

The Future of Library Experiences
The Art & Science of
Looking at the Future



Monroe County
Public Library
Read, Learn, Connect & Create

Garry Golden
Forward Elements

March 25, 2019

Start

End



Foresight 101



Drivers of Change



Next Steps



In the News

UK's NHS (CHOICES) and Google's DeepMind Health pilot will bring AI-driven healthy living to families with children.

Families receive a stipend for food purchases in exchange for Google's AI guiding meal planning, supermarket purchases, meal preparation and exercise routines. Food stipends increase when youth health outcome targets are met.

Alphabet



True

False

Context of the *Creepy Line*



Digital Innovations might push the Creepy vs Compelling Line for...

Library Social Impact Efforts

“Libraries are so much more than just books,” says (Tina) McBee, who sees their role as shifting more and more to asking: “How can we help the community?”



(Dealing with obesity)... patrons of the Hundred Public Library can check out one of the eight bikes, including a tandem, as well as helmets, horns, bells, and even a baby trailer—for free.

Institutional Check-ins, Audits & Self Work



The Organic Role of Libraries as Centers of Inclusiveness and Support

By  STEVE DUBB | January 24, 2019



The iCount Initiative: Removing Barriers to Equity



Library Equity Action Plans (LEAPs)



Skye Patrick

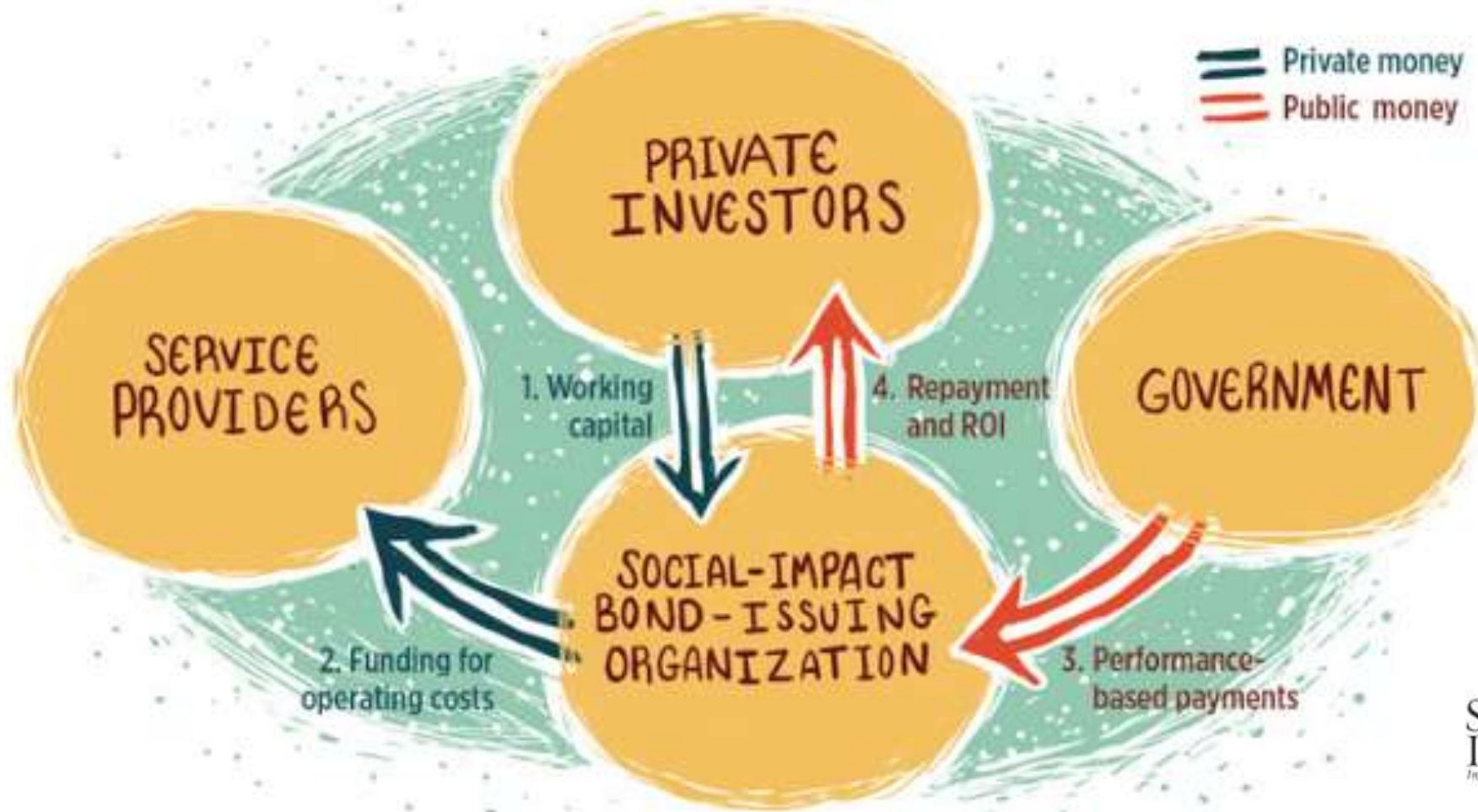
What's Possible: Emergence of Alternative Funding Models

