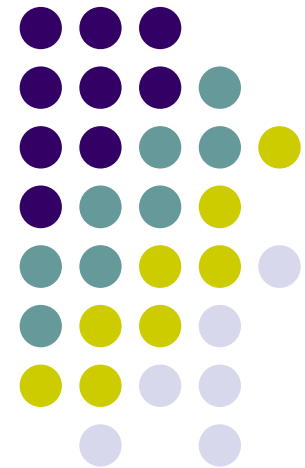


Changing Paradigm for service delivery:

Elaine Fulton
Director

Scottish Library and Information
Council

CIVICA Regional Roadshow 22nd April
2009



Enabling Seamless Access



- Report published in 1999 – case for national information strategy
- services following citizen
- Role of Information – skills, governance, health, community, lifelong learning
- what is required? infrastructure, standards, distributed network, digital skills and literacy

Context

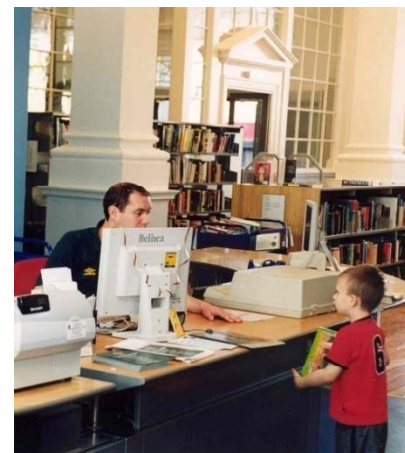
- National strategy v local delivery
- Shared services and efficiency
- Community planning
- Fiscal constraints
- Best value and quality standards
- Relevant



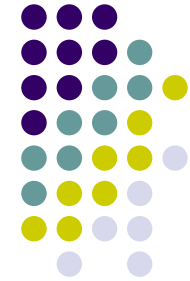


Still valid after all these years?

- 25% of population use to borrow voluntarily
- Over 65% population used a library in last 6 months, only 9.5% have never used one.
- 30 million + items issued
- 400,000 registered learners
- 4.5m enquiries
- 2% increase in visitors. 27% increase in virtual visits
- Recent Scottish Household survey most frequently used cultural activity



The future – The Digital Native



Next 20 years period of transition

“Luddites”

“Digital Immigrants”

“Digital Natives

“Digitally excluded”



