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
The Challenges:

User Perception

Libraries offer great value to the community

Libraries still evoke books
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
Libraries - A Force for Change

Inclusion
Transformation
Innovation
Convergence
Our Collective Challenge

Putting Principles Into Practice