

MARKETS

INDICES

TRADING

FINANCIALS

shares

stocks



**Librarian to Librarian
Networking Summit '08**
East Carolina University

reshaping our past
embracing our future

Librarian to Librarian Network Summit '08:

Reality Checks: Competition For Library Services

Today's Presentation



Welcome



Competition for Library Service



Customer Driven Libraries



Questions ...

Human Barometer 1



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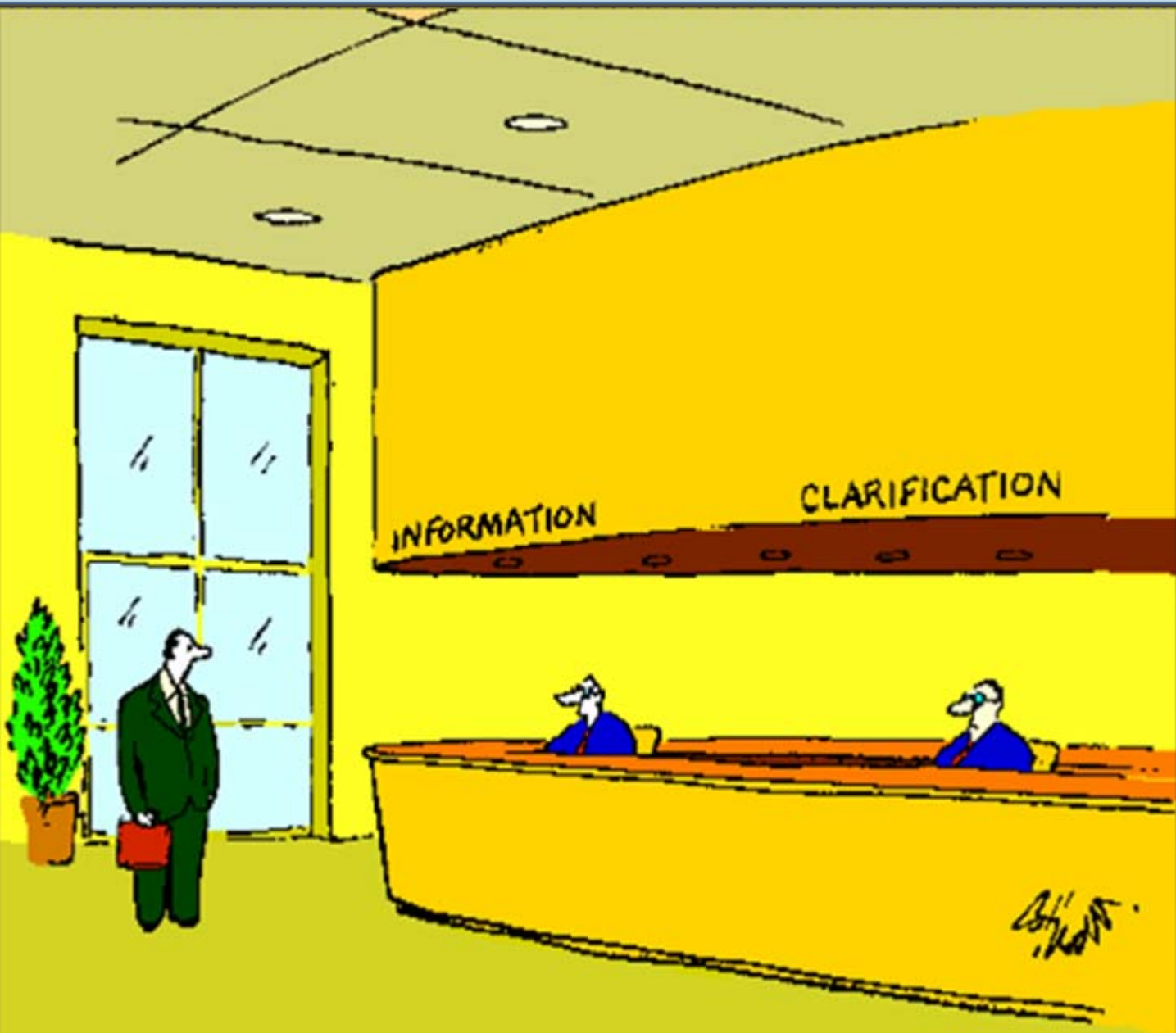
Human Barometer 1

