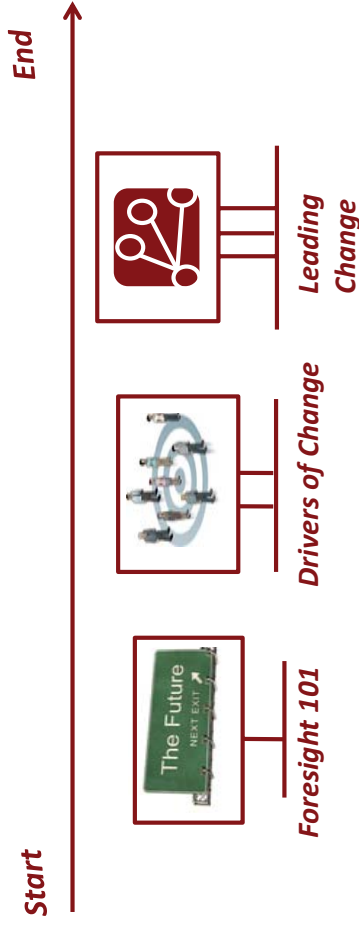




A 21st Century Roadmap for Libraries & Community Outcomes

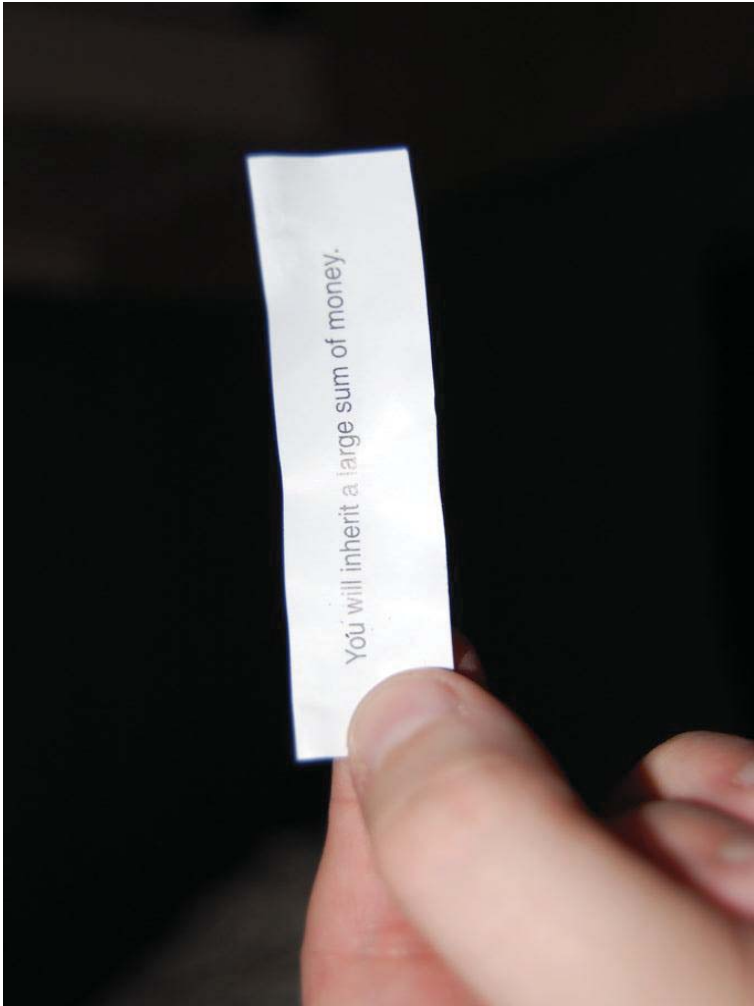


Designed by:
Garry Golden

Designed for:
LIBRARY JOURNAL
a reader's library publication
COLUMBUS METROPOLITAN LIBRARY

- Identifying & Anticipating Outcomes
- Expanding Role of Libraries
- Communicating Stories of Success



