Looking Back and Moving Forward: Information and Reference Services

TLA Reference Round Table
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Where I’m Coming From
Changing Customer Expectations
- Values changes
- Empowered individuals
- Co-creation
- Enoughness
- Commodity-identity continuum
- Life-shifting
- Truth & truthiness
- Technology as partner
- Integration of virtual and real

Changing Demands on the Profession
- Getting paid
- Lifelong learning.....
- Time- or project-based contracts
- Working to live
- Work is a process, not a place
- Where do I get training?

Q&A: Strategic Issues/Opportunities

TLA Strategic Initiative #2...... highlights critical library-related issues
Action Items:
- Understand needs of [customers]
- Understand the requirements for library personnel [profession]
- Identify critical issues

Source: http://www.txla.org/strategic-plan

Nice job!
Changing
Customer
Expectations

Values changes
Empowered individuals
Co-creation
Enoughness
Commodity-identity continuum
Life-shifting
Truth & truthiness
Technology as partner
Integration of virtual and real
Shifts in Values \rightarrow Priorities

4 Values Types

An individual view about what is most important in life that in turn guides decision-making and behavior

Traditional
Follow the Rules
Fulfilling one’s predetermined role, with an emphasis on their being a “right” way to do things

Modern
Achieve
Driven by growth and progress and the ability to improve one’s social and economic status...and show it

Postmodern
What’s It All Mean?
A shift away from material concerns to a search for meaning, connection, and greater participation

Integral
Make a Difference
Leading edge of values change emphasizing practical and functional approaches that best fit particular situations

A. Hines

Hinesight
For foresight, use Hinesight
Empowered Individual

Transparent products

- Easier comparison of product prices or online product reviews
- Online tools help consumers keep companies accountable
- New outlets to express their enthusiasm or anger
- Greater access to information about company reputations and practices

Transparent markets

Global citizen activism

- How will we deal with a more engaged and demanding customers?

Consumer vigilantes
Consumer Co-Creation

Product customization

- Product purchasing a form of self expression and a means to forge identity.
- Customization of product options, with even some participation in product design.
- Consumers now content providers and producers.

Identity expression

How do we provide greater opportunities for participation?

Consumer-generated content

Product lifestyle acceleration
**Enoughness**

**Emphasis on happiness**

- “Had enough:” opting out and accepting need for limits.
- Skeptical of the link between material acquisition and happiness.
- Well-off, well-educated, and desirous of experiences.

**Sharing**
(co-working collective)

**Post-materialism**

**Voluntary simplicity**

**How do we simplify?**

*Hinesight* for foresight, use Hinesight
The Commodity-Identity Continuum

“Fast, cheap, and easy”

Commodity

“Has meaning, takes time, involves research, and worth more”

Identity

How do our offerings sort on the continuum?
Life-Shifting

Death of the schedule

- Autonomy is accelerating, and eroding boundaries and limitations.
- Paradox of delayed adulthood and teen sophistication.
- Commerce and entertainment now on demand/any time/any place
- Family definitions and household forms are multiplying.

Non-nuclear families

Just-in-time life

How do we manage the need for flexibility and accommodate 24/7/365 demands?

Age bending
Truth and Truthiness

Social media, search engines, and blogs changing communicating and info consumption.

Easier to circumvent information gatekeepers.

Diminishes power of authoritative media sources, and enables the spread of misinformation.

How do we deal with concerns about accuracy?

Future of truth
Technology as “Partner”

How do we form a partnership with our technology?

- Monetization
- Division of labor
- Ambient Intelligence
- The “profile”
Integration of Virtual and Real

How can we begin integrating the virtual and the real?

Need for new frameworks for assigning workflows that seamlessly integrate the virtual and real and minimize information overload.
Changing Demands on the Profession

Getting paid
Lifelong learning....
Time- or project-based contracts
Working to live
Work is a process, not a place
Where do I get training?
How do you capture value, when information wants to be free?
• Challenges to IP
• Open source
• The “Long Tail” challenges business models
• Consumer co-creators participate in creation and design

The popular band Radiohead offered 2007 album for free download and asked people to voluntarily pay for what they felt it was worth. Estimates put the average price paid at $5-$8, with approximately 1.2 million people downloading the album.

What’s our “value add?” How would we do in a “gift economy?”
Lifelong Learning.....Is Increasingly Online

- California schools expanding for....retirees
- Virtual Schools are appearing at all levels – from K-12 to online PhDs.
- Barriers to virtual education falling
- Online enrollment is soaring – while general enrollment is stagnant

How do we provide opportunities for continuous re-skilling? (when training is being slashed)
Time- or Project-based Employment Contracts Mainstream

• From elite athletes to the mainstream
• Hollywood project model
• Recruiting networks instead of individuals

Future Times
March 15, 2010
“Hines inks 2-year deal with Social)Technologies
The veteran futurist…..”

“How can we help members manage their careers?”
Working to Live, Instead of Living to Work

- Work will be a shrinking portion of time and even incomes in affluent nations
- Enoughness: opting out and accepting need for limits.
- Re-emergence of trades and crafts as more meaningful work?
- New models for ownership

Organizations will have to adjust to a workforce less willing to go “above and beyond.”
Work is a thing you do, not a place you go

- Work as “asynchronous” process
- Virtual work and virtual environments
- On-demand culture
- Just-in-time life

Over 5 million people have used Basecamp to collaborate on over 4 million projects, track 57 million hours of work, share 46 million files, and complete 43 million to-dos.

Organizations need to develop new frameworks for assigning workflows that seamlessly integrate the virtual and the real.
Where do I get training?

- Organizations seeking to offload benefits
- One is expected to arrive with required skills
- Portfolio approach to managing and building skills

Almost half of US adults participate in some form of adult education.

Nurses: Get 30 Contact Hours for only $39 - FAST!

- ANCC & State Board approved
- Instant certificates - no waiting
- No tests required (excluding Florida)
- High-quality, evidence-based course material

SPECIAL OFFER expires November 30, 2011

Where and how do I find the training I need to keep improving my skills?
Q&A

Strategic Issues/Opportunities
Strategic Issues/Opportunities

Customers
• How will we deal with a more engaged and demanding customers?
• How do we provide greater opportunities for participation?
• How do simplify?
• How do our offerings sort on the continuum?
• How do we manage the need for flexibility and accommodate 24/7/365 demands?
• How do we deal with concerns about accuracy?
• How do we form a partnership with our technology?
• How can we begin integrating the virtual and the real?

Profession
• What’s our “value add?” How would we do in a “gift economy?”
• How do we provide opportunities for continuous re-skilling? (when training is being slashed)
• How can we help members manage their careers?
• Organizations will have to adjust to a workforce less willing to go “above and beyond.”
• Organizations need to develop new frameworks for assigning workflows that seamlessly integrate the virtual and the real.
• Where and how do I find the training I need to keep improving my skills?
The “Big Ones?”

• How do we refine and continually update our “value-add” – essentially are we prepared to continually re-invent ourselves?
• How do we translate our value-add into a portfolio of offerings along the commodity-identity continuum?
• How can we ensure a pool of talent at the cutting edge of change?
• Can we build a “trusted navigator” relationship and help our customers navigate the virtual and virtual-real integration?
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