

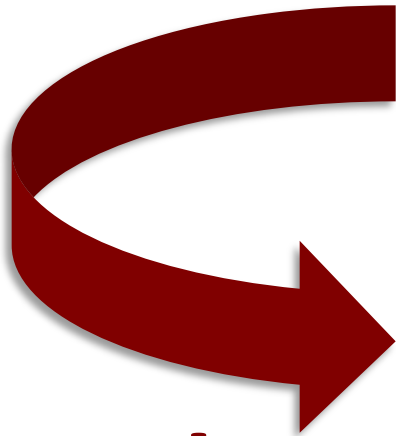
Project Compass
A 21st Century Roadmap
for the Future of Libraries



Design by:
Garry Golden
Forward Elements, Inc

PDF Copy: www.garrygolden.net/OCLC2012

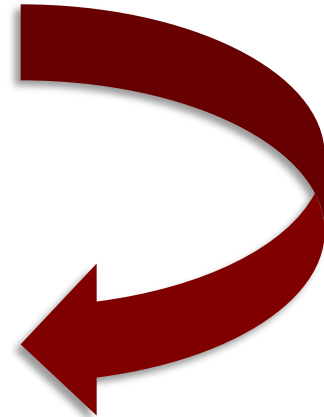
Outside



In



Future



Present

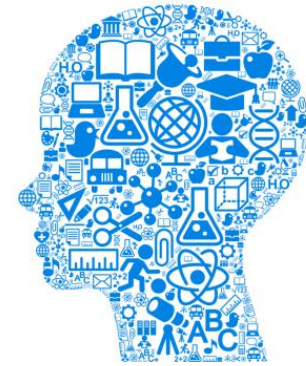
Foresight: The Front End of Innovation



**Rethinking &
Retooling *Local***

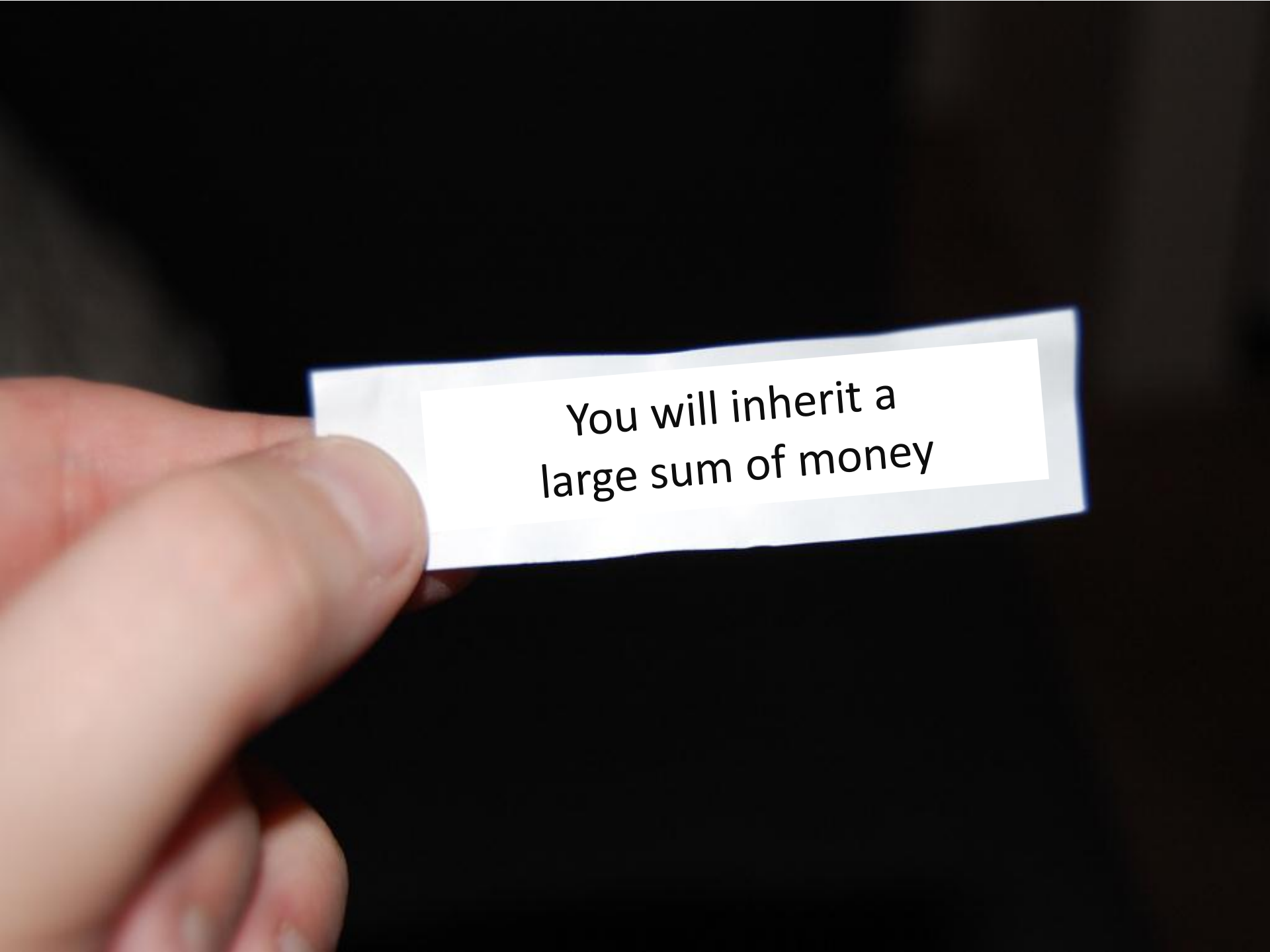


**Community &
“Third Place”**



**Evolution of
Digital Literacy**



A close-up photograph of a person's hand holding a small, white, rectangular slip of paper. The paper is held between the thumb and index finger, with the rest of the hand visible in the lower-left corner. The background is a solid, dark color, likely black. The text on the paper is printed in a clean, black, sans-serif font. The paper is slightly tilted, and there is a soft shadow cast by the hand and paper against the dark background.

You will inherit a
large sum of money

IF YOU HIT THIS SIGN
YOU WILL HIT THAT BRIDGE





WAIT FOR IT

.....Wait for it.....



WHAT WE DO NOT UNDERSTAND IS WHERE THE ANSWERS ARE

Every day I make an effort to go toward what I don't understand.

Yo-Yo Ma

Fundamentals of Foresight

Step One

Identifying & Monitoring Change

- Horizon Scanning
- Issues Analysis
- STEEP Categories

Society

Technology

Economics

Environment

Politics

Step Two

Exploring Implications

- Forecasts
- Scenarios

Step Three

Communicating Change

- Visioning
- Goals & Roadmaps—
Objectives - Actions
- Metrics / Evaluation
- Iterative Planning

Talent
Strategy

Job Application

Personal Information

NAME (LAST NAME FIRST)

ADDRESS

PHONE NO.

CITY

SOCIAL SECURITY NO.