- Administrators vs. Service Providers
- The library performs an annual performance assessment of all of its services: **yes or no**
- The community (customers, vendors, non-customers, competitors, partners, stakeholders, special populations) is involved in **every** aspect of library operations and strategic development : **yes or no**
- The library incorporates technology in its assessment processes : **yes or no**
- The library includes environmental scanning in its annual performance assessment : **yes or no**
- The library proactively reaches out to non-customers, competitors, and their customers to obtain service information needs : **yes or no**
- The library has recently revised a major service or barbequed a sacred cow in the last year : **yes or no**

Your Customer's Viewpoints?



Your Customer's Viewpoints?



Your Customer's Viewpoints



(AP PHOTO)

Your Customer's Viewpoints?



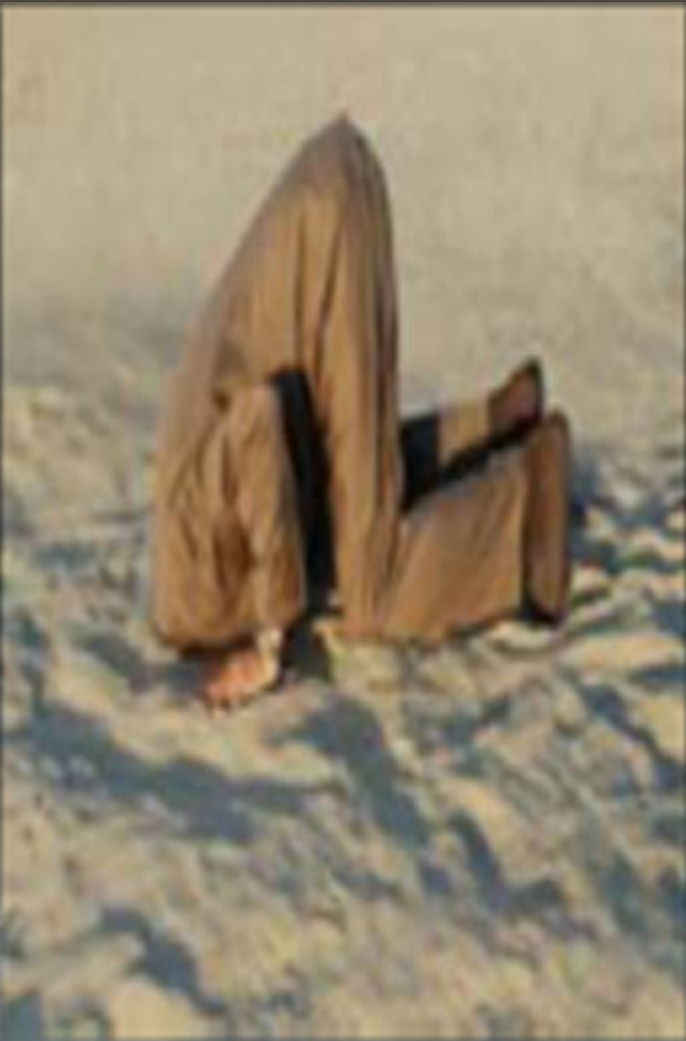
COMPUTER ROOM



Interesting Facts...

- Reference questions answered by libraries in a year: **41,600,000/yr.**
- Time that it takes Google to answer the same number of questions: **10 hours** (8/07 – 38 billion searches alone.)
- Second Life's library gets **5,000** registered visitors a day in the library.
- Unique pages added to the web per day: **7.3 million.**
- Sirsi-Dynix purchase: **>\$1 billion**
- **100,000** books published a year, yet fewer readers of books.
- **30%** fewer independent bookstores than 10 years ago.

When Competing for Customers,...