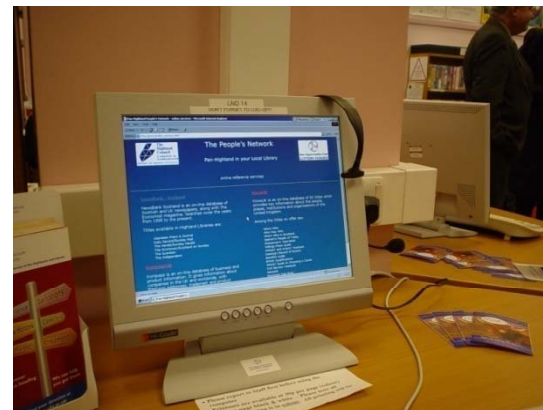
Reading and Literacy

Technological Skills

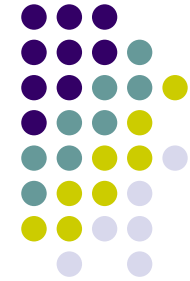
Information Competency

Communication Skills

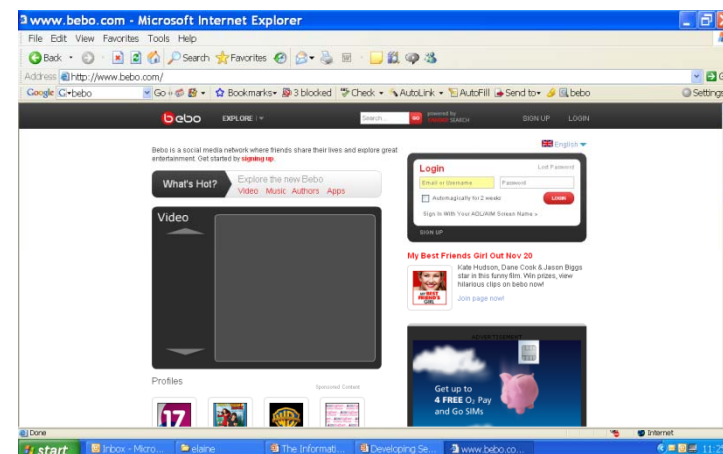
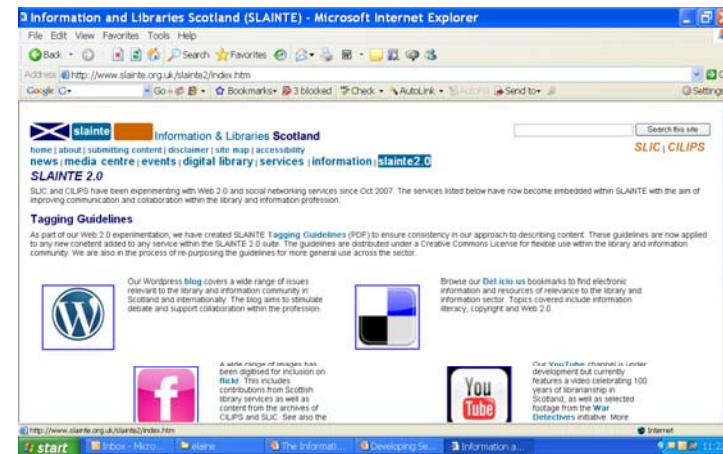
National Skills deficit?



Challenges in the Digital Age



- Google v hidden web v Web2
- 24/7 services
- High capacity broadband and WIFI
- Quality Information
- Supporting digital communities
- Learning
- Community participation
- Different delivery channels, mobile phones, digital TV, Internet



Reality Check – what are the characteristics of digital natives?



FT Digital Business Supplement 21/9/200

- They are video gamers with different expectations about how to learn, work and pursue careers.
- They are technology literate, but that does not make the media literate(or information literate).
- They are content creator and that shapes their notions about privacy and property.
- They are product and people rankers and that informs their notions of propriety.
- They are multi-taskers often living in a state of “continuous partial attention”, where the boundary between work and leisure is quite permeable.

Finding the right stuff- creating information literate society



- **Google Still Not Indexing Hidden Web URLs** (D-Lib Magazine July/August 2008, Volume 14 Number 7/8 ISSN 1082-9873)
- **Quality Versus Quantity**
- **Information is free**
- **Make do society**
- **Information behaviour of the Researcher of the Future- UCL/British Library Report, Jan 2008**

The Google Generation



- **Information literacy has not improved by widening access to technology**
- **Internet research shows that the speed of web searching means there is little time for evaluating content for relevance, accuracy or authority**
- **Young people and others have a poor understanding of their information needs – result is poor search strategies**
- **Faced with a long list of search hits they find it difficult to assess relevance and print it without reading it or worse cut and paste without regard to Copyright, IPR or Plagiarism.**
- **Huge amounts of text turns them off – increasingly click and point**

Communities and Skills Development



- Interaction between People, content and finding stuff
- Sectoral Networks and collaboration
- Exposing community resources
 - Virtual Mitchell <http://www.mitchelllibrary.org/vm/>
 - Glasgow Digital Library <http://gdl.cdjr.strath.ac.uk/>
 - Springburn museum <http://gdl.cdjr.strath.ac.uk/springburn/>
 - Am Baille <http://www.ambaile.org.uk/en/index.jsp>
 - War Detectives <http://www.wardetectives.info/>
- Innovation to create engagement and community resources. Services in the hands of the user

Standards and systems



- Suppliers should work towards a modular approach
- Meet national technical requirements
- Library services should implement standards
 - Technical and interoperable standards
 - MARC 21, SCORM (learning object standards) E-gif (e government interoperability framework)
 - Semantic standards
 - IPSV, Thesaurus, taxonomies, Vocabularies, subject headings
Classification schemes
- Recycle, repurpose and reuse

Because it helps you find what you really really want,
consistently and quickly and lets us share resource more
efficiently



How can we respond?

- Know what we do – How well we do it and plan for change PLQIM
- Services in the hands of user
- Stop doing some stuff and don't be afraid of it
- Work smarter
- Share back office functions
 - National Entitlement Card
 - Shared systems
 - Collaborative purchasing
- Shift in professional practice – improve and develop flexible skills base