[Future Focused—Trends Impacting Library Services: the Minitex Perspective] may have been my “home run” session of the day or [Minnesota Library Association] conference (to mix baseball with rock music). Valerie was a whirlwind as she addressed various trends and spectrums (e.g. physical/virtual, individual focus/community focus, collection library/creation library). And she was very quotable and provocative.

- On describing the exponential expansion of information: “If you want to be afraid, now is the time.”
- On the authoritative nature of libraries/librarians/information versus the non-authoritative nature of mash-ups, crowd-sourcing, randomly created/organized information, etc.: “We’ve already lost. We cannot be the ‘heavy hand.’”
- On the march of technology: “Old technologies never die; they just find their niche.”
- On libraries and books: “If books are everywhere, why go to libraries?”
- On our own skill set: “Digital publishing is the next library skill.” This follow-up question: “Is the creation library our next great mission?”
- And this contextual observation: “The library story is a local story.”

There are more quotes, I’m sure. I was surprised by her observation that we are past the explosive growth of e-books; I’m not so sure. In the end, she gave us a picture of an anytime, anywhere library staff (mobile, embedded), enabling community research experts, local digitization and local publication. What will not change is access for all, in multiple formats, with abiding concerns for fair use, intellectual property, intellectual freedom, and privacy rights. We live and work in an individual place that is also a community place. I did not come away with a specific sense on how all this will translate into legislative action, but a roadmap was given all the same. These are exciting and interesting times.
Future Focused

Trends Impacting Library Services — the Minitex Perspective

Valerie Horton
Director, Minitex
Prediction is very difficult, especially if it's about the future

Niels Bohr
As many trends as stars in the sky...
Communication

• Not limited by space or time
• Anywhere
• Anytime
• Any-what
THE MOBILE WEB RECEIVES 217 NEW USERS.

YOUTUBE USERS UPLOAD 48 HOURS OF NEW VIDEO.

EMAIL USERS SEND 204.166.667

GOOGLE RECEIVES OVER 2,000,000 SEARCH QUERIES.

FACEBOOK USERS SHARE 684,478 PIECES OF CONTENT.

571 NEW WEBSITES ARE CREATED.

571 NEW WEBSITES ARE CREATED.

FOURSQUARE USERS PERFORM 2,083 CHECK-INS.

FLICKR USERS ADD 3,125 NEW PHOTOS.

INSTAGRAM USERS SHARE 3,600 NEW PHOTOS.

TUMBLR BLOG OWNERS PUBLISH 27,778 NEW POSTS.

APPLE RECEIVES ABOUT 47,000 APP DOWNLOADS.

BRANDS & ORGANIZATIONS ON FACEBOOK RECEIVE 34,722 "LIKES."

EVERY MINUTE OF THE DAY

CONSUMERS SPEND $272,070 ON WEB SHOPPING.

TWITTER USERS SEND OVER 100,000 TWEETS.
Information is

• Expanding exponentially
• Created & organized by anyone
• Interactive & mashed-up
• Easier to find

• Less authoritative
Minitex: Online Resource Growth

Searches
- FY12: 15,200,000
- FY13: 35,800,000

Downloads
- FY12: 6.8+ million
- FY13: 15.2+ million

10% growth
FY12 → FY13
Print vs. Ebook Readers

Ebook/Print Readership

- 2012: 16% Ebook, 72% Print book
- 2013: 23% Ebook, 67% Print book

Ereader Device Ownership

Ebooks “seem to be through their explosive growth phase.”

Washington Post
“Old technologies never die, they just fade into a smaller, niche offering.” Neil Irwin
Minitex Resource Sharing & Delivery

- Requests for loans & articles from MN, ND, SD, WI: 364,000
- Requests generated on the MnLINK Gateway: 502,000

1,000,000 items carried by Minitex Delivery
Academic Library Circulation

Academic libraries - Total Circulation

Nces.ed.gov
“If it’s not a shift in media, the most reasonable explanation is that it’s a shift in user behavior. *Students are simply not using books* (in any format) as much as they used to.”  Will Kurt
Circulation Public Libraries

Public library circulation: 2,460,000,000
“But it is a shock to discover that book circulation, having soared over the last decade, has suddenly gone flat.”

Barbara Hoffert, LJ Book Buying Survey 2012
Changing Patron Behaviors

“Information consumers are just less impressed with information sources than they were five years ago”

“21% of 2010 respondents reported a drop in library use”

OCLC Perceptions of Libraries, 2010
Have books become COMMODITIES?
Commodity: “Goods for which demand is broadly supplied without dependence on brand or other differentiation”

Rick Anderson
If books are everywhere, why go to libraries?