STATE

Employment Desired

Hiring, Retention & Training of Library Talent

**Ability to Apply
Broad Skill sets/ Knowledge**

Depth of Subject Expertise

Entrepreneurs

- Ability to Anticipate & Adapt to Change (Seek Alternatives)

Managers

- Ability to Assess & Measure
- Leverage Diversity of People & Tools

Leaders

- Ability to Communicate the Need for Change (Visioning / Storytelling)



In the News

The visionary entrepreneur has leaked plans in a recent *Esquire* interview on – what the magazine is calling - *Galactic Inner Space*.

Branson expects to release more details by end of the year. But suggests the venture will focus on developing a urban/suburban retreat centers aimed at growing market of people seeking to unplug and turn inward.

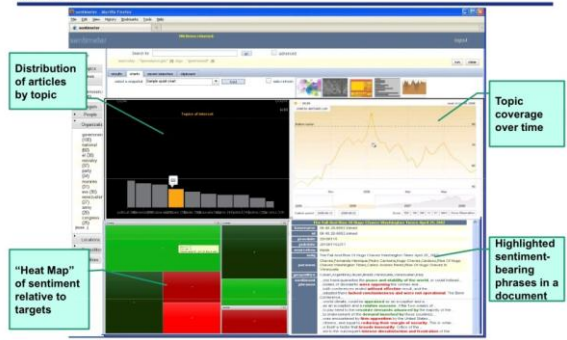


False

Google Ventures – the company's internal venture capital group recently invested in a startup called: **Smarterer** which validates digital, social, and technical skills, using crowd-sourced test design and an adaptive scoring algorithm similar to the one used to rank chess masters.



True



The US Air Force is exploring development of a *Social Radar* which would aggregate sensor and sentiment data from Facebook/Twitter, political polls, drones, relief worker reports, retail sales, and infectious disease alerts to identify potential *tipping points* in social behavior change.



True

Amazon.com recently acquired a robotics company capable of transforming the logistics & fulfillment industry.

Kiva Systems is a warehouse automation company that uses robotic retrieving agents to assist human fulfillment stations that handle final packaging.



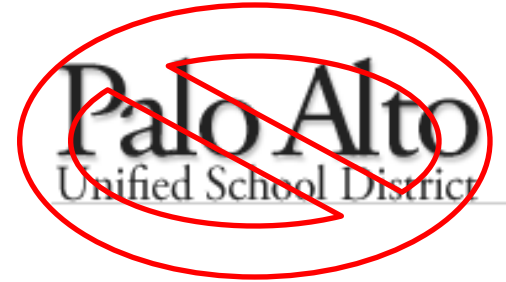

KIVA Systems



True

Leaders across the Palo Alto community have rallied around Plan B after failing to pass legislation that would allow students to take programming languages as a substitute to the foreign language requirement.

The Foundation has now partnered with education startup *Code Academy* to develop the nation's leading K-12 *coder* language curriculum. The courses will be administered through the local library system.



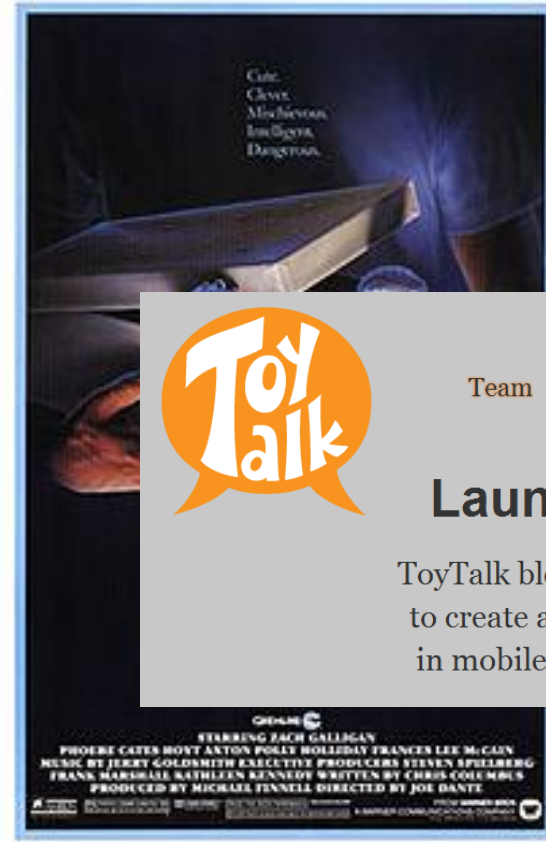
False

Former leading employees from Pixar and SRI (Creators of Apple's Siri personal assistant) have formed ToyTalk™.

The vision of the company is to build web-connected toys using character-driven artificial intelligence programs.

The vision: Lovability, connectivity and sufficiently intelligent interactivity that scales for all children.

True



[Team](#) [Jobs](#) [Contact](#)

Launching soon!

ToyTalk blends art and technology to create a whole new experience in mobile family entertainment.

Sixth Sense™ is a wearable, gestural interface that projects digital layers onto physical objects and surfaces. Its MIT developers recently made the platform's hardware and software components *open source* to encourage third party developers.

Under the new direction of Nina Simone the Santa Cruz Museum of Art and History has announced a program to apply Sixth Sense to its 2013 exhibits – providing patrons with a chance to project information onto selected museum objects and wall spaces.



MAH

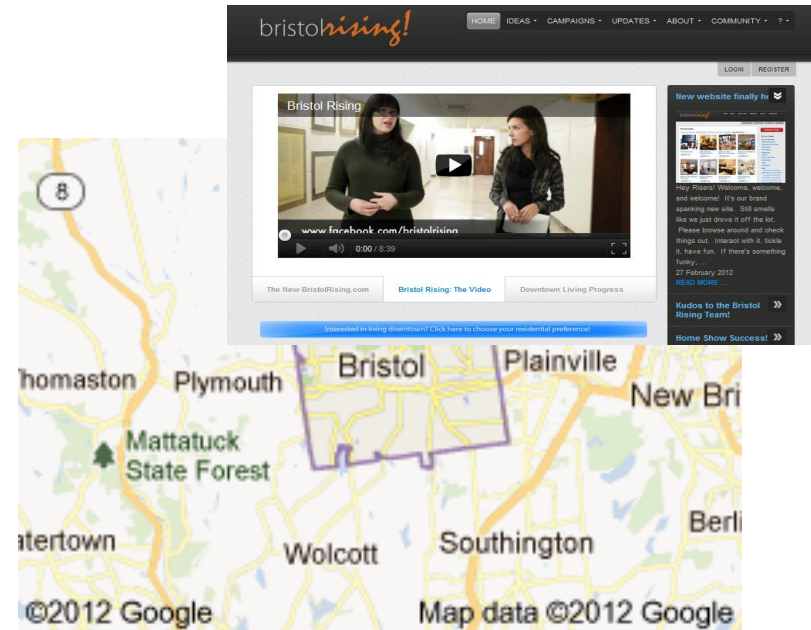


False

In Bristol, Connecticut, a thousand people – self identified as *Risers* - are *crowdsourcing* a new 17-acre downtown for their city of 61,000 people. The collaborative project is being led by Long Island based developer *Renaissance*.