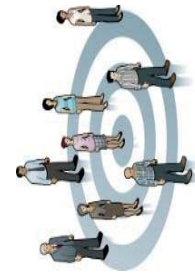


Fundamentals of Foresight

| Step One | Step Two | Step Three |
|---|---|---|
| Identifying & Monitoring Change | Exploring Implications | Communicating Change |
| <ul style="list-style-type: none">• Horizon Scanning• Issues Analysis• STEEP Categories<ul style="list-style-type: none"><u>S</u>ociety<u>T</u>echnology<u>E</u>conomics<u>E</u>nvironment<u>P</u>olitics | <ul style="list-style-type: none">• Forecasts• Scenarios | <ul style="list-style-type: none">• Visioning• Planning• Goals –<ul style="list-style-type: none">Objectives - ActionsMetrics / RoadmapsEvaluation• Iterative Planning |



Drivers of Change: Community Outcomes



Demographics

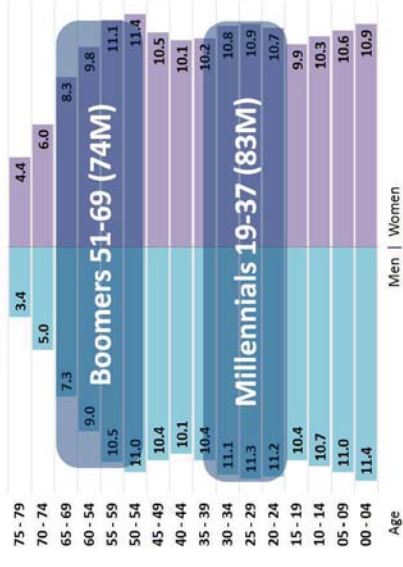
Personal Data

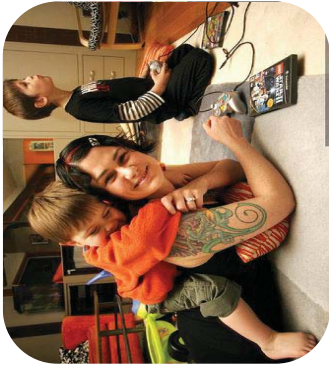
Community & “Third Place”

Learning & Behavior Change

Influence of Demographic Transitions

2015 Age Pyramid





Millennials As Parents

Rethinking Social-side of Institutions & Program Design

Design & Localization of Social Change

KICKSTARTER

Street Books: A Bicycle-Powered Library for People Outside

A Direct Media project in Portland, OR by Street Books [visit message](#)

PROJECT HOME [UPDATE](#) [BOOKS](#) [COMMENTS](#)



ABOUT THIS PROJECT

This project started with a grant from Portland's Regional Arts & Culture Council. All summer we lent books to people living outside, got to know them well, and had

157 BACKERS
\$5,345 PLEDGED OF \$4,000 GOAL
0 SECONDS TO GO

FUNDING SUCCESSFUL
This project successfully raised its funding goal on October 17.

PLEDGE \$1 OR MORE
10 BACKERS
Estimated Delivery: Oct 2011

PLEDGE \$5 OR MORE
10 BACKERS

Breaking Things Down to Community Level

THE UNDERGROUND LIBRARY

A Fiction project in New York, NY by The Underground Librarians · [Send message](#)

[PROJECT HOME](#)

[UPDATES](#) 4

[BACKERS](#) 22

[COMMENTS](#) 3



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56

BACKERS

\$3,163

PLEGGED OF \$3,000 GOAL

0

SECONDS TO GO

FUNDING SUCCESSFUL

This project successfully raised its funding goal on September 11, 2015.

PLEGGE \$5 OR MORE

7 BACKERS

SECRET ADMIRER: You'll get invitations to our parties, book launches and readings screenings

PLEGGE \$20 OR MORE

The Uni: Institution in a Box

The Uni: a portable, open-air reading room for public space

A Fiction project in New York, NY by The Uni Project · [Send message](#)



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239

BACKERS

\$20,822

PLEGGED OF \$50,000 GOAL

0

SECONDS TO GO

FUNDING SUCCESSFUL

This project successfully raised its funding goal on August 10, 2015.

PLEGGE \$5 OR MORE

10 BACKERS

Contributor: Your name on the Uni will be small, visible to all Uni public programs, and the knowledge of your contribution will be available to all Uni members. You can't pick up anywhere at the Uni.



Embracing Design & Innovation

THE UNDERGROUND LIBRARY

A Fiction project in New York, NY by The Underground Librarians · [Send message](#)

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56

BACKERS

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7 BACKERS

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PLEGGE \$20 OR MORE

Giving Groups Visibility

The Underground Library aims to showcase the vast network of volunteers who are...