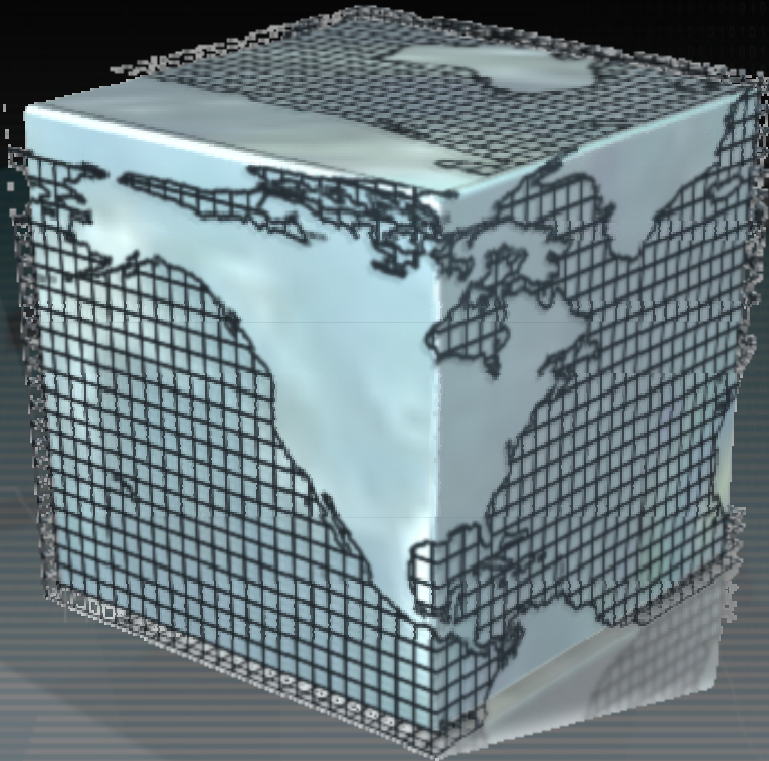
Hiding is not
a strategy!

Hope is not a
strategy!

INDICES

Overview Of Library Competition

It's a flat world...



Overview Of Library Competition

It's a connected world...



Overview Of Library Competition

It's 24/7 world...



Overview Of Library Competition

Reality ✓ from a customer viewpoint

- ✓ You are not the **ONLY** provider of library and information services in your area.*
- ✓ You may not even be the **BEST** provider of library and information services in your area.*
- ✓ You may not even be the **FIRST** provider that your customers think of when obtaining library and information services.*
- ✓ Someone would take **YOUR** customers from you in a New York minute if YOU let them!*

And THEY are trying!

Overview Of Library Competition

Libraries compete for:

Staffing Resources Collaborators

Partners Opportunities Appreciation

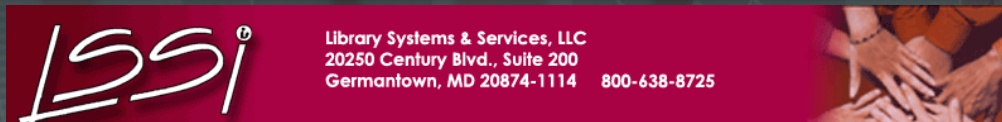
Support Technology Market Share

Existing Customers New Customers

???

Overview Of Library Competition

The Tangibles...



Current LSSI Customers

Smithsonian Institute - SSA Library - U.S. Department of Energy - U.S. Department of Veterans Affairs - U.S. Federal Trade Commission Library - U.S. Geological Survey - U.S. Export - Import Bank - Library of Congress - National Agricultural Library - Overseas Private Investment Corporation - Dozens of Academic and Public Libraries

New Libraries / library systems in the past year: 5 Yours?

Overview Of Library Competition



What if ... Articles and book chapters as 99¢ downloads / rentals?

Google Docs and Spreadsheets - Google Calendar -
Google Base - Google Maps - Google Wallet /Cart
- G-Mail – GTalk – Google Scholar – Google
Phone - IGoogle – GNet – Future plans??

Overview Of Library Competition

- **1996 contract between the Hawaii State Public Library System and Baker & Taylor**
- **School (and library) closures in 2007-2008 (so far) in US: Arizona, Washington, DC, Michigan, Ohio, New York, California, and Oregon**

Overview Of Library Competition



ELF - keeping tabs on your library material



Abrams, Steven. "Social Libraries and Librarians: Collaboration, Cooperation, Sharing, Storytelling, and Networking." SLIS Johannesburg: August 24, 2007.