Social Impact Bonds

Outcomes, Innovation & Shared Risk



Lessons to Explore Around the Futures of Impact Investing / SIBs



Early Intervention, Levers of Change, New Stakeholders & Focus on Outcomes

Creepy vs Compelling Aspects of Funding & Intervention Models

David Napoli @Biff_Bruise · Mar 20

Social impact bonds FTW -- great example of #CommunitiesOfSolution from @JBrownDPost #COhealth



Denver sold bonds to reduce the human and financial costs of homel...

250 people — all homeless and high-frequency users of jail, detox and emergency departments at taxpayer expense — have been tracked dow...

denverpost.com



Humane Education Versus Educational Technology and Pay for Succ...

Today I offered public testimony at a special hearing discussing early literacy education and standards held by the Education Committee of Philadelphi...

wrenchinthegears.com

Scenario 2020s: Communities Embrace Social Impact Funding Models



£7million fund that brings together public, private, and charitable investment to support arts organizations in England and the first to focus on their social, artistic, and financial return.



Village Underground

The music venue will create a new multi-arts centre in Hackney and partner with arts charity Community Music to deliver social programmes



Autograph Media

Autograph Media will use investment to set up a new image licensing business specialising in race and cultural diversity.



V22

The studio space provider will use investment to increase its portfolio and preserve a valuable heritage site for community use and benefit

Scenario 2020s: Libraries & Social Impact Funding Models

Libraries Involved in Impact Investing for...

- Project Partners
- Fund Recipients
- Resources
- Advocacy
- Critics*

- Early Childhood Literacies
- Sustainability – Resiliency Planning
- Building Energy Transitions
- Young Adult Programs
- Creative + Active Aging
- Memory Care
- Support for Caregivers
- Workforce Skills-building
- Addiction + Recovery
- Transitional Housing
- Play + Wellness
- Food Security

**The Learning Curve
Starts Here!**



Garry's Tags: <https://www.diigo.com/user/garrygolden/SIBs>

Before we talk about what is changing...