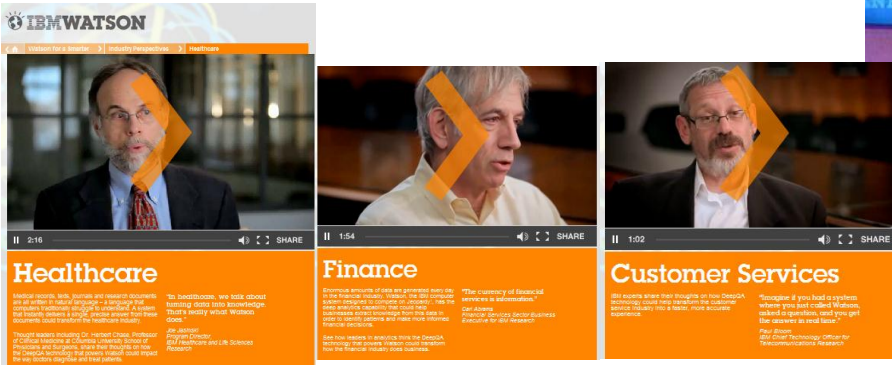
Crowdsourced placemaking advocates believe *amateurs* might soon be able to reach the same quality of work as professional firms- which in turn might evolve as new partners with communities.

True



After beating two reigning Jeopardy! champions in the Spring of 2011, IBM Watson is now gearing up for prime-time at work!

IBM has announced a roadmap to bring Watson to work – focusing on healthcare, financial services and customer service.



True

Foresight: The Front End of Innovation



**Rethinking &
Retooling *Local***



**Community &
“Third Place”**



**Evolution of
Digital Literacy**



What role do libraries play in helping to strengthen the position of local communities to be more resilient and globally connected?



8 AV

ONE WAY



YA YOGA

GROCER



1950s-1990
West to West Economy
= National Independence

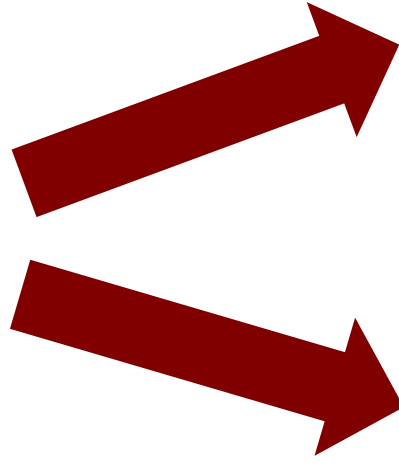
1990s-2000s
East to West
= Low Cost Outsourcing

Beyond 2015
South to South Economy
= Global Interdependence

Critical Thinking & Problem Solving	Social & Cross-cultural Skills
Communication & Collaboration	Creative Thinking & Innovation
Technology Literacy, Media Literacy	Productivity & Accountability
Flexibility & Adaptability	Teamwork
Global Awareness	

Why 35% -Critical Skill set/Mindset?

How do we reframe 'global awareness' as the Foundation of 21st Century Skill sets?



Relevance to
Emerging Industries

Output to Outcomes
focused Storytelling

What role do libraries play
in rethinking & retooling *local*?

Global Logistics & Supply Chains

Fulfillment & Warehouse Services



- **Local ‘Last Mile’ Providers
(Transparency & Accountability)
Example: Diapers.com**
- **Physical Training
(Health for repetitive tasks)**
- **Empowering Local Business
Reinventing Local Value Chain)
Food Chain Examples**

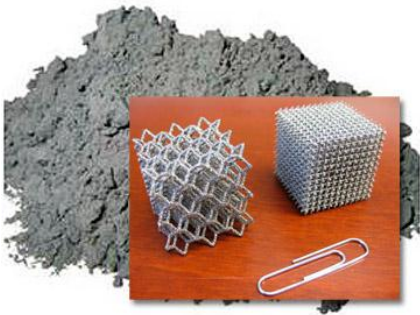
Lessons to Learn: Localization of Food Systems



FOOD SYSTEM INFRASTRUCTURE:

MICHIGAN GOOD FOOD
WORK GROUP REPORT SERIES

Advanced Manufacturing **Bio & Additive Industries**



- **Access to Natural Resources
(e.g. Shale Gas; Bio Materials)**
- **Trade Infrastructure
(Inland Ports; Rail/Truck)**
- **Training Technicians
/ 'Maker' Culture
(Engineering/Design Software)**

Fort Wayne Regional Maker Faire®



A Public Art & Technology Laboratory
Interconnecting Imagination, Technology and Community

MADE IN A LIBRARY

a free online innovation symposium

May 15, 2012 • 1-3 pm (ET)

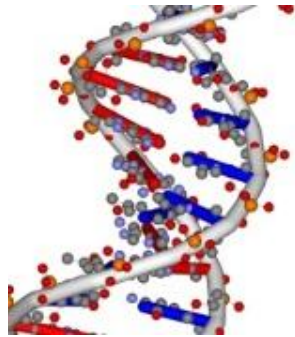
What happens when you take a place that has traditionally been about learning and transform it into a place of doing and making? Find out, when we look at how librarians, teachers, students, faculty and communities are turning their focus to creation—whether providing digital tools for game makers, programmers, musicians and authors, or makerspaces for 3-D printing and other “real-life” projects.

Join moderator Jason Griffey from the University of Tennessee at Chattanooga; Sue Considine and Lauren Britton, who started the Fayetteville (New York) Free Library's FFL FabLab makerspace; and Joseph Sanchez, currently at the University of Colorado Denver, who incorporated a variety of “doing” spaces into the Red Rocks Community College Library—saving it from closure in the process.

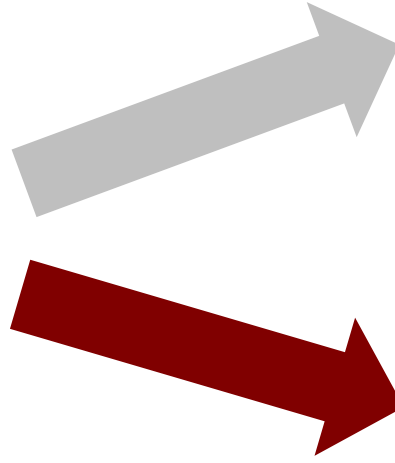
REGISTER TODAY



Healthcare & Wellness Industry



- **Niches within Global Healthcare Value Chain**
- **Workforce Training: (Consumer Grade Devices)**
- **Mobile Workforce to Support Non-Institutional Care**



Relevance to
Emerging Industries

Output to Outcomes
focused Storytelling

What role do libraries play
in rethinking & retooling *local*?