Overview Of Library Competition



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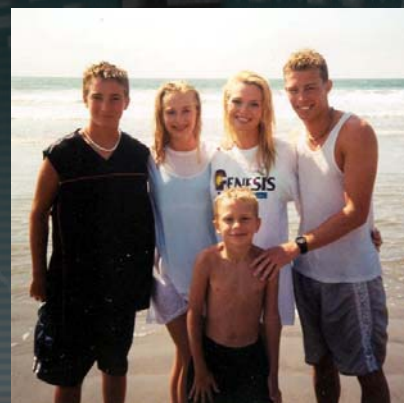
Overview Of Library Competition



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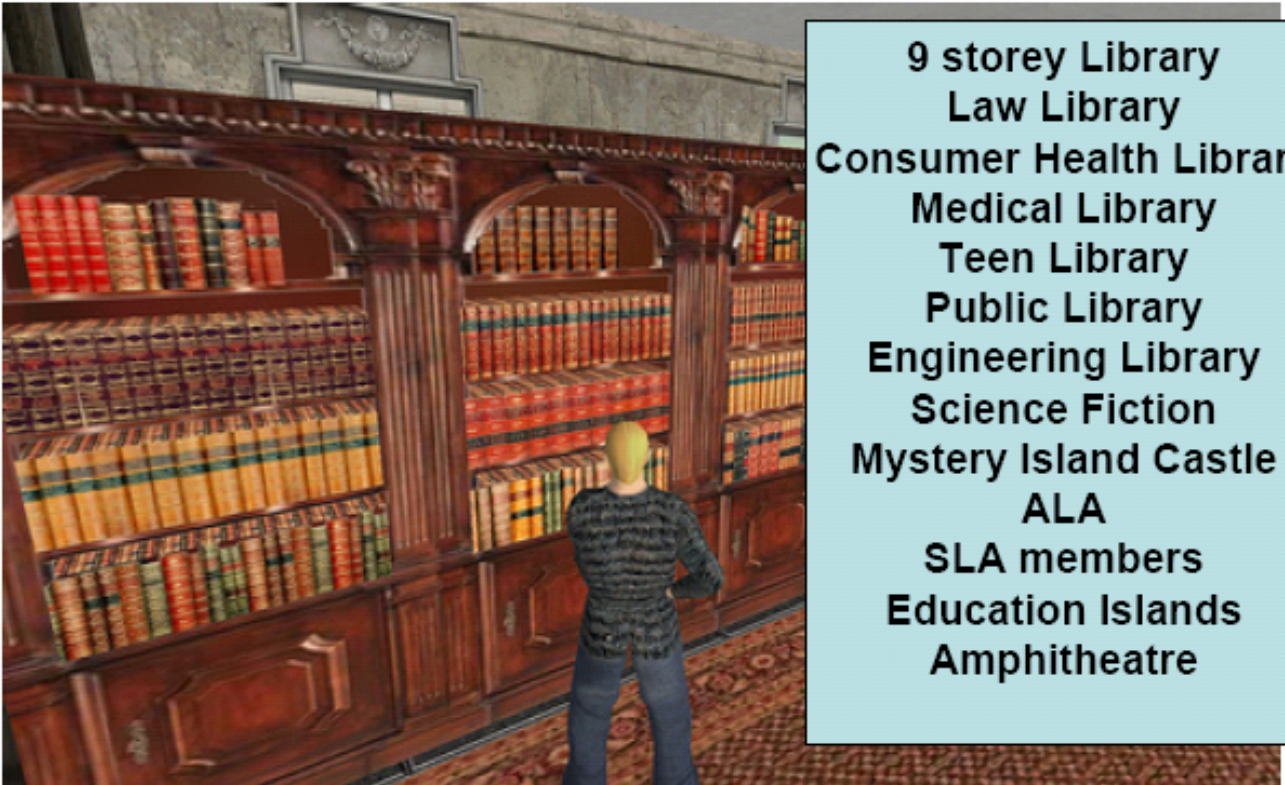
Overview Of Library Competition

The Hidden ...



Overview Of Library Competition

Second Life Library eBooks



9 storey Library
Law Library
Consumer Health Library
Medical Library
Teen Library
Public Library
Engineering Library
Science Fiction
Mystery Island Castle
ALA
SLA members
Education Islands
Amphitheatre

Abrams, Steven. "Social Libraries and Librarians: Collaboration, Cooperation, Sharing, Storytelling, and Networking." SLIS Johannesburg: August 24, 2007.

