



International Federation of
Library Associations and Institutions

Challenge and Change:

Next Steps for Libraries of the 21st Century

by

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The Changing Nature of Power:

Access to Digitized Information Democratized

Power Diffusion and Shifts



The Challenges:

Trends in Technology

Next 12 months: E-books/Cell/Mobiles

2-3 years out: Augmented Reality

4-5 years out: Learning Analytics



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The Challenges:

User Perception

Libraries offer great value to the community

Libraries still evoke books



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The Challenges:

User Perception

Libraries versus search engines

Faster and easier trumps trustworthy and accurate



The Solutions:

Time to review our options

- **Question our assumptions**
- **Review our outreach strategies**
- **Be seen to provide a useful range of services**
- **Be better marketers of our own brand**



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Libraries - A Force for Change

Inclusion
Transformation
Innovation
Convergence



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Our Collective Challenge

Putting Principles Into Practice