Open Data , *Civicware* & Outcomes Awareness

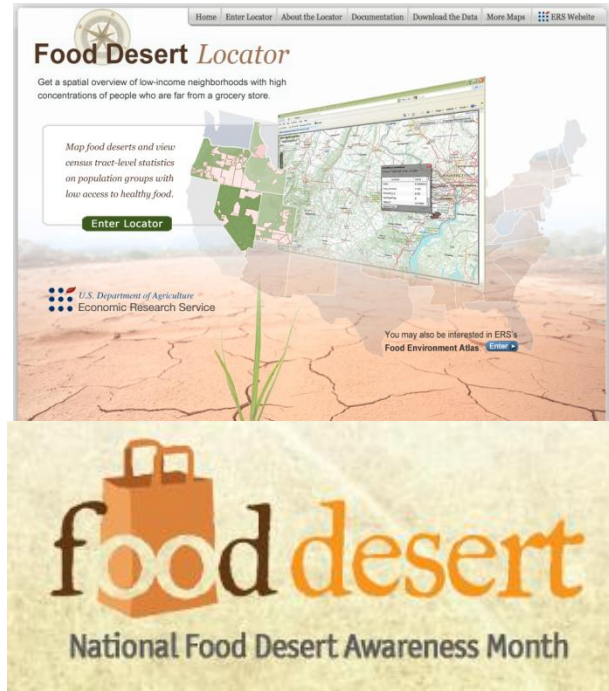
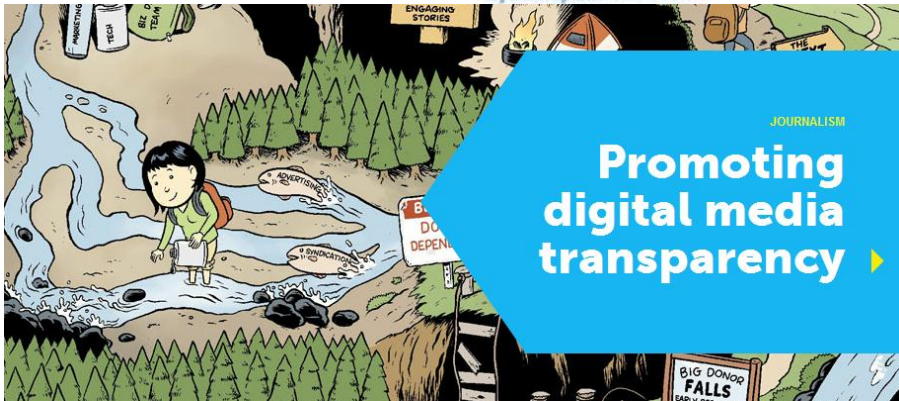


Nation of Neighbors

Online Neighborhood Watch and Reporting

Free tools for citizens, community groups, local government and law enforcement professionals. [Learn More...](#)





How do libraries help to shift storytelling from outputs to outcomes across workforce related issues?

Foresight: The Front End of Innovation



Rethinking &
Retooling *Local*

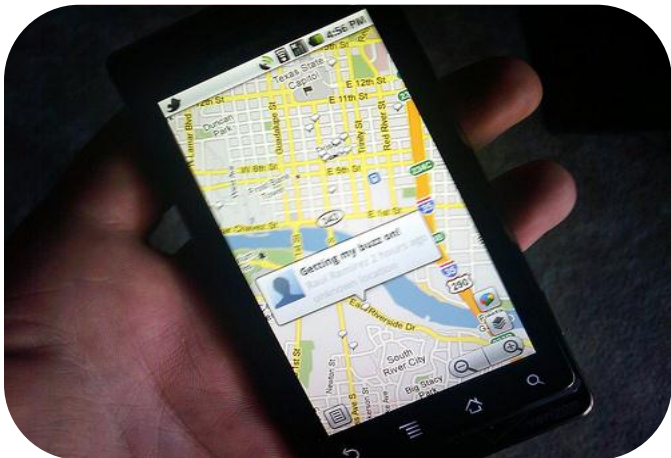


**Community &
“Third Place”**



**Evolution of
Digital Literacy**

Place-based Experience Design



Not Work (School), Not Home
'Third Place'

'Third Place' Experiences



Secret Cinema



Delivering the Unexpected



Transforming Familiar Places

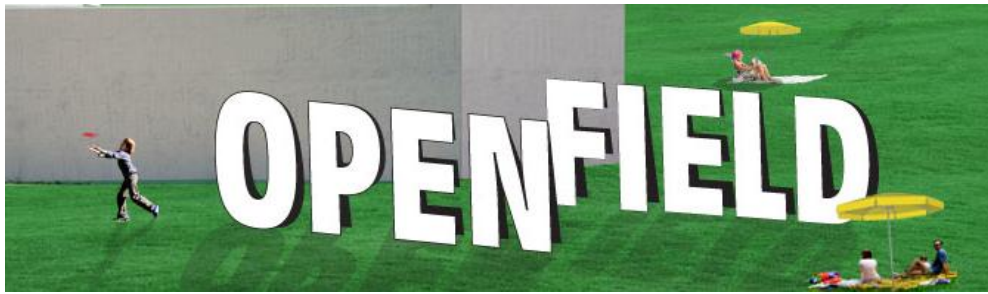


**Combining Function
[Co-Working / After-School]**

Mainstreaming of Co-Working



How do communities leverage the positive collaborative and 'open' workplace aspects of co-working?



What is Open Field?

Open Field is a project of the Walker Art Center that invites the public to help transform our big, green backyard into a cultural commons. Join us this summer to partake in or create an array of activities that bring together relaxation, recreation, and exploration.

[Read More >](#)

Open Field Blog

Red76's Floating Academy final report
Sarah Peters, September 13

A Lively Discussion on the Field about What Makes Something Art Courtney Gerber, September 10

Views from the Open Field: 10 Highlights from the Summer Chloe Nelson, September 1

Lessons Learned 3: Chris Kennedy Amara Antilla, August 31

Interview with Auctioneer, Glen Fladeboe Ashley, August 31

Get your bids ready, the auction's coming to town and here's some swell stuff!
Ashley, August 27

Come one, come all, to the auction on Sept. 4th! Ashley, August 25

Open Field Weather



57.0 °F

A Few Clouds

Last Updated on Sep 28 2010,
8:53 am CDT

Public Events Submitted



140 Events

[Add your own events >](#)

Open Field Tweets



1 Tweets

twitter.com

Recent tweets tagged #openfield.

Open Field Check-ins



87 Checkins

Here now: 0

How many people have checked in from Open Field.

Open Field Tool Shed



The Open Field Tool Shed

The Tool Shed is stocked with supplies for entertaining the kids (or the young at heart), chilling out with friends, sparking creativity, or simple, unadulterated relaxation. Find yourself a sketch pad, a new read, a portable radio, a deck of cards, and a blanket to stretch out on. Everything is free for check out.

Tool Shed Hours September 9–October 2:

Thursday, 4:45 pm–8 pm; Friday–Sunday, 11 am–5 pm

The Tool Shed is closed during inclement weather.