*It could be worse you
know...*

SOMETIMES
I FEEL
THAT I
HAVE THE
WORST JOB
IN THE
WORLD!

YA... RIGHT!

Tim Peckham

Tim Peckham

What direction should your Library go to be a Competitor?



What Can Your Library Do to be a Competitor?



INDICES

***What Can Your Library Do to be
a Competitor?***

Will work for milk



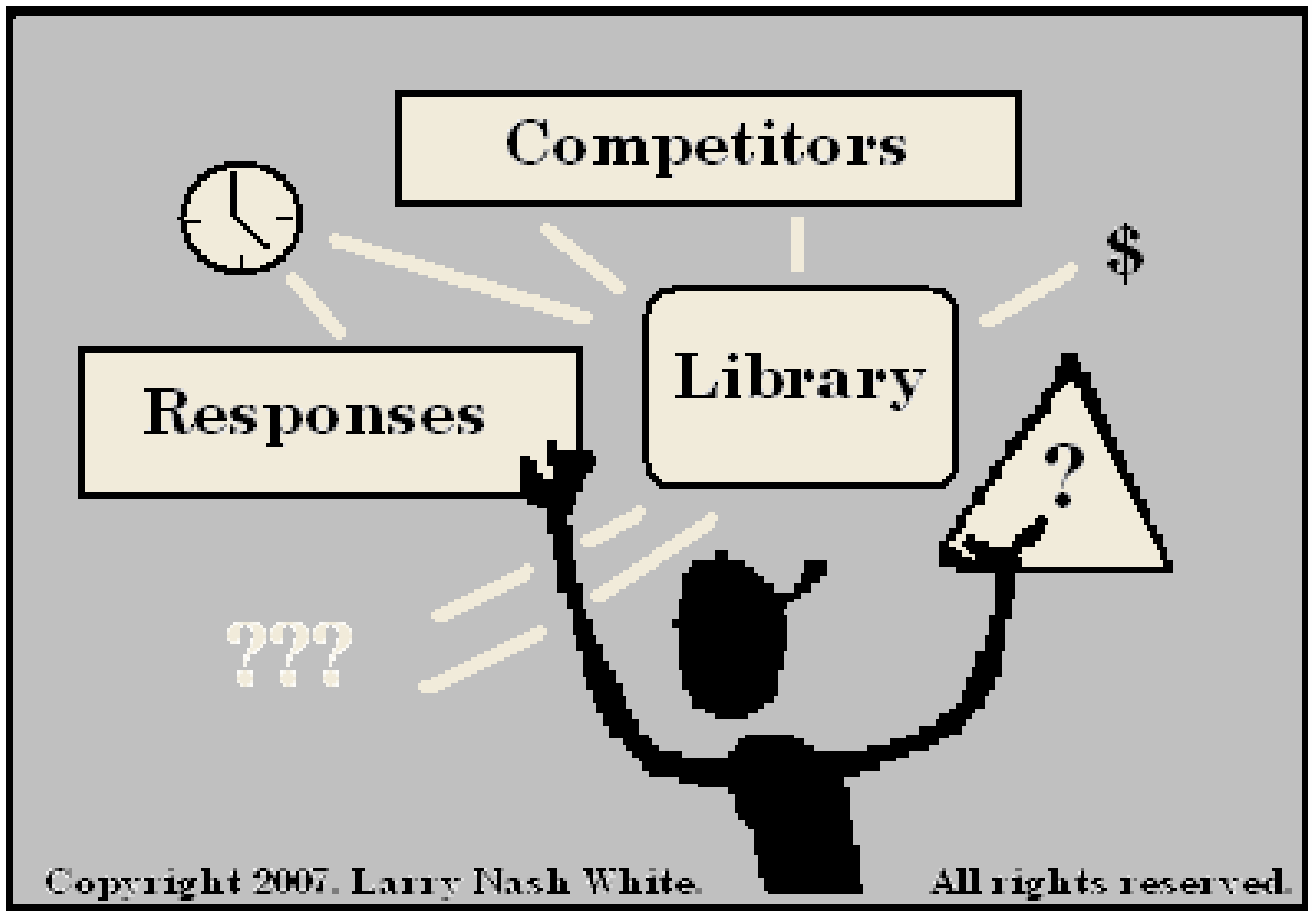
What Can Your Library Do to be a Competitor?