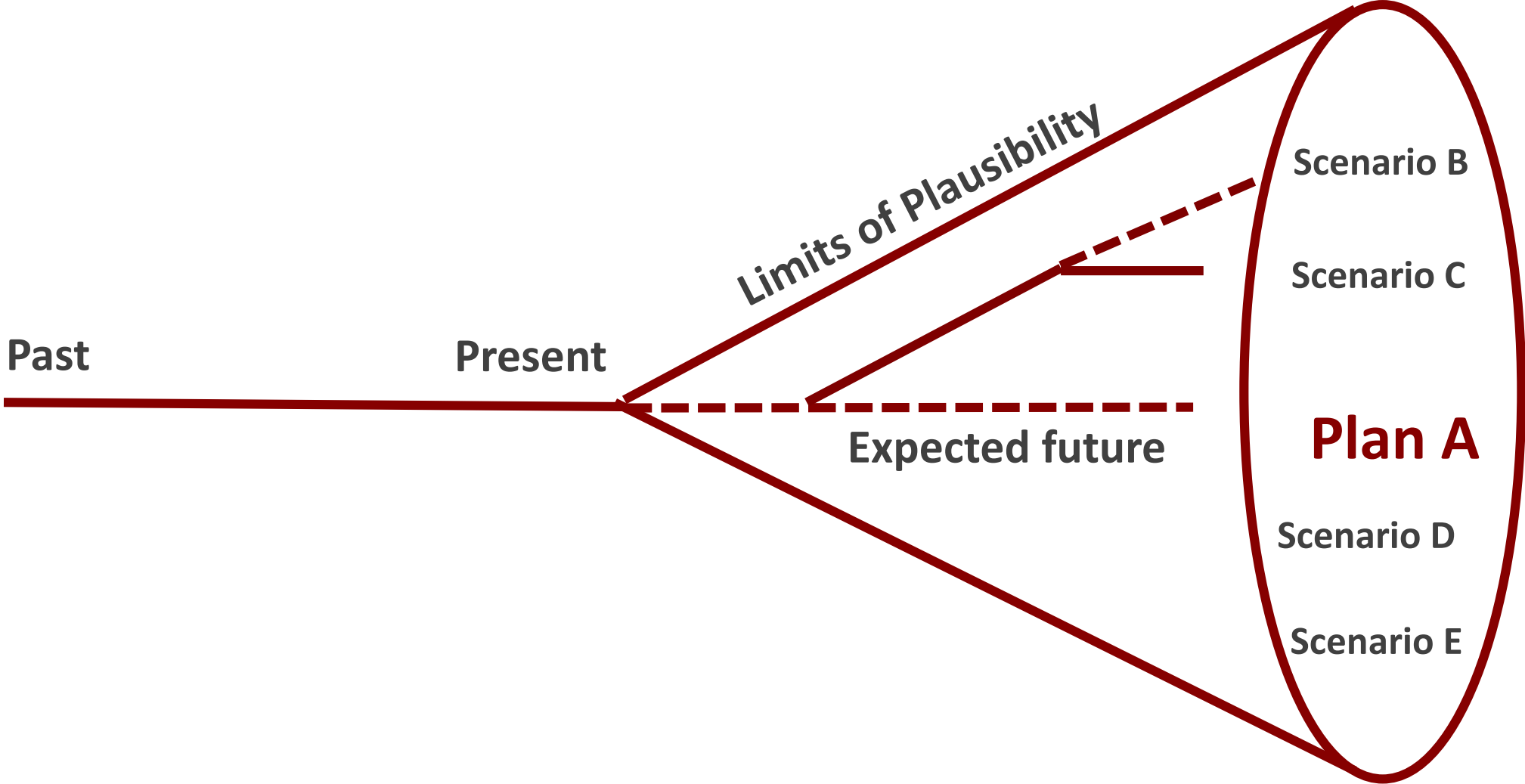
Removed 'Cute Kids' Image Sequence

Thinking Like a Futurist?

Removed 'Futurist' Image Sequence

Foresight 101: Cone of Plausibility

Multiple Outcomes, Multiple Time Horizons



**Every day I make an effort to move toward
what I do not understand.**

- Cellist, Yo-Yo Ma

Challenges of Talking About *the Future*

Addressing Foundations



Purpose, Happiness vs Helplessness



Self-Work on Equity & Justice

Feeling 'Futuristic'



Techno-Solutions



Empowered Self

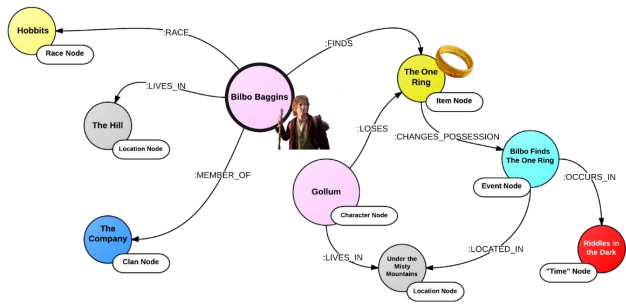
Globalization



Growth



Imperative of Being Local



Age of Experience Graph



Health & Wellness



Role of Place

2020 - 2030

How might data-driven change reshape the library experience?