Stay tuned for developments in next year's Open Field [at the Facebook page.](#)



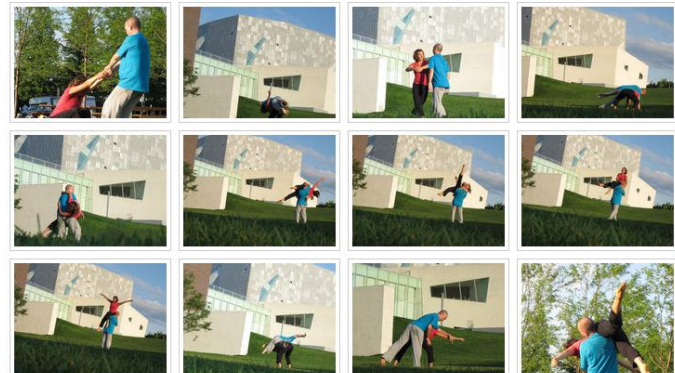
Photo by mhradio



Photo by anshu_si

Contact Improv Jam, June 30th

By Walker Open Field - View Photos



The Civic Side of Hacking

HACK NY

**REINVENT NYC.GOV, NEW YORK CITY
GOVERNMENT'S FIRST HACKATHON**

NYC gov hosts first hackathon



21st Century Roadmap

Placed-based Experience

- Integrating *Third Place* Qualities
- Talent: Staff & Partnerships
- Resetting Cultural Expectations
- Exploring Role of 'Pop-up' Satellites within other Third Places



Foresight: The Front End of Innovation



Rethinking &
Retooling *Local*



Community &
“Third Place”



**Evolution of
Digital Literacy**



How might we rethink the nature of work around the convergence of trends in digital technologies, lifelong learning and behavior change?

Evolution of Digital Literacy: *Advanced User Culture*:

©Cartoonbank.com



"On the Internet, nobody knows you're a dog."

Anonymous Web to a more
1998

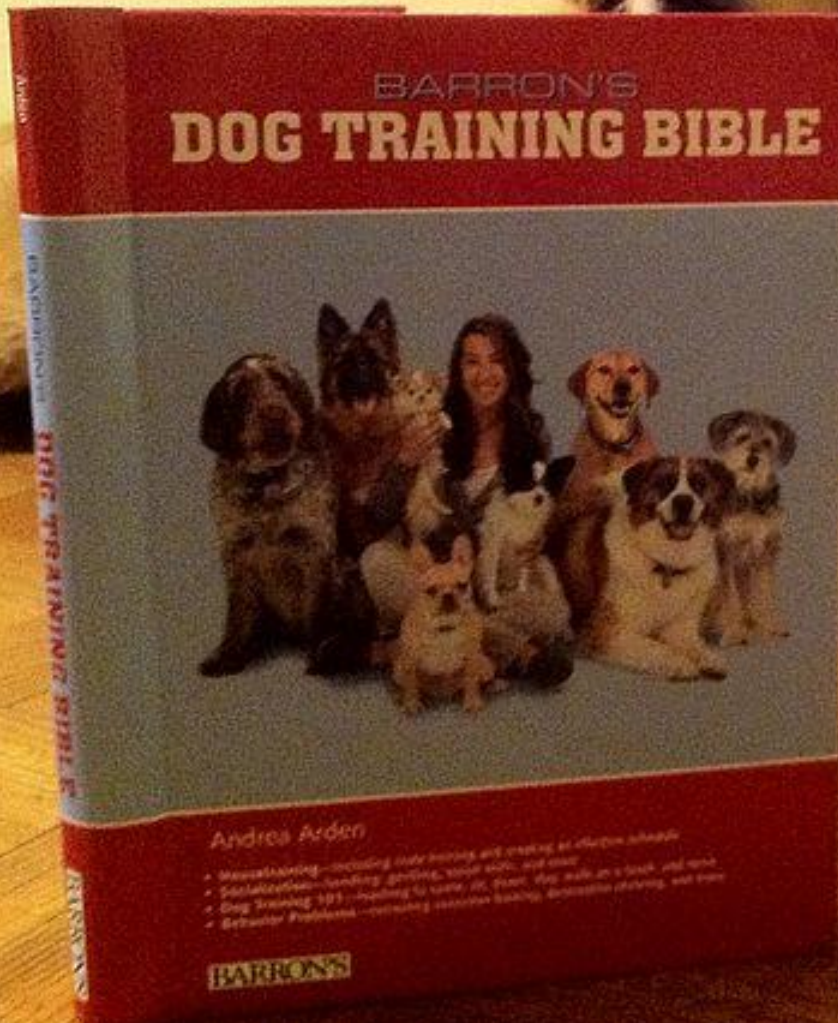
*"On Facebook, 273 people know I'm a dog.
The rest can only see my limited profile."*



© creative commons

Social Web
2008

Now everyone knows I'm working on some personal growth issues





Era of
Apprenticeship



Era of
Institution



Era of
Learner



**Disruptions of
Books & Industrial Work**



**Disruptions of
Web & Knowledge Economy**





Flip the
Learning Experience

Digital Literacy: Bringing Lifelong Learning Outcomes onto the Web



Oprah's
Lifeclass

OWN
OPRAH WINFREY NETWORK

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 win tickets to O YOU! on October 15 and MEET OPRAH!*

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

ShowMe

moodle

Easel

INSTRUCTURE

KNEWTON



Blackboard

SKILLSHARE

2tor

Lifelong Learning Media Empire

Web = Platform for Learning Media

How might these companies reshape notions of digital literacy around outcomes and behavior change?

Institutional Bridges:
Digital Literacy shaped by
Personal Data & Behavior Change