“We librarians must learn that when we study something to death, ... Death was not our original goal.”

Steven Abram

**Vice President, Innovation,
Sirsi-Dynix**

What Can Your Library Do to be a Competitor?



How does the Library develop strategic responses?

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What Can Your Library Do to be a Competitor?

***Call in the Cavalry...
Yesterday!***

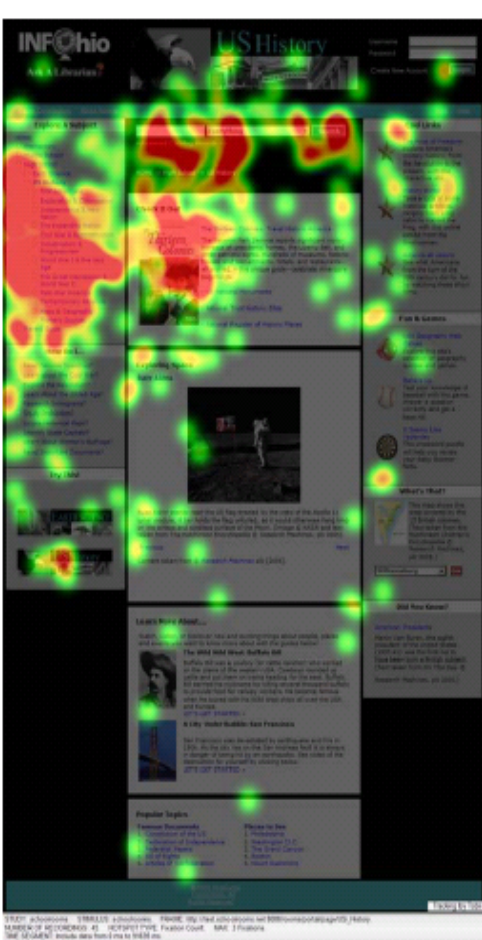
Call In...

- Customers / Stakeholders and their needs
- Competitors / their customers and ideas
- Non-customers and their differences

What Can Your Library Do to be a Competitor?

- Stop thinking things to death and start doing!
- Expand your abilities to assess and demonstrate your impact and effectiveness
- Include environmental scanning with your assessment and planning
- Use school media research to your advantage

What Can Your Library Do to be a Competitor?

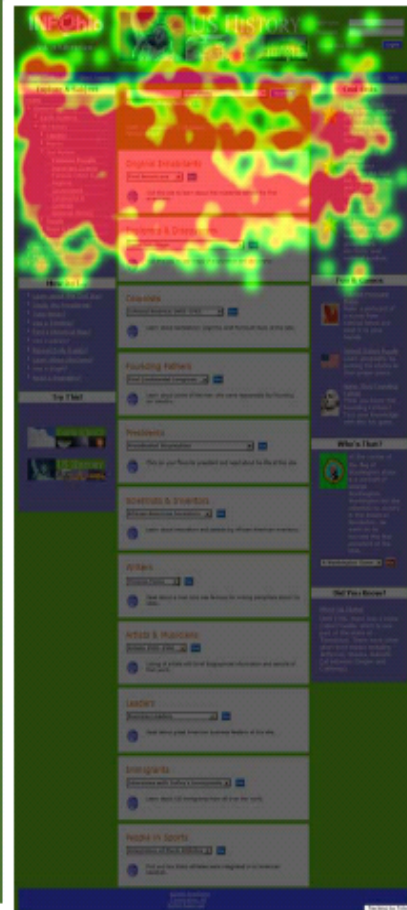


Report on the Usability and Effectiveness of SirsiDynix SchoolRooms for K-12 Students

1st Quarter -2006
Conducted in the context of the East Texas University School of Library and Information Science and the Information Architecture/Knowledge Management Program (IAKM)

by
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May 22, 2006



Abrams, Steven. "Social Libraries and Librarians: Collaboration, Cooperation, Sharing, Storytelling, and Networking." SLIS Johannesburg: August 24, 2007.

What Can Your Library Do to be a Competitor?

