

# ALIA FUTURE OF THE PROFESSION WORKSHOP – LIANZA 20 Oct 2013

## WHAT ARE THE TRENDS?

Trend/Issue	Impact	Likelihood	Opportunity	Challenge
Global participation - simpler, more convenient. Including mobile	High		<p>Yes. Internet depends on linked data - we can add value. Can influence participation.</p> <p>Libraries could focus on the flip side - become more local, more focused on community (using global ideas.)</p> <p>The more global the education, the more need for localised education - libraries have a strong part to play in building and enabling local identity.</p>	<p>yes. Big corporate packages which influence how software is used.</p> <p>Finding local and enabling solutions instead.</p>
Ageing population	high		<p>Social expertise/life experience is available to offer to others. Robust, diverse experiences, community inclined.</p> <p>Young people are also community inclined - it is often a different definition of community, and they do not generally have the rich life experience of older people who have lived through lots of social change.</p>	<p>More demand for our currently inadequate solutions.</p> <p>Digital literacy</p> <p>Tax base reducing - ageing pop to support &gt; quality of life issues</p> <p>Rapidly changing environment - hard to imagine how the internet and devices will function in the next few years.</p>

Increased diversity (cultural, country of birth)	High		Yes, creating collections to suit your community will benefit the wider community's understanding of difference and commonalities as well as showing compassion and support to new immigrants. Will provide resources for research. Diversity means diversity: a migrant who moves because they are are wealthy professional in a desired occupation as against a refugee...	Finding suitable material to establish the collection and meeting the needs of a diverse community will be a challenge. Possibility of creating a wiki to share lists of suitable resources. (Greg: this seems quite a here and now solution rather than the the kind of bold thinking needed by a complex society.)
Identity converging - personal, online, community. Identity footprint - blending of identities.	High		Integration of services to individuals across education, local and central government etc - where people lead their lives not necessarily at the library. walls of a library dissolving, libraries being in the community. Move away from library card to an all-encompassing citizen card eg travel, services.	For us, libraries are used to people opting in and accepting library culture. Why would they want to do that in the future? How do we take our value to here people are? In physical and online space.
End user information creation and preservation	High		Yes. Changing nature of context and social history - the ordinary person's account of life is going to	Yes, What and how to make things accessible - metadata on personal information often lacking.

			be preserved as never before.	Linking the data and getting access to content. What does 'preserved' mean given the plethora of stuff? How will social history be defined given so much primary data?
Political trends - people driving societal change/social engagement - underground movement (Increased gap between privileged and disadvantaged. One aspect is focus on disadvantaged seems to ignore the middle group. No one cares about them and people miss out. However, from another perspective the disadvantaged AND the middle group are BOTH overlooked and relatively disadvantaged in comparison with those who control the resources.				Stakeholders might resist addressing their needs (because of cost, for examples). Libraries representing stakeholders' views rather than library views on where need is. Social disparity is entrenched.
Technological platforms - controlled censorship? Anti-corporate views suppressed	High	High	Yes. To be a voice for fairness. Subvert the norm. Highlight privacy and personal identity.	TPP. Small number of companies controlling technology platforms
Sustainability.				Yes. Reliance on utilities,

				diminishing resources.
Increased polarization between haves and have nots. e.g. cost of education, cost of health access.	High		Focus on the have nots, not the people 'doing ok' in the middle.	Increased gap between privileged and disadvantaged. One aspect is focus on disadvantaged seems to ignore the middle group. So middle group are still overlooked and relatively disadvantaged. Libraries caught up in it. SEE ABOVE
Disconnect with the past - perception of value not connected with what has been.	High/Medium		Creating engagement - link to bigger opportunities. Information skills on the political agenda.	Can be seen as a 'technology' problem. (which is only part of the story.)
Communities moving to larger urban centres. Also more large local super-councils	high Less funding for smaller libraries Multi skilled staff in those smaller centres Pressure on selection of resources Fewer branches and bigger branches Jobs more specialised - lose the range of skills needed in the smaller libraries Smaller libraries don't have resources to attract the people needed	High	Yes to develop different roles. Collaborative arrangements Opportunity to become very local in focus - to provide events for multigenerations to connect through. Fulfil a multiplicity of roles in connecting the community.	
Events in and around		High	Yes. to demonstrate value	Changing the way we

libraries. Involved event management, teaching, relationships with others, groups in the communities e.g. business, community groups.			and relevance of libraries and librarians. Focus on outcomes.end result for our communities - focussed on people we are serving.	think; the way we talk about libraries. Librarians who will be excited about creating their own professional development opportunities; roles in and across organisations.
24/7 libraries. Access to resources and physical spaces, Access to information, changes in devices.			More about service, less about stuff. More about the community we're serving. Flexible working hours	
Move to open education. Whole education sector will look vastly different	Tertiary education organisations hit with a lack of funding (efts). Libraries lack a central body to fund acquisitions but are still required to support learning.	High	Global education will be balanced by specifically Maori (or indigenous) education. Opportunity for libraries to collaborate with iwi and wananga.	People who can't afford tertiary education will go to open source. Opportunities for us there, though? Libraries will be affected by growth in academic open access publications.
Collaboration (project based) in GLAM sector	GLAM sectors will hold on to unique institutional identities and specialist skills. Better at selling ourselves, marketing our skills and services.			
Maori worldview (or indigenous peoples) will become increasingly important as kurakaupapa students age. A uniquely NZ/Maori pov will arise	More demand on Maori resources as well as te reo access to non-Maori resources. More demand for librarians to speak te reo,	High	For NZ libraries to take a uniquely NZ point of view on librarianship. For NZ librarians to learn te reo and be at the forefront of the change in	It requires an organisational culture change. Some librarians will not want to change. The Maori world view is