Role of Data: Self-Awareness & Behavior Change





Like



**I Don't
Understand**

Prescriptive

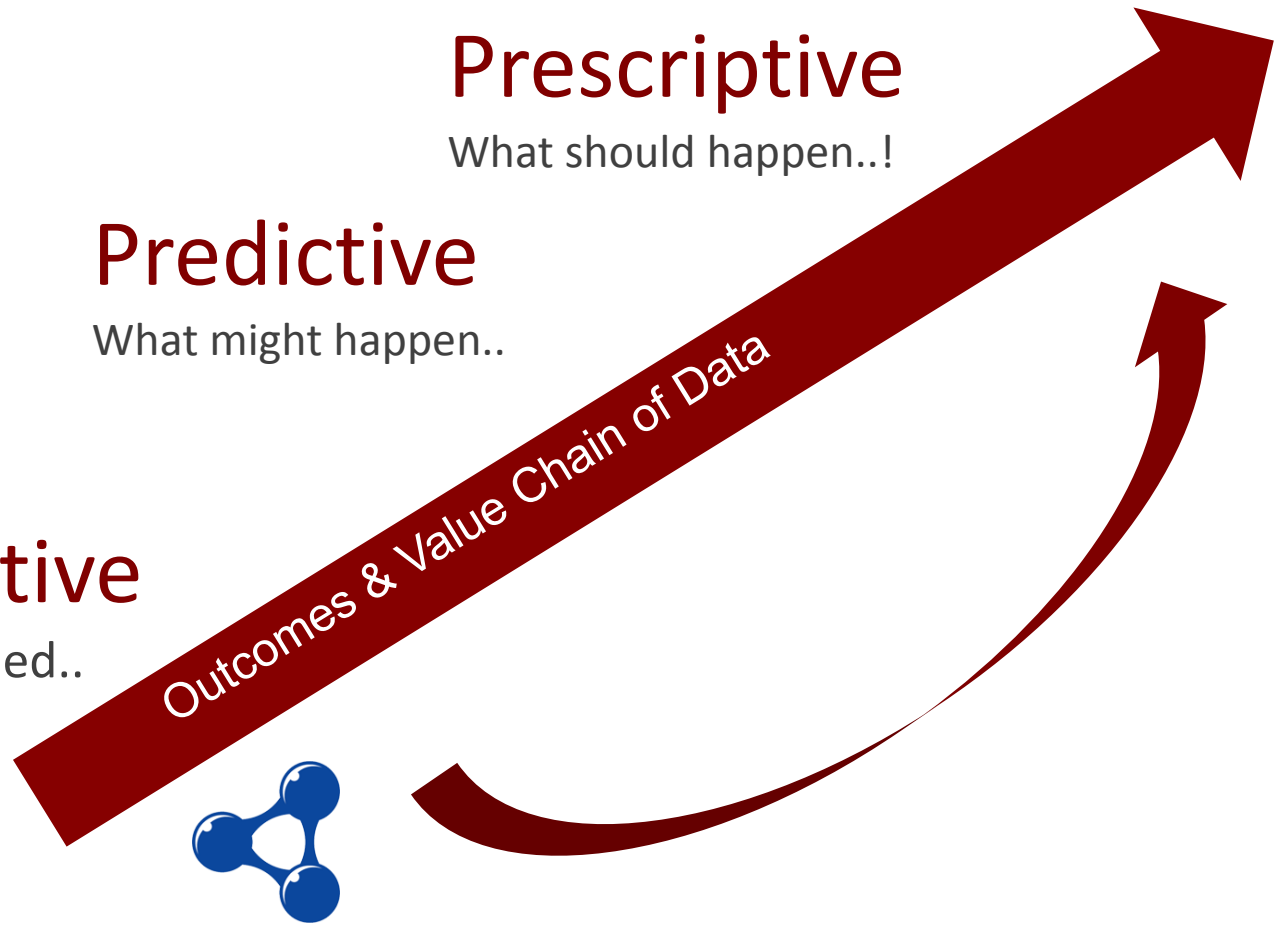
What should happen..!

Predictive

What might happen..

Descriptive

What happened..



Library Experience Design = Prescriptive Data

What can Libraries, Employers and
Job Seekers Learn from Weight
Watchers on Designing Experiences
to Improve Learning Outcomes?



'Gaming Mechanics' Design Principles:

- **Rules & Rewards**
- **Quests & Challenges**
- **Badges & Recognition**
(‘Level up’ Stages of Mastery)
- **Reputation Management**
- **Teamwork & Strategy**
- **Continual Feedback**



Experience Design = *Novice to Expert* Level Skills

THE SMART WAY TO A BETTER YOU

Basis is a device that tracks heartbeats and more to paint the most useful picture of your health. Stay motivated by accumulating points and praise for your progress.

[RESERVE NOW](#)

510



214



173 people

Track calories, lose weight



Follow Your Heart

Advanced sensors capture heartbeats and more to paint a picture of your health that's richer than motion-based devices. No chest straps, no headbands. Just Basis.

[TAKE THE TOUR >](#)

Look Good

Work or play, rain or shine, Basis is with you in all walks of life. Attractive, comfortable... you'll look great wearing it.

[TAKE THE TOUR >](#)

Keep Track

Monitor daily, weekly, and monthly progress...right down to the calorie, step or minute of sleep. No fiddling with exercise or sleep "modes" like other devices. Just put it on and go. We'll do the rest.

[TAKE THE TOUR >](#)

Have Fun

Share your milestones with friends. Stay motivated by accumulating points and praise for your progress. Smile! Fitness feels good.

[TAKE THE TOUR >](#)



WELCOME TO PLAYGROUND

A NEW GENERATION OF PIANO LESSONS
Choose a hit song from contemporary artists and
start playing piano immediately.

- 1 Download Software
- 2 Plug in a Keyboard ?
- 3 Start Playing and Learning

DOWNLOAD FREE TRIAL

EXPLORE THE PLAYGROUND

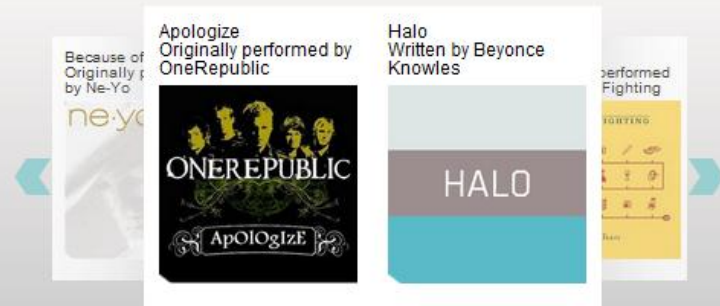


PLAY LIKE DAVID SIDES

LEARN PIANO BY PLAYING THE SONGS YOU LOVE



You may not be a self-taught virtuoso like David, but with Playground Sessions you don't have to be. Play along, learn with ease, and have fun as he shares his methods.



WATCH & LEARN MORE

SEE FULL LIBRARY

Playground Sessions: 30 days to play

by PlaygroundPiano

HIDE

First day on a piano, EVER!
And only 29 days to the concert...



How might libraries design
30-day quests to build specific
skill sets for work?

mozilla

OpenBadges

Get public recognition for your skills and achievements



badges = visual representations
of a **skill** or **achievement**

Extending Resumes

From Resume to Portfolio

Digital Literacy = Telling Stories of our Growth





about.me
A PERSONAL PAGE THAT'S ALL ABOUT YOU

Sign up to quickly build your personal profile page that points users to your content from around the web.

ENTER AN EMAIL ADDRESS

CREATE A PASSWORD

PICK AN ABOUT ME URL

about.me/

Create Your Profile

By signing up you agree to our [Terms of Service](#) and [Privacy Policy](#).

about.me
It's all about you.

21:13

Sign up and get a free* pack of about me business cards!

Get Your Cards Now!

*requires our website!



Sabrina Ellison

Founder, Sideline Ready, LLC

Sabrina Chaudhry-Elison has been working in the professional sports dance industry for almost two decades. Sabrina was the Dance Team Manager / Choreographer for the Oklahoma City Thunder (NBA) where she coached the team from the 2008 inaugural season to the end of the 2009/10 season. She began her professional coaching career with the same organization when they were the Seattle SuperSonics, and was asked to relocate to Oklahoma City for a once in a lifetime opportunity to start an NBA dance team and junior dance team from the ground up. Sabrina is not a novice when it comes to starting dance teams. She also founded the Spokane Shock (AFL) dance team as well as her college dance team at the University of San Francisco.