Developing new customer responses:

- “Know” your service environment
- Innovate your library’s services and service delivery methods
- Increase access for, accountability and alignment to the service environment
- Delivery service impact, cost effectiveness/value, more access/less time, and more options for the customer

What Can Your Library Do to be a Competitor?

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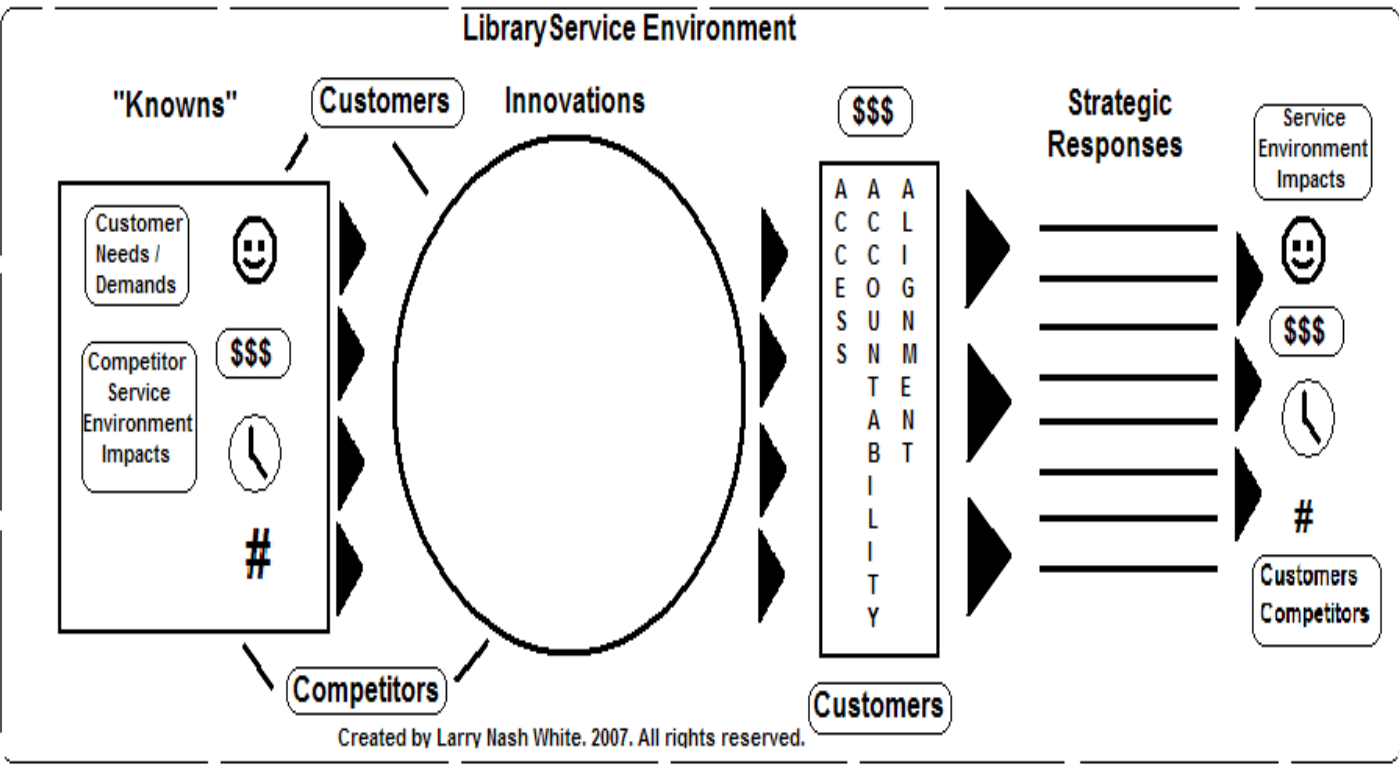
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What Can Your Library Do to be a Competitor?



smiley face icon Customer Impact
 \$\$\$ Value / Cost Effectiveness
 clock icon Less Time / More Access
 # Service Options / Resources

White's Strategic Response

Development Model



What Can Your Library Do?

I am happy to take your
questions!

Thank you for coming today!

The presentation is available at
<http://lsit.coe.ecu.edu/white/default.htm> .

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