What might be the most valuable type of data in 2030?



How might we understand ourselves and tell our stories?



Resume



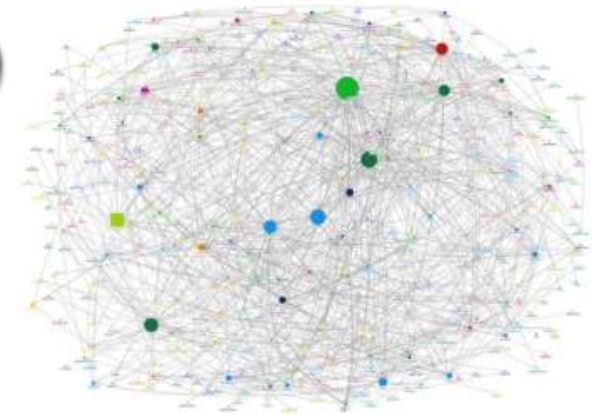
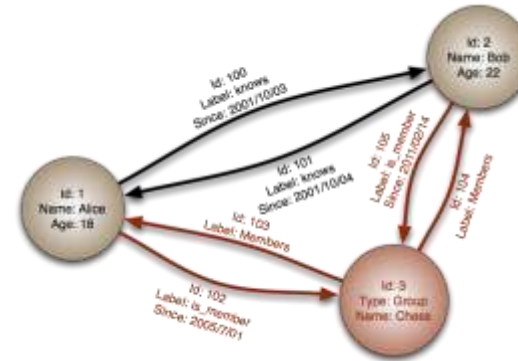
Portfolio



Presence



Stories of our social selves... Stories of our growth & journeys



**Era of
Social Graph**

**Era of
Experience Graph**

Removed 'Dog' Image Sequence

Outputs Mission:

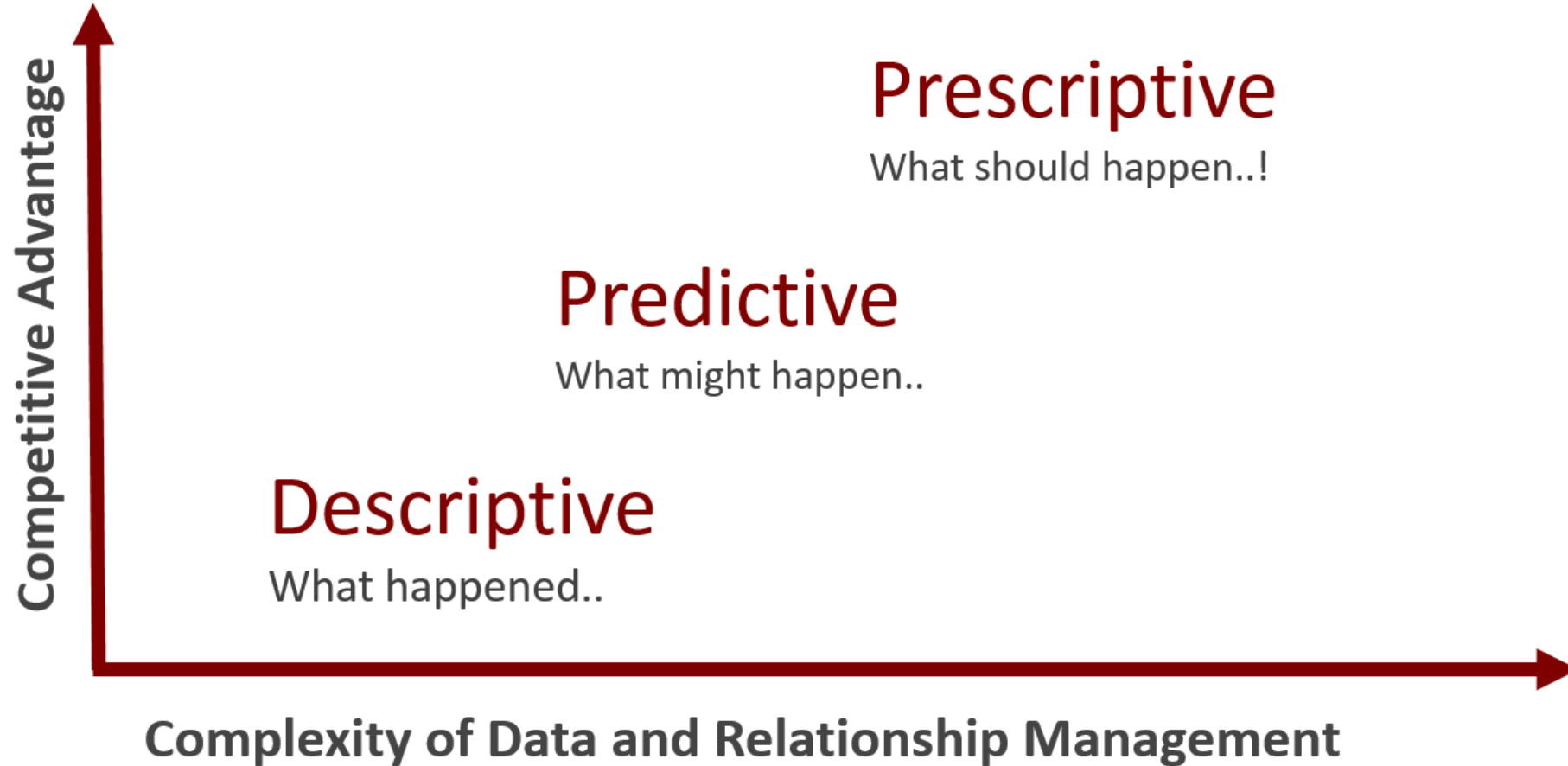
Access to Collections



Outcomes Mission:

**Behavior Change &
Development of Skills**

Outcomes-based Value Creation Depends on...



Emergence of Data & Outcomes-driven World



**Social
Data**



**Health
Data**



**Device +
Infrastructure**

EXPERIENCE
API

"I did this..."

**Learning & Doing
Experience Data**

Data isn't truth, but language. It can help us decide or express the truth, but data never is the truth.

- Deanna Day

Signal of Change from the Learning & Development (L&D) Community



EXPERIENCE
API

Activity Streams
<Actor, Verb, Object>
“I did this”





Course



“I did this...”

Statements

Seamless Integration into
Manager & Team Tools



Real World

Assumption:

Experience Data Appears Inside School, Workplace & Beyond

Scenario: Talent Embraces Experience Capture Analytics

- Sarah **read** an article on blockchain for automating compliance
- Sarah **opened** an Evernote folder on blockchain solutions
- Sarah **watched** a Youtube video introducing the Ethereum blockchain
- Sarah **searched** for Ethereum Meetups in NYC
- Sarah **attended** the Crypto Compliance conference in NYC
- Sarah **created** a List of 'Ethereum Developers' (People) on Twitter
- Sarah **interviewed** *the Head of Blockchain Solutions at JPMorgan*
- Sarah **mentored** *with Joe Lubin co-Founder of Consensys*
- Sarah **completed a course** on Ethereum's Solidity programming language
- Sarah **demonstrated** her pilot Ethereum application at a NYC Meetup
- Sarah **taught** a Coursera MOOC on Ethereum for KYC / AML
- Sarah was hired as Lead Developer of Blockchain Compliance Solutions at Fidelity