Aging Baby Boomers: Focus on Outcomes



How might Millennials redefine the social side institutions and social outcomes within communities?



**Crowd-source
Votes**



**Collaborative
Voices**



Innovative

**Elegant
Design**

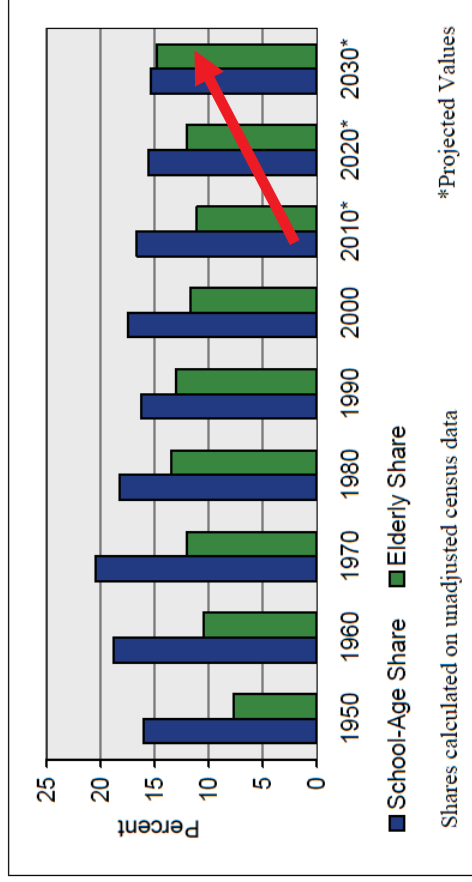


**Health Spectrum
Mind-Body**

**Workplace
Skill sets & Mindsets**

Leading Indicators: Demand for Lifelong Learning

Share of School-Age and Elderly Population, New York City, 1950-2030



Sources: Unadjusted decennial census data, DCP Population Projections

How might libraries respond to health and work trends converging towards lifelong learning?



Aging Boomers
World's Largest Student Body?

Image Identifying & Anticipating Outcomes

How do we empower cultural changes that seek-out and address community challenges?

Image Library Roles (Place, Symbol & Resource)

How do we become platforms for communities to drive towards new outcomes?

Image Communicating Stories of Success

How do we participate in telling stories – and making sure they are heard locally and globally?

Drivers of Change: Community Outcomes



Demographics



Personal Data



Community & "Third Place"

Learning & Behavior Change

Community Outcomes for the 'Learner Era'?



Era of Apprenticeship

Era of Institution

Era of Learner



Disruptions of Books & Industrial Work

Disruptions of Web & Knowledge Economy





Flip the Learning Experience



OWN

Oprah's
Lifeclass

Get the chance for you and a friend to be Oprah's first students and learn from her in-person!

Reserve your spot in the class and be entered for a chance for you and a friend to be the first students to meet with Oprah on OCU on October 15 and MEET OPRAH!

First million students get a new copy of Oprah's class journal!



Book Quiz

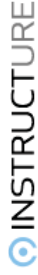
Lifelong Learning
Media Empire

Startups
& Learning Apps



Outcomes & Continuity?

Library Role in Changing Behavior?



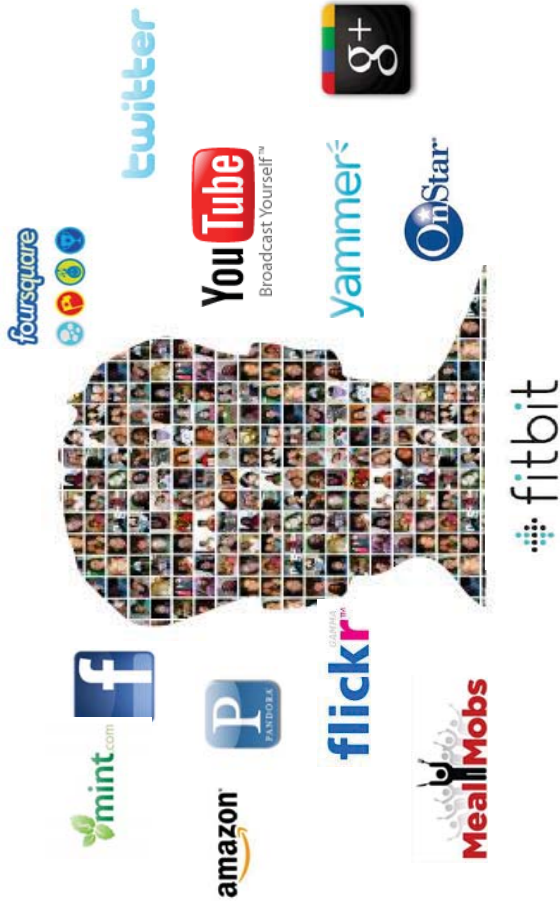
Web as Platform for Self-Tracking & Learning



