

## **National Library Services Trends**

### **NLST - ERC1: Increasing Competency with Mobile Technology**

The use of mobile technology continues to grow. Approximately 45% of all American adults and 66% of all young adults now own a Smartphone. Nearly half of Smartphone owners said they used their phone to answer reference questions.<sup>1</sup> Tablet owners have jumped considerably, with 4% of the American population owning a tablet in September 2010, compared to 25% in August 2012.<sup>2</sup> 21% of American adults report that they have read an eBook in the past year, with the number of eReaders and tablets growing each year.<sup>3</sup> With the increase usage of mobile devices, patrons are turning to library staff for guidance on using the technology. A certain level of competence is now expected.

Although a significant portion of library patrons own eReaders and tablets, many are not aware that libraries lend eBooks. According to a June 2012 nationally-representative poll by the Pew Research Center's Internet & American Life Project, 47% of all those who read an eBook in the past year say they do not know if their library lends eBooks.<sup>4</sup> Public library staff members are crucial in promoting and assisting patrons with new e-lending services.

### **Implications for JCPL**

- Regular and thorough training could be offered to public service staff on using a variety of devices.
- JCPL should continue offering programs showcasing devices and how they work with the 3M Cloud.
- Library staff members must continue to market e-lending resources and consider online marketing strategies.

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<sup>1</sup> "Smartphone Ownership Update: September 2012" Pew Internet Study.

<http://www.pewinternet.org/Reports/2012/Smartphone-Update-Sept-2012.aspx>

<sup>2</sup> "25% of American Adults Own Tablet Computers" Pew Internet Study. October 4, 2012.

<http://www.pewinternet.org/Reports/2012/Tablet-Ownership-August-2012.aspx>

<sup>3</sup> "The Rise of e-Reading" Pew Internet Study. April 4, 2012

<http://libraries.pewinternet.org/2012/04/04/the-rise-of-e-reading/>

<sup>4</sup> "Libraries, Patrons, & eBooks" Pew Internet Study. June 22, 2012.

<http://www.pewinternet.org/Press-Releases/2012/Libraries-patrons-and-ebooks.aspx>

## **National Library Services Trends**

### **NLST – ERC2: Keeping Pace with Social Media**

Social media sites are one of the most popular categories on the Internet. In fact, Americans spend more time on social networks than on any other category of websites. And, the amount of time spent on these sites is increasing. The total time spent on social media sites clocked in at 121 billion minutes in July 2012, a 37% increase over the previous year. PC users spend approximately 20 percent of their online time in social networks, while mobile users are even more prolific at 30 percent.<sup>5</sup>

Social media sites are not static. New sites are created and become popular, while previously popular sites slowly disappear. Popular sites are updated frequently and can be difficult to navigate for some patrons. With constantly changing social media sites, public service staff members need to remain abreast with the changes in order to assist patrons. Additionally, social Media can be used as a marketing tool for libraries to communicate programs and events to patrons and non-users.

### **Implications for JCPL**

- Since social media is so popular, we can utilize this resource to reach not only our patrons but also draw in non-library users.
- Staff members need to be aware of emerging social media networks.
- Public service staff members need to be aware of how to use the social media networks to answer patron questions.
- Staff members should stay abreast of privacy issues pertaining to social media.

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<sup>5</sup> <http://searchenginewatch.com/article/2230668/Consumers-Spend-20-30-of-Time-Online-in-Social-Ad-Tolerance-Improving-Study>, December 10, 2012

## **National Library Services Trends**

### **NLST - ERC-3: Emerging Technologies Demand New Skill Sets**

Today's emerging technologies in turn generate new roles for librarians to fill, such as: Digital and Distance Education Services, Research Data Librarian, Research Environments Librarian, Web Developer, Information Research, Librarian Technician, Web Services Librarian, Web Developer, Web Application, and IT Network Support Specialist IV. To fill these roles new competencies are required

Fortunately also due to the same emerging technologies, training options have increased. Self-directed staff technology training as created by Quinney, K, et. al.<sup>6</sup>, keeping up using a plethora of online dedicated websites<sup>7</sup>, consortium partnerships such as Webjunction.org, or the massive open online courses (MOOC) such as Coursea, Udacity, eDx can be bundled and modified to fit individuals and organizations.

