ul style="list-style-type: none"> • Access • Formats • Standardized platforms • Design, creation, delivery, management • More tech than not/missing infrastructure 	Support diversity in formats, curriculum content, research; design tailored access points for disciplines/access tools ...faculty and students; assist/partner classroom faculty in the design of curriculum; provide environments for active learning/design of content/info; guide/provide environments for publication; provide repositories
Destination	<ul style="list-style-type: none"> • Debate over “place” • Virtual/digital – yes • In-person – many same/new issues 	Support student engagement by providing destinations; partner with other support services for one-stop; provide destinations for online users; customize destinations for target audiences (alumni, non-graduates); assess use of resources, services and facilities and their role in engagement and retention
Management	<ul style="list-style-type: none"> • Vastly different skill levels • Training/Education • Managing remotely • Managing atypical staff (tech) • Managing ages, generations 	Focus on coordinating activities among departments (IT, etc.); participate in designing training/education; focus on management of remote environments/staff
Marketing/PR	<ul style="list-style-type: none"> • Articulating 21st century roles and responsibilities • Branding/Co-branding – identifying/establishing niches 	Articulate the “21 st century library and higher education environment; brand and co-brand to engage students and support recruitment and retention
Assessment	<ul style="list-style-type: none"> • Counting, tracking, successful outcomes 	Partner to assess competencies through outcomes assessment; coordinate library outcomes with disciplines; integrate measurement of information literacy
Value	<ul style="list-style-type: none"> • Value of information, services, expertise; proving worth 	Identify value of resources and services in support of specific higher ed initiatives such as development; outreach to alumni
Leadership	<ul style="list-style-type: none"> • Within organizations and institutions • Within communities • Leading remotely 	Focus on leading higher ed initiatives such as community partnerships and relationships between and across disciplines
Recruitment/Retention	<ul style="list-style-type: none"> • Generations • Skill levels • Training/education 	Actively partner with recruitment and retention activities; Identify products of library resources and services that assist in recruitment and retention (e- delivery and e-access)

ACRL – <http://www.ala.org/acrl>