OpenBadges
Get public recognition for your skills and achievements



Data-based Behavior Change



Prescriptive
What should happen..!

Predictive
What might happen..

Descriptive
What happened..



Community Outcomes & Data Factories

Community Outcomes & Prescriptive Data

What can Libraries Learn from
Weight Watchers on Designing
Experiences to Improve
Community Outcomes?



'Gaming' Design Principles:

- Rules & Rewards
- Challenges & Goals
- Badges & Recognition (Stages of Mastery)
- Reputation Management
- Teamwork & Strategy



Outcomes Goal: Novice to Master Level Skills

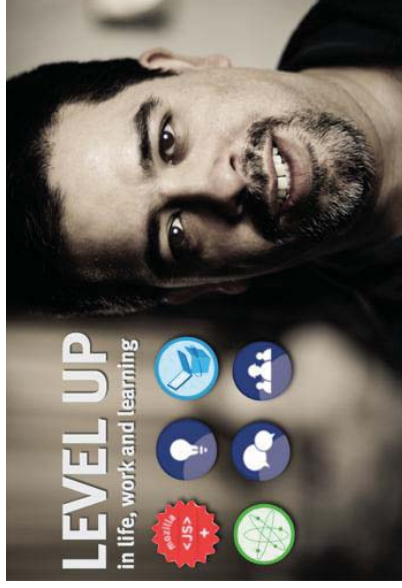
Micro-Experiences
Make the Plant (Vine) 'Grow'



mozilla

OpenBadges

Get public recognition for your skills and achievements



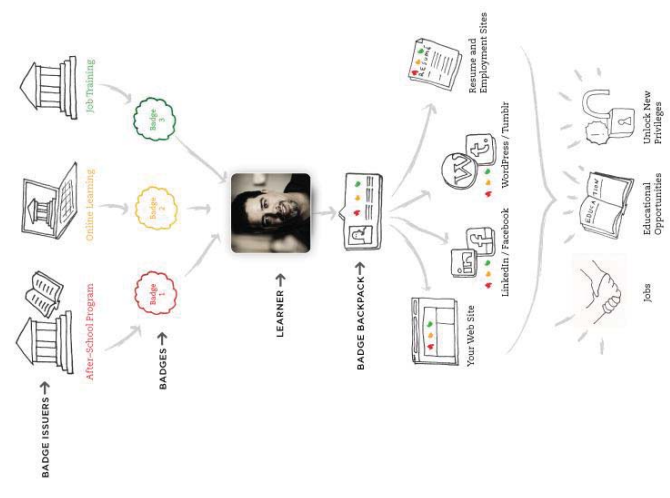
Mozilla's Open Badges infrastructure makes it easy to issue, display and manage badges across the web -- opening new ways to show your skills and achievements to the world.

Open Badges is a project of Mozilla with support from the MacArthur Foundation.





badges = visual representations of a skill or achievement



How might we combine trends in behavior change & experience design into broader community outcomes?



Rethinking Library Card

- Is it connected to the right community outcomes?
- Does it reflect change & growth?
- Is it an 'open' ecosystem card?
- Does it tell a story?

Drivers of Change: Community Outcomes



Demographics



Personal Data

Learning & Behavior Change



Community & "Third Place"

Continuity based on Community Places

Location-based Community Experiences



Lobbies
Pop-up-Architecture
Transit-Stations
Alleys
streets

Hospitals
cafes
Pedestrian-malls
bookstores
Nature-Trails
Co-Working-Spaces
Libraries
parks
Restaurants

Continuity of Library Experiences
Beyond the Institution



Cultural Experiences & Transformation of Place

...lecture at library

...flash theater mob
in 15 minutes

...passed my exam today!

