Embracing Change at the University of Michigan

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Digital Generations

- Digital Immigrants - *most of us*
  - Born before computer revolution

- Digital Natives - *typical student*
  - Born into the digital age

What’s happening now?
New Generational Divide
Among the Natives

- **Grad Students** -
  - technically adept and intuitive
  - typically use email
  - augment desk computer with mobile technology

- **Undergrads** -
  - technically fluent, highly mobile - cell phones, iPods
  - IM / SMS communicating
  - disconcerting ability to multitask

- **High School Students** -
  - *Unknown* but they are the next generation of college students.
Changing Collections

- **10 Years Ago** -
  - Only a handful of journals were available electronically

- **Now**
  - Better than 80% of science and engineering literature is online
  - Arts about 30%, humanities somewhat more
Digital Collections

- U-M one of the leading digital libraries
  - Digitize ~5,000 volumes annually
  - Take 1600 years to digitize our collection.

- Michigan Digitization Project
  - Partnership with Google
  - 7M vols. digitized in 5 years

- Revolutionary change, transformative for academic libraries & the academy
more on Collections

- **DEEP BLUE**
  - Institutional Repository
  - Comprehensive collection of all U-M intellectual output.
  - In combination with other IR efforts has the potential to change access to scholarly work.
more on Collections

- Scholarly Publishing Office
  - Facilitation of “born digital” faculty publications
    - Center for Japanese Studies Publications
    - International Computer Music Conference Proceedings
    - Journal of the International Institute
    - Medieval Review

The Medieval Review

The Journal of the International Institute
New Collections

- Graphic Novels
- Artists’ Books
- Other ephemera...
- unusual things that were not typically collected previously
- Expanded role for Special Collections
New Media

- **Music**
  - Subscription access to large sound files
  - Streaming services

- **Images**
  - Digital conversion of library slide collections
  - Networked access across local collections
New Media

- Video
  - Shoah Visual History Archive
  - Research Channel
  - Cflix / Clabs

- Arts Videography
  - Documenting U-M arts scene
  - Podcasting to campus
Adaptations

- How do libraries keep up?
- Increasingly more flexible, adaptable
  - AskUs - email reference
  - AskUsNow - real time web chat reference
  - AskUs[Right]Now - IM reference pilot
- Willingness to admit we don’t know all of our user’s needs; do regular assessment.
- Willingness to experiment, to learn.
New Services

- SPO reprints available on Amazon
- Health Science librarians reformatting local data for PDA access
- Hosting blog service for campus
- More personalized services
New Collaborations

- U-M’s home grown Course Management System
- Mellon grant to explore library applications within CMS

- Greater integration with other campus systems
- Interdependence between IT and library organizations becoming more obvious
Library as Place

- More important than ever!
- Information Commons already transitioning into Learning Commons
- Mass digitization eventually takes pressure off need for shelf space…
- frees up space for student learning environments - collaboration spaces.
New Roles for Librarians

- Field Librarians
- Expanded Instructional Role
  - Workshops
  - One-on-one
  - Teaching in the curriculum
  - Learning Environments - *physical & virtual*
- Expanded Roles for Archivists and Special Librarians
New Roles for Librarians

- Licensing
- Negotiating
- Rights Management
- Online Scanning
- Technical Troubleshooters
- Development & deployment of tools

- Web Designers
- Information Architects
- Programmers
- Usability Testers
- Assessment Specialists
- Partner with faculty
Changing Library Roles

- Libraries as Consumers
- Libraries as Intermediaries and Aggregators
- Libraries as Publishers
- Libraries as Educators
- Libraries as R&D Organizations
- Libraries as Entrepreneurs
- Libraries as Policy Advocates

- Jim Neal, address at University of Michigan Feb. 2006
Summary

- Technology and mass digitization are changing the way we think about collections, services & facilities.

- Library is looking beyond its walls to how it might better support the business of the academy.

- The library is increasingly becoming a producer of information, not just a collector.
Summary

- Library is seeing itself as a proactive partner with faculty...

- and as a facilitator of the learning process for students in a fast moving technological environment.
“The world hates change, yet it is the only thing that has brought progress.”

Charles Kettering
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