“A library relying on collections that are hard to differentiate from those available elsewhere runs the risk of redundancy” Rick Anderson

“Can’t Buy Us Love: The Declining Importance of Library Books and the Rising Importance of Special Collections”
“... key is rising above commodity status”

- “Gathering and curating of rare and unique documents, including primary source materials.” Rick Anderson

- Enhancing the libraries role in the local community
Creation Library: Capturing Local Content

- Local history
- Local government
- Cultural heritage
- Current culture
- Personal stories
- etc
Digital Public Library of America

Minnesota Digital Library

Minnesota Reflections
Minnesota Digital Library

Digital Lifecycle

IDENTIFY
SELECT

DIGITIZE
STORE

INFORM
Metadata Creation

DISCOVERY
- MDL's Reflections
- Worldcat
- DPLA -55%

PRESERVE
Self-publishing is exploding

“In 2008, for the first time in history, more books were self-published than those published traditionally”

From Bowker Annual 2012 – 391,000

Roughly half print, half online

Amazon Kindle 2012 bestsellers:
27 out of top 100

Nancy Herther “Today’s Self-Publishing Gold Rush”
How do I create, share, and self-publish an ebook?
Library as Publisher

“...emerging innovators are popping up throughout the entire knowledge environment”
Terence Huwe “Digital Publishing: the Next Library Skill”
Comming Student Scholar & Public Engagement Showcase
Student Scholar Showcase 2009 [29 items]

· U.S. Humphrey School of Public Affairs
  · Planning: Professional and Plan A Papers [92 items]
  · Public Policy: Professional Papers [272 items]
  · Science, Technology, and Environmental Policy: Plan A and Plan B Papers [21 items]
  · Student Class Papers, Projects, and Presentations

· Immigration History Research Center Archives
  · Houses of Worship and the Settlement of the Twin Cities Project [0 items]

· INNOVATIONS in pharmacy
  · Volume 01, Number 1, 2010 [13 items]
  · Volume 01, Number 2, 2010 [10 items]
  · Volume 02, Number 1, 2011 [13 items]
  · Volume 02, Number 2, 2011 [10 items]
  · Volume 02, Number 3, 2011 [8 items]
  · Volume 02, Number 4, 2011 [9 items]
  · Volume 03, Number 1, 2012 [10 items]
  · Volume 03, Number 2, 2012 [8 items]
  · Volume 03, Number 3, 2012 [8 items]
  · Volume 03, Number 4, 2012 [10 items]

· Institute for Health Informatics
  · Faculty and Staff Publications [2 items]
  · Research Data [5 items]

· Institute for Mathematics and Its Applications
  · IMA Preprints Series [2209 items]

· Institute for Social, Economic and Ecological Sustainability
  · Faculty and Staff Publications [1 items]
  · ISEES Research Reports [5 items]
Publishing Local Government Info

ANNUAL REPORT 1990-2000

BOSTON PARKS AND RECREATION DEPARTMENT

INTRODUCTION

PLANTING FOR TOMORROW:
Is the creation library our next great mission?
Library’s Value to Individual vs. Community

OCLC Perceptions of Libraries, 2010
Community Focus

Virtual Workforce Centers at Delta County Libraries
March 16th, 2012
Filed under Community

Job Seekers, Unemployed, and Others Have Access to Services
The Delta Workforce Center and the Delta County Libraries have launched the "Virtual Workforce Center project" for job seekers and employers.

Through a partnership with the Colorado Department of Labor and Employment, Delta County Libraries, along with 40 other libraries across Colorado, received funds to purchase computers equipped with a camera and microphone: signatures pads, and internet/fax scanners to set up virtual workforce stations.

SMALL BUSINESS RESOURCE FAIR - AUGUST 18

When and Where
Thursday, August 18, 2011
10:15 a.m. - 3:45 p.m.
Central Library, Level B2
Conference Center

Sponsors

[Logos]
Maker Spaces

Photos courtesy of Detroit Public Library
Anytime, Anywhere Library Staff

• Mobile or embedded librarians
• Community research experts
• Enabling local digitization
• Enabling local publications
• Anywhere reference (Minitex)
Minitex Continuing Education/Training

> 6,500 attendees

Upcoming Training Sessions

CatExpress: Copy Cataloging with CatExpress
Thursday, July 11, 2013
1:00 PM – 2:30 PM

RDA: The Basics for Moorhead (Mid-July)
Friday, July 12, 2013
8:30 AM – 4:30 PM

AskMN Administrator Refresher
Friday, July 12, 2013
1:00 PM – 2:00 PM

AskMN Admin Training
Tuesday, July 16, 2013
9:00 AM – 11:00 AM

AskMN Librarian Refresher
Thursday, July 18, 2013
2:00 PM – 3:00 PM

- More Upcoming Training Sessions

7 Conferences FS/yr

ELM Learning Center

NISO Webinars
What does NOT change?

• Access for all
• Multiple formats
• Fair use & intellectual property
• Intellectual freedom
• Privacy rights
• Individual place & a Community place
The Library story is a ... LOCAL story