...roses are blooming!

... World Music concert
Friday night

...join me.. photographing city

Third Place Experiences



Secret Cinema



Delivering the Unexpected



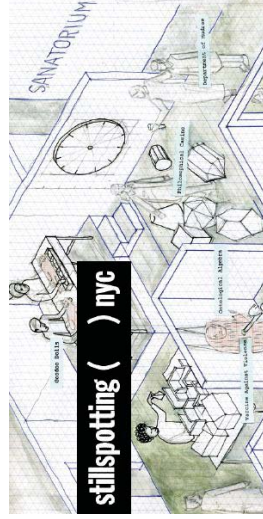
Combining Function

[Co-Working / After-School]



Transforming Familiar Places

'Canvas' Venues Enabling a Cultural Commons



GUGGENHEIM
MUSEUM OF MODERN ART

OPENFIELD

Open Field Tool Shed

The Tool Shed is stocked with supplies for maintaining the field for the growing of herbs, including soil, lawn care, maintenance, and safety equipment. We also have a variety of tools for your garden, including a new rake, a portable radio, a deck of cards, and a blanket to stretch out on. Everything is free for check out.

Tool Shed Hours September 8-October 2:
Thursday, 4:45 pm-8 pm; Friday-Sunday, 11 am-6 pm

The Tool Shed is closed during inclement weather.
Stay tuned for developments in next year's Open Field at bit.ly/facebook2008.

Walker Art Center's

CONTEMPORARY ARTS CENTER FaireyTrek



"We're excited about this opportunity for our neighbors to have fun and engage with the CAC, and with contemporary art, in a very new way," explains CAC Director Raphaela Platow. "We constantly strive to find new ways to bring the community together around art, and there has been a great outpouring of support for that. The Shepard Fairey opening in February was one of the most well-attended in CAC history and museum attendance has followed suit."

How do design outcomes-
focused satellite extensions &
make home institutions
destinations?

Example

Still developing final tie-in questions

Image

Identifying & Anticipating Outcomes

How might libraries fit into community culture
shaped by Millennial & Boomer-driven transitions?

Image

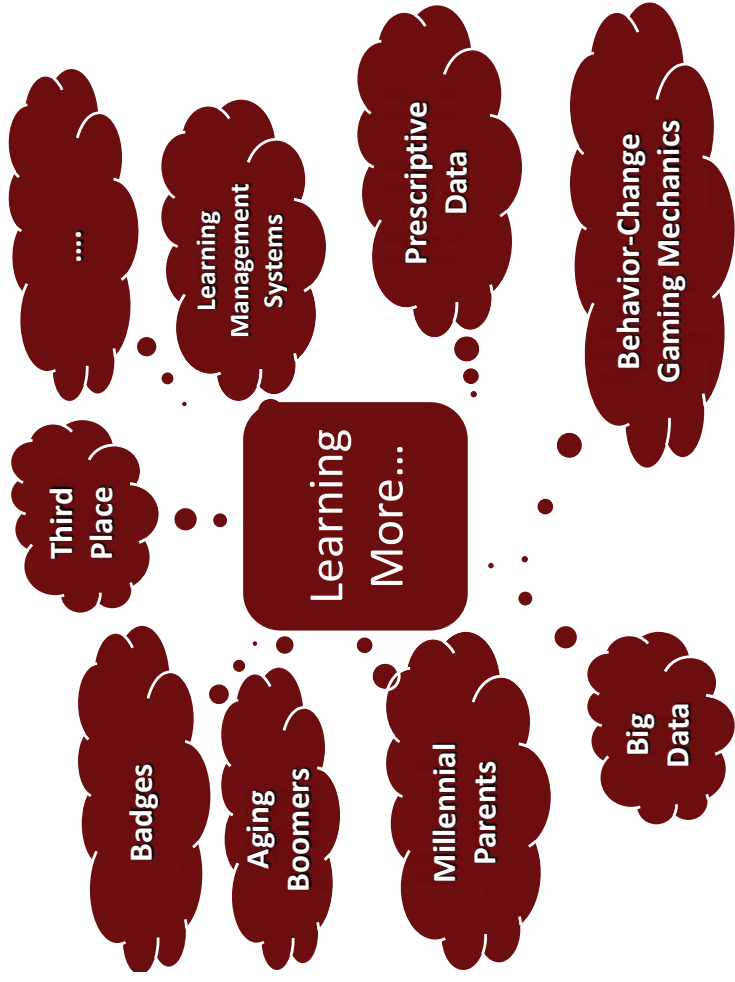
Expanding Roles of Library

What new roles might libraries embrace to
transform relationship within communities &
improve outcomes?