Sabrina began her dance career in the Los Angeles area with the Anaheim Angels (MLB) where she performed for three seasons. Next she tackled the NFL as an eight year veteran cheerleader of the Seattle Seahawks Seagals and the San Francisco 49ers Gold Rush. In 2002, she was selected amongst her peers to represent the 49ers in the NFL's Pro Bowl. While in San Francisco she also served as a Captain for the Gold Rush for four seasons. Sabrina's talent and ability have taken her to places around the globe from NFL/NBA tours to Japan, Germany, Iraq, Kuwait and even the Czech Republic where she helped establish the first professional Czech Republic dance team.

Sabrina's experience in the sports entertainment industry has left a huge positive impact on her life thus coaching and mentoring is her way of giving back to the industry. She started Sideline Ready Pro Dance Consulting as her vessel to empower performers to gain the self-esteem, knowledge and skill to audition for the team of their dreams. Her passion lies in cultivating talent by pushing individuals to grow as a performer on the field as well as off the field. She values giving back to the community and therefore believes in encouraging her performers to be ambassadors for their organizations while creating a positive environment in which they can continue to grow and evolve.

facebook.com
twitter.com
sidelineready.com

Share Email Me

BARON BATCH

pro football player | writer | speaker | photographer | storyteller | traveler | adventurer | philanthropist | bowler | ping pong player | overcomer | servant |

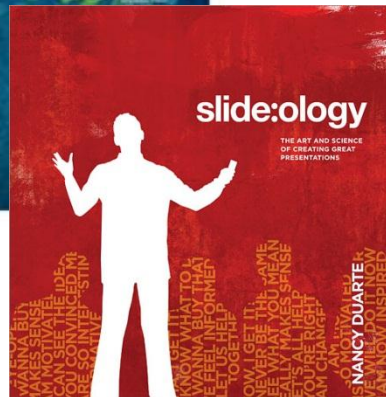
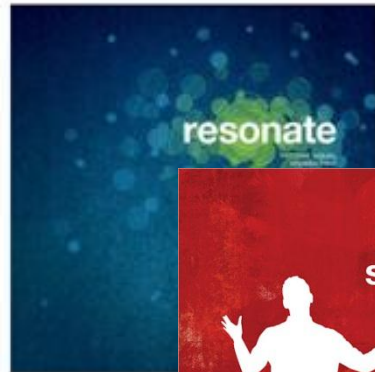
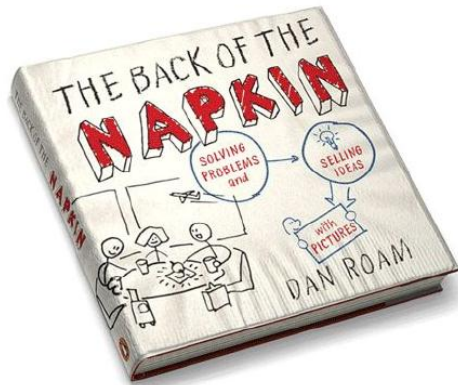


baronbatch.com

Share Email Me



Learning from Masters of Storytelling



Nancy Duarte
Duarte Design

Neil deGrasse Tyson

Danroam.com

Roadmap: *Empowering the Learner Era of Digital Literacy*

- Place based on Continual Experiences
(Process + Outputs = Outcomes)
- Talent: Staff & Partners
(e.g. Behavior Change, UX Designers)
- Culture Shaping around Skill-building
- Communicating Broader
Community Outcomes



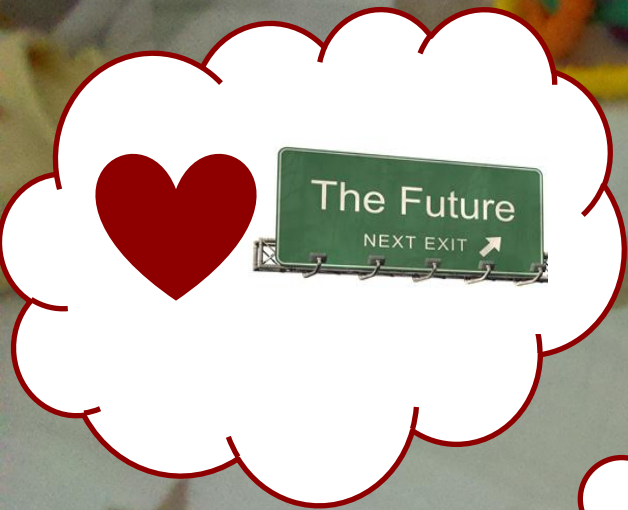
= ?



<http://game.nypl.org/>

I don't
like the
future...



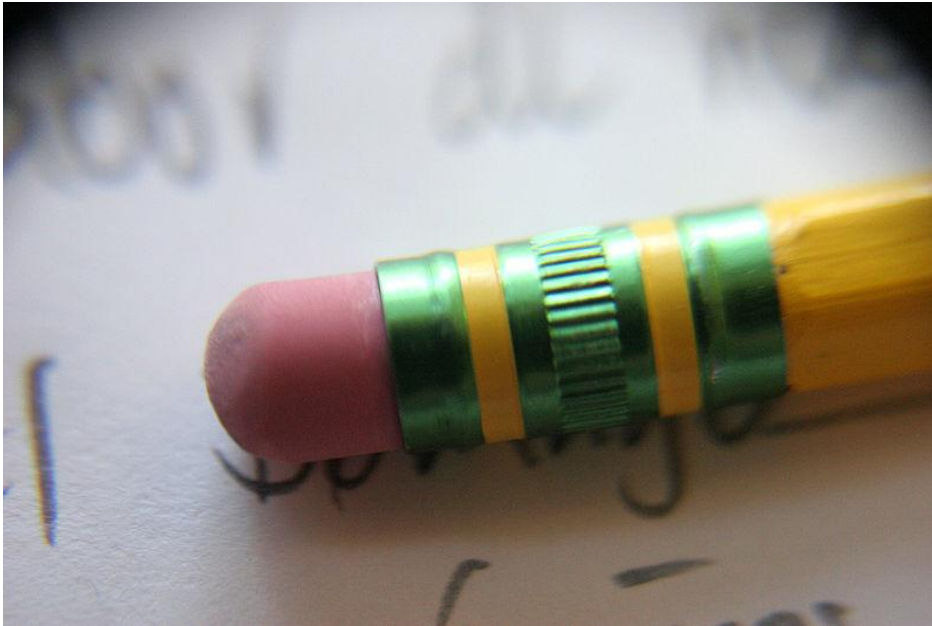


Every day I make an effort to go toward what I don't understand.

Yo-Yo Ma

Tip #1

Embrace Mistakes / Teach Patrons to Tell Stories of Failures



FAILfa^{re}


Tip #2

Learn to Identify & Challenge Personal Assumptions

©Cartoonbank.com



“On Facebook, 273 people know I’m a dog.
The rest can only see my limited profile.”