### **Implications for JCPL**

- To remain abreast with the emerging technologies, a continued commitment to invest in the proper staff training to meet patron expectations will be required.
- As stated in the article, "The goal of any training program is to increase work productivity – and as employees become more productive and efficient, they are happier and more excited about their jobs."<sup>8</sup>
- Library should support staff members acquiring new skills when appropriate and incorporate new skills into hiring for all departments.

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<sup>6</sup> Quinney, Kayla L.; Smith, Sara D.; Galbraith, Quinn. "Bridging the Gap: Self-Directed Staff Technology Training" *Information Technology & Libraries*. Dec2010, Vol. 29 Issue 4, p205-213.

<sup>7</sup> <http://www.idaholibraries.org/idlibrarian/index.php/idaho-librarian/article/view/1/38>

<sup>8</sup> 3 Quinney, Kayla L.; Smith, Sara D.; Galbraith, Quinn. "Bridging the Gap: Self-Directed Staff Technology Training" *Information Technology & Libraries*. Dec2010, Vol. 29 Issue 4, p205-213

## **National Library Services Trends**

### **NLST – ERC4: Understanding State Educational Standards**

In 2011, Indiana became a participant in the Common Core State Standards Initiative (CCSS), a joint effort being led by the National Governors Association Center for Best Practices and the Council of Chief State School Officers in partnership with Achieve, ACT and College Board. The goal of the CCSS is to establish a clear set of expectations for students nationwide and to ultimately ensure students graduate with the skills they need to succeed in college.<sup>9</sup> One of the key changes with the CCSS is the focus on informational texts. Fourth graders are expected to read 50% fiction and 50% non-fiction. By the time students are seniors in high school, they are required to read 70% informational texts.

As state standards change, public librarians have a duty to understand and answer questions about educational standards. As school library budgets get smaller, teachers and students will rely on the public library to provide a strong non-fiction collection to meet the requirements of the state standards. Additionally, public librarians can support the curriculum through programming and collaboration.

### **Implications for JCPL**

- JCPL should work with public schools and media specialists to understand CCSS and other state mandates as well as what we can do to support educational standards.
- Librarians must be aware of the best non-fiction materials, including award winners and materials on best-of lists.
- JCPL can support public schools by creating a strong up-to-date collection of non-fiction materials for children and teens, including access to databases.
- Librarians need training on state standard resources in order to best assist parents with questions.

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<sup>9</sup> "All Aboard! Implementing Common Core Offers School Librarians an Opportunity to Take the Lead", School Library Journal, April 2012  
[http://www.schoollibraryjournal.com/slj/printissue/currentissue/893928-427/all\\_aboard\\_implementing\\_common\\_core.html.csp](http://www.schoollibraryjournal.com/slj/printissue/currentissue/893928-427/all_aboard_implementing_common_core.html.csp)

- JCPL should look for opportunities to fill gaps in collection not emphasized in school standards.

## **National Library Services Trends**

### **NLST – ERC5: Growing Need for Advocacy Skills**

Former ALA president Roberta Stevens commented that today's libraries are confronted with a "perfect storm of escalating costs, shrinking financial resources, increased demands for service, and surging usage".<sup>10</sup> In order to justify library budgets, officials and the public must be convinced that libraries are essential and critical community services. Additionally, with the digital shift, there is a need to educate the public on how libraries can meet the needs of an increasingly technology-driven society. For all of these reasons, now is an important time for all library staff members to assume the role of library advocate.

Whether on the job or off, all library staff members have opportunities to build public understanding and support.<sup>11</sup> Library administration has a responsibility to coordinate an on-going library advocacy program to educate the community on library services. Many public libraries are considering creative solutions to tell their library story including:

- Seeking out speaking engagements with partners (schools, community organizations, hospitals).
- Hosting special events and promotions in the community featuring the library.
- Developing relationships with stakeholders in the community who would be interested in discussing the library.

### **Implications for JCPL**

- JCPL should consider developing a well-defined and consistent message and providing staff training on how to deliver the message.
- Public service staff members should be ready at all times to answer questions about the library honestly and enthusiastically.
- JCPL should continue to explore different channels to tell the library's story.

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<sup>10</sup> "Library Advocacy: One Message, One Voice" American Libraries, April 2011.

<http://americanlibrariesmagazine.org/features/04042011/library-advocacy-one-message-one-voice>

<sup>11</sup> "Library Advocate's Handbook" American Library Association

<http://www.ala.org/offices/sites/ala.org.offices/files/content/ola/2008lah.pdf>

- JCPL should continue to sponsor and support staff members' participation in community organizations.