and become more mainstream.	and to embrace a Maori worldview.		NZ society.	the thing: language is language. The world view is the essence of change.
Convergence	High	High	exciting opportunities for reinvention and innovation	More to do with less resources. Need to change attitudes and behaviour
Expectations - 24/7 Access (instant - "anything I want, wherever I want")	High	High	For flexible working arrangements. For improved international collaboration. For equitable access	Digital divide. Opens up to other providers and competition. cost. Legalities/copyright.
Need new skill sets (core skills)	High	High	Exciting opportunities - morphing into new careers. Redefining "librarian" - evolving it into something new	Impact of increased staff with non-library qualifications and skills to Professional Registration scheme. IFLA BoK would need updating. Ingrained attitudes and behaviours. Need for a definition of a professional and a professional skillset
Digital Citizenship (as a response to information explosion)	High	High	Customer behaviours to feed into services. Fulfill roles to meet digital needs of customers and enable customers through providing access to digital information. opportunities for more engagement.	visibility

Digital Rights	High	High	Working with other publishers/suppliers. Librarians filtering quality resources.	Ignorance of what is involved eg costs. Speed of change.
Changing population / demographics / increased cultural diversity (increase numbers of aged as well as younger age group, increase in polynesian population)	High	High	New customer groups. Opportunities to connect	How to change our services to meet changing needs of the population.
Political expectations	H	H	Results/evidence focus. Drive for better outcomes.	Drive for measurable outcomes. How to measure stories. Funding.
Social trend towards Library as public space	H	H		How to measure the value How to make the space meaningful: - connections between - identifying - clear purpose for the service provided. Small living spaces for people in large communities - need for public spaces.
Ageing population	Medium	High	Greater diversity and greater awareness of diversity.	
Impact of Generations in the workforce -		High	Meeting the needs of all different demographics in the community. Succession and bringing	Knowledge from older generations in the profession being lost. (Q: what specifically does that

			in new skills from future generations.	mean? what are we losing? the scholar librarian? the social reformer? needs a persona ...)
Less Face to face and more communication by IT	H	H	Y	Dealing with isolation in society
Golden Age of Information	H	H	Distribution of content through digital media.	Y

## HOW SHOULD WE RESPOND?

Trend/Issue	Individuals	Institutions	Professional association	Other stakeholders
Identity converging	Being informed Reflective practice How do you manage your own identity online? Understanding when you sign up to something that aspects of your identity are not private.	What are institutions guidelines, policies Providing guidelines for individuals Implications for our own systems - how we use identite generated at the institutional lever What does 'identity' mean?	Develop philosophies/principles around identity Start the debate Advocacy to government and be social leaders (to companies etc around social ethics) Expose the fiction that Google etc are not separate	Technology companies Government contracts awarded Are big companies going to shift to other homes e.g. China Cultural divide
Global participation	Build our own skills Be using the stuff Decide your own digital footprint - credibility		Role for us to champion that censoring devices is negative and keeping away from it doesn't stop it (i.e. censorship and kids)	

Political expectations	Stop reinventing the wheel	Involved in political decisions. Measurable outcomes - instead of 'being measured' provide 'picture of outcomes'.	Define core business & advocate for the customers Articulate to politicians Offer/propose solutions create knowledge solutions disseminate to individuals.	
New Skills	Renew our curiosity. Support others. Lead by example. Performance reviews as a tool to improve and acquire skills.	Funding. Selection/recruitment.	Promotion campaigns for attracting talent. Advocacy for better pay. Influencing training providers (course content).	Education providers. IFLA.
Changing Populations	Awareness of demographics. Language and culture.	Collaborative/shared services	ongoing research and trends reporting.	IFLA. Other national associations. Indigenous national associations.
Political Expectations	Stop reinventing the wheel.	Stop reinventing the wheel.	Involved in political decisions. Define core business and advocate for the customers. Articulate to politicians and offer/propose solutions - disseminate to individuals	
Council Amalgamations and the shift to larger urban centres		ensure the smaller communities are viable. Create opportunities to develop new professionals.		LIS educators - ensure we are still turning out multi-skilled professionals. Investigate internships in non urban centres so that smaller centres benefit from the smarts of new

				graduates as well. (Is separate LIS education doomed?)
Indigenous knowledge and peoples		Work to create an org culture that is bicultural in all senses (not lip service to TeTiriti)	Lead by example in terms of Te Reo competencies and tikanga. Goal for LIANZA to be capable of and able to hold their own powhiri.	