



Transformational Change in Health Sciences Libraries

Inventing our Future

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The accompanying script for this presentation is available at
<http://www.mclibrary.duke.edu/about/presentations/transformsript.pdf>



Thinking about transformation...

- **Current and future challenges**
- **Thoughts on our future**
- **Core skills and knowledge**
- **Roles to explore for future**
- **Future library in 5 to 10 years**
- **Challenge our traditional views**





Current Pulse

- **Budget increase? Decrease?**
- **Collection funding?**
- **Funding next fiscal year?**
- **Staffing increase? Decrease?**
- **Space Increase? Decrease?**





My Environment

- **Major budget decreases**
- **30% reduction in FTE**
- **60% decrease in revenues**
- **Space reduced by 16,000 sq. ft.**
 - Another 3,000 feet this year





Opportunities for Transformation

- Unfreeze behaviors, mind set
- Reset user expectations
- No longer the Status Quo
- Realign with institutional priorities / user needs





Why we will survive

Information is essential for
patient care
education
research
consumer health
health care management
health care reform





*It is not necessary to change.
Survival is not mandatory.*

» *W. Edward Deming*



*The rule of the game is
evolving.*

» *Grace Cheng*



DaVinci Institute

- **Ever changing technologies**
- **More complex searching**
- **Time compression – more needs faster**
- **Experience based economy**
- **Advice:**
 - Evaluate the library experience
 - Embrace new information technologies
 - Experiment with creative spaces





Old Mantra

**Information access anywhere,
anytime.**

New Mantra

**Ubiquitous information access
anywhere, anytime, any device.**

OR

***Right content, to the right people,
at the right time.***





Environmental changes

- **Health care**
- **Clinical information systems**
- **Health reform**
- **Health professional education**
- **Physician knowledge**
- **E-science and research**



Status of Hospital Libraries

- **More 500+ bed hospitals**
- **Services by academic libraries**
- **More full time librarians**
 - **But still inadequate staffing**
- **More diverse roles and services**
- **But not all changes negative**



Time to Say Goodbye?

Academic libraries are looking at a death spiral. We are caught in a financial squeeze where we can only do “less with less”...if we keep playing it out, our library will end up as nothing more than a small office where a tiny team of functionaries try to “broker” digital information for the campus...

» *Adam Corson-Finnerty*





Adam's Passing Lane Strategies

- **Get out of real estate**
- **Pay libraries to store or loan materials**
- **Buy books only when requested**
- **Retrain as informationists, break the mold**
- **Become part of teams**
- **Strengthen information broker role**
- **Train others**





Taiga – Provocative Statements

- **Librarians will evolve or die**
- **Patron initiated collections**
- **Intersection of librarianship, information technology, instructional technology**
- **Unmediated service via technology**
- **Campus community centers**



More from Taiga

- Align with administrative not academic side
- Future directors not librarians

FOR 2011

- Public and technical services merged
- Reduce collection footprint 50%
- Information discovery begins at Google







Core Skills

- **Systems analysis**
- **Organization**
- **Information dissemination**
- **Resource allocation**
- **Strategy**





Roles?

E-science

Partners

Technology

EBM experts

Advisors

Filters

Project-oriented

Educators

User-focused selectors

CME

Imbedded informationists in disciplines

Scholarly communications

E-resources

Web 2.0

Influencing Google

Designers - systems, on-demand education

Leverage others' activities

Customize

Align with priorities

Easy access tools

Saving our clients time





My Library Mantra

My Old Mantra

We are more than our collections

Revised Mantra

**We are a collection of services,
not a collection of collections.**

» Megan von Isenburg





Predictions...

*I think there is a world market for
maybe five computers.*

*Thomas Watson,
chairman IBM*

*640 K ought to be enough for
anybody.*

*Bill Gates
CEO Microsoft*







The best way to predict the
future is to invent it.

» *Alan Kay*



Thank you!