“On

What are other skills and work related assumptions we must challenge?

ive
ons

Tip #3

Follow Passionate People & Smart Conversations

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



Tim O'Reilly



Nancy Duarte



Hans Rosling



Neil deGrasse Tyson

the **CONNECTED** STATES of AMERICA



Tip #4 'Killer Questions' to Brainstorm Ideas

Following the success of HP's Chief Innovation Officer Phil McKinney, generate a weekly 'Killer Question' that spurs conversation about the future of *Project Compass-related* experience design.



killerquestion

@killerquestion

A feed of killer questions that will unlock killer ideas .. also follow @philmckinney

<http://www.killerinnovations.com>



killerquestion killerquestion

#KQ What #customer #segment will emerge in 5 years that doesn't exist today? <http://om.ly/yTUv>

28 Oct

1. What if we invited a gaming mechanics team to redesign work skills based program?
2. What if libraries became a hub for distributed workforce?

Garry Golden

www.garrygolden.net

garrygolden@gmail.com

347-463-7412

PDF Copy:

www.garrygolden.net/OCLC12



Most uncomfortable = _____

Most Inspired = _____

Biggest Opportunity = _____

Biggest Risk = _____



What are Trends...

- ... most likely to *converge*?
- ... likely to have the **greatest impact**?
- ...with *the most uncertainty* in terms of implications/outcomes/solutions

Most Important Skill sets & Mindsets?





Endings: Chris Coulson; Introspection: Jeff Rosenheim; Grief: Andrea Sayer; Singing: Mark Polizzotti; The Master Class: Jack Laughner; Sports: Dan Uppin; The Embrace: Jennifer Neisgar; Brooding: Nike Sillanpää; Physics: Allen Chuk; The Bedroom: Jeff Rosenheim; Flux: Annie Labatt; Clay: Jeff Nunge; Abnormal: Peggy Hebard; Clouds: Keith Christensen; Writing: Wendy Slain



After Hours: Wolfram Koeppe; Dance: Sofie Andersen; Genes: Xavier Salomon; Pilgrimage: Ashra Laha; Borders: Helen Evans; Books: Ken Soltner; Indulgence: Giovanna Assenzo-Terrisi; Bad Hair: Peggy Fogelman; Perfection: Barbara Weinberg; Living with Vermeer: Walter Liedtke; The Year: Dabre McDowell; Texture: Nyssa Omphroy; The Edge: Thomas P. Campbell; Dark Energy: Navina Haider; Magic: Marco Leona



Maske: Yaelle Siro and Dirk Strohing; Relics: John Guy; The Nose: Masha Turchinsky; Eyes: Deniz Sayrakt; Clinic: Jared Goss; Mulla: Jennifer Russell; Letters: Ashley Williams; Escape: Core Michael; Believing: Marsha Hill; Interpretation: Rica Sunham; Intimacy: George Glasco; Intention: Alex Hill; Everyday: Lucy Redgile; Touch: Ian Wardropper; Blood: Jackie Reale Chudwick



Reverence: Hermes Koslar; Opera: Irina Shifrin; George's: Mariah Coltracun; Dutch: Marianne Hara; The Column: Nancy Wu; Trees: Danielle Kaluk-Groshede; Greyhounds: Gary Tinkerov; Goodies: Eric Kelgren; Gymnastics: Guen Roginsky and AnaThayer Toles; Thank You: Sofia Werness; Bugs: Edie Walz; Gesture: Denise Leidy; Performance: Elizabeth Wenfield; City: Ryan Wong; Country: Valeria Favre



Anonymous: Amela Peck; Artists by Themselves: Carrie Rebora Barnett; Taste: George Goldner and Dana Greenwald; Heroes: Jose Rivera; Grids: Robin Schwab; Fatherhood: Tim Heeing; Motherhood: Jean Sorabella; Details: Cristina Carr; The Tudors: Peter Antony; Privilege: Theresa King-Clockson; Collage: Nikol Frank; Better Broken: Navina Haider; Water: Lyn Young; Stroke: Ian Alayev; Doors: Dan Karahav



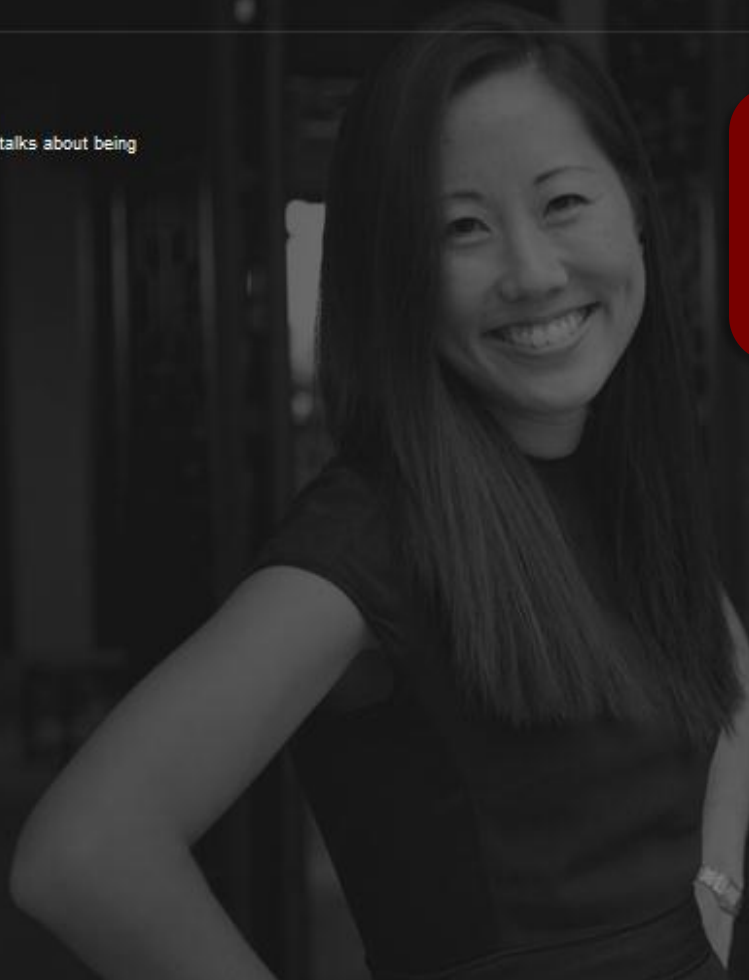
Row of 15 portraits, including one highlighted in light blue.



Abnormal

Financial manager Peggy Hebard talks about being the odd one out.

PLAY ▶



What stories might staff share?
What stories could emerge from the community?
How do you make Library collections center of social storytelling?

“My family wore western clothes, but we didn't actually quite fit in.”



Foregivers in the Drawing Room of a Foreign Merchant's House in Yokohama | Edo period, September 1851 | Goshuwa Seisakucho (Japan) | Triptych of polychrome woodblock print, ink and color on paper | (2017.46.12a-c)



Reverend at This young female | 1881 | Second National Convention | Pictorial art | (2017.46.12a-c)