ROLE AND MISSION OF ACADEMIC LIBRARIES: PRESENT AND FUTURE

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We are Faced With Insurmountable Challenges
Goal

Infosphere rich in content and context, easy to use, ubiquitous and integrated, designed to become woven into the fabric of people’s lives

OCLC
Static Symbol
20th Century Librarianship

- Built collections of tangible materials
- Developed mediating systems of access and service
- Served all disciplines with similar tools
- Served all disciplines in generally the same ways on most campuses

(Main reading room)
ARL’s Three Strategic Directions

• Scholarly Communication
• Information and Public Policies
• Teaching, Learning and Research
CLIR’s New Themes

• The ‘place’ as library
• Scholarly communication
• Preservation and stewardship
• Leadership
Societal Trends

• “On-Demand” “Me-centered”

• Ubiquitous nature of Internet

• Less time spent in passive activity (TV) and more in interactive activity
  — Teens: gaming, IM, news reading

• Increasing access to full text documents
More Societal Trends

• Line between popular and scholarly works blurring
• Mass marketing → micromarketing
• New digital consumer compile, edit, customize, and control
Changes from Mass to Micro

- Keep up with crowd
- Receive info passively
- Big, ubiquitous brands
- One thing at a time
- Go to physical library

- Stand out from crowd
- Control and shape content
- Niche brands, product extensions
- Access library virtually

(Wireless Networks allow laptop use anywhere)
Customization

- Micromarketing
- Customizable desktops, toolbars, browsers
- Customized content:
  - Amazon’s “people who bought this also bought that”
  - Pushed to desktop

[Amazon.com Logo]
Today’s University Context

- Financial constraints
- Electronic and networking technology challenges
- New interdisciplinary collaborations
- Increasing dependence on Big Science grant funding and tech transfer
- Declining pool of international students
UIUC New Directions

- Human health and wellness
- Computing, information systems, and materials
- Societal problems
- Energy and sustainability
- Deepen understanding of world’s diverse cultures
Changes in Scholarly Communications

- Prices
- Access
- New Genres (Graphic Novels)
The War Years

Spring 1861 to Spring 1865

Search the Record of Events Database

About the Animated Theater Battle Map

Animated Theater E

Search the Record of Events Database
What Libraries Are

- Mostly place-based
- Separate organizations that support teaching, learning, research
What Libraries Will Be

• Commingled but distinctive, infused into University
• Collaborators in research, teaching
• Destinations both physically and virtually
• Entrepreneurs
  — Publishers (in narrow and broad senses)
  — Aggregators
Dynamic Images
Biotechnology Librarian: A Unique Position...

• Not affiliated with any UIUC library... yet involved in all UIUC libraries

• Small annual budget

• Collection focus is on electronic resources

• Focus is on user education and improving access to electronic resources
Women and Gender Studies: A New Service Model

- Virtual services model
- Redistribute women and gender resources among Library units containing related materials
- Librarian by appointment, accessible in Women’s Studies space, accessible evenings and weekends in large library used by undergraduates
Chemistry Library

- Larger space
- 60% materials removed
- Instruction space
- Study space
Global Studies Librarian

- Website
- Blog
- Planning

Center for Global Studies
A National Resource Center at the University of Illinois
History, Philosophy & Newspaper Library

- Consolidated collections and expertise to serve researchers engaged in historical scholarship
- Format non-specific
- Consolidated microforms
Learning Commons

Brings together library, technology, and other campus services in an environment that fosters informal, collaborative work and social interaction.
UIUC Library ToolBar

www.library.uiuc.edu/toolbar
WE HAVE MET THE ENEMY AND HE IS US.