Image

Communicating Stories of Success

How do libraries capture & communicate
stories of community outcomes?



Follow Passionate People

Learn from smart people who are informed and passionate about topics that are directly and indirectly relevant to the future of library experiences and outcomes focused projects

Curating list

Demystify Buzz Words & Monitor Startups

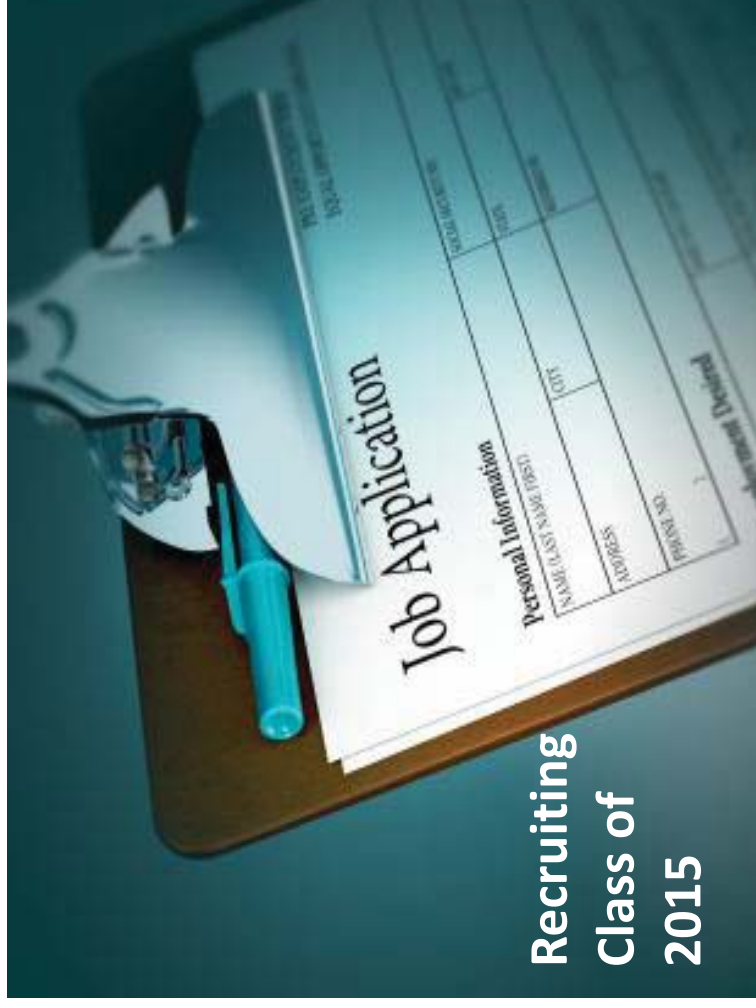
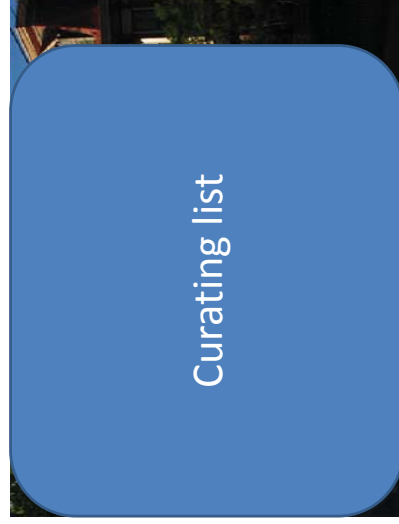
Demystify the Future. Learn more about leading edge ideas by following the rise of startups and buzz concepts being promoted by industry thinkers

Buzz Concept:

- *Augmented Reality*
- *Gaming Mechanics*
- *Quantified Self*
- *Crowd-sourcing*

Startups to Watch

- *Kahn Academy*
- *Instructure/Canvas*
- *Svngr (Scavenger)*



Recruiting Class of 2015

Garry Golden

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347-463-7412

