

Reinventing Library Services And Librarians In The Digital Age

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Words Matter

- Public Services
 - Reference
 - Instruction
 - Circulation
- Technical Services
 - Acquisitions
 - Cataloging
 - Preservation

What do we call them?



You are not a user, you are not a customer, or
consumer - you are a participant in control of
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So are those we seek to serve.

They Are Members

- They are learning and learning is a conversation
- Therefore you are in the conversation business
- You need services and tools that both shape and are shaped by this conversation

Where Does this Lead

- Integrating Reference Transactions into the Collection and Catalog
- ~~Patron~~ Member Driven Acquisitions
- Go where the learning is
 - Embedded librarians...via twitter, in research teams



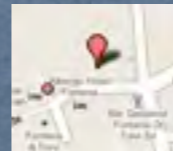
Geofencing Expertise





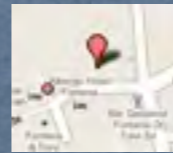
Trevi Fountain

4,300 Conversation Available, 20 Relevant to Tourism



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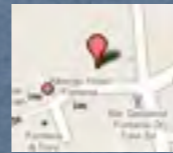


Available Experts:
Paolo Genovese
Dante Demasi
Giuseppe Verdi
Cynthia Patt



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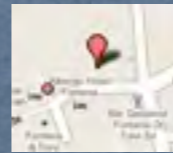


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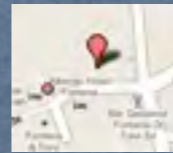
Oceanus (god of all water)
See Related Items and Questions

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Local Questions: Why throw coins? What is the Exchange Rate? Where is the best gelato?

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Standing Query:
Recommended Restaurant 300m



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The Time for Big Ideas