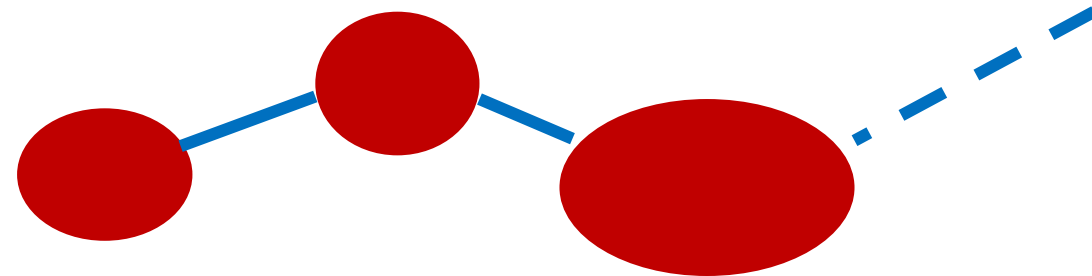


"I did this..."
Statements

<Actor, Verb, Object>

“I did this”

- Thomas liked a Lucille Clifton poem he heard on iTunes
- Brentwood library invited Thomas to a Creative Aging poetry event
- Thomas enrolled in a creative writing class at Community College
- Thomas read Alice Walker for his creative writing course
- Brentwood library recommended an obscure Rita Dove poem
- Thomas performed his poetry at a local café event
- Brentwood library invited Thomas to a program on self-publishing
- Thomas self-published his first collection of poems
- Brentwood library added his book to their collection



Enterprise L&D: Early Adopters Preparing to Scale



The slide features a dark blue background with a white 'W' logo in the top left corner. The main title is 'xAPI xAPRIL Spotlight: Volume & Privacy'. On the right side, there are two circular headshots of Sarah Lindsell and Steve Tomlinson, with their names and titles listed below them. Sarah Lindsell is the Global Chief Learning Strategist at PwC, and Steve Tomlinson is the Global Senior Learning Architect at PwC.

How did we do it?: Where are we now?

April 2018:

Over 3 million statements so far

Over **110,000** learners who are sending xAPI statements

We are using **1** LRS system which is segmented by data for each country

Last three months increased our total by 1 million statements

Summer 2019:

We will have **250,000+** learners using it and sending xAPI

We will have a global learning analytics community of around 100 people whose role (full/part) is to look at learning data and help transform our learning

Start small and grow...this is a long journey

Outcome: Seeing What People Need vs They Tell You They Need

Clicked
Create
Delete
Downloaded
Launched
Listened
Loggedin
Opened
Paused
Read
Searched
Share
Skipped
Viewed
Watched

Searched verbs

Running training needs analysis in real-time

Using the searched verb we can analyse what people are looking for example:

- Tax legislation
- Tax processes legislation
- Excel macro creation
- Macro creation
- Coaching
- Coaching skills
- Coaching management skills

We can use this data to:

- Highlight need – see what learners want
- Match available learning to need and tag our content – dynamic curation
- Spotting holes in our learning – our gaps
- Global coverage – spotting patterns across countries, trending topics

Case Study: Caterpillar



**Understanding
LMS/CMS Activity**

**Expanding
Video-based Analytics**

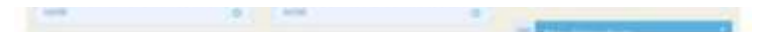
ExperienceAPI (xAPI) L&D integration with focus on training for Service, Sales, Leadership & Marketing.

When trying to help someone learn, the team considers these three vital questions:

1. Where does the learner want to go?

2. What does the learner know?

3. How can we develop the individual?



Scenario for 2020s: Lifelong Learning Experience Data (for Some)



EXPERIENCE
API

Assumption to Explore

**By 2025, Experience Data Will Become
Our Most Valuable Digital Asset**


and Controversial

If we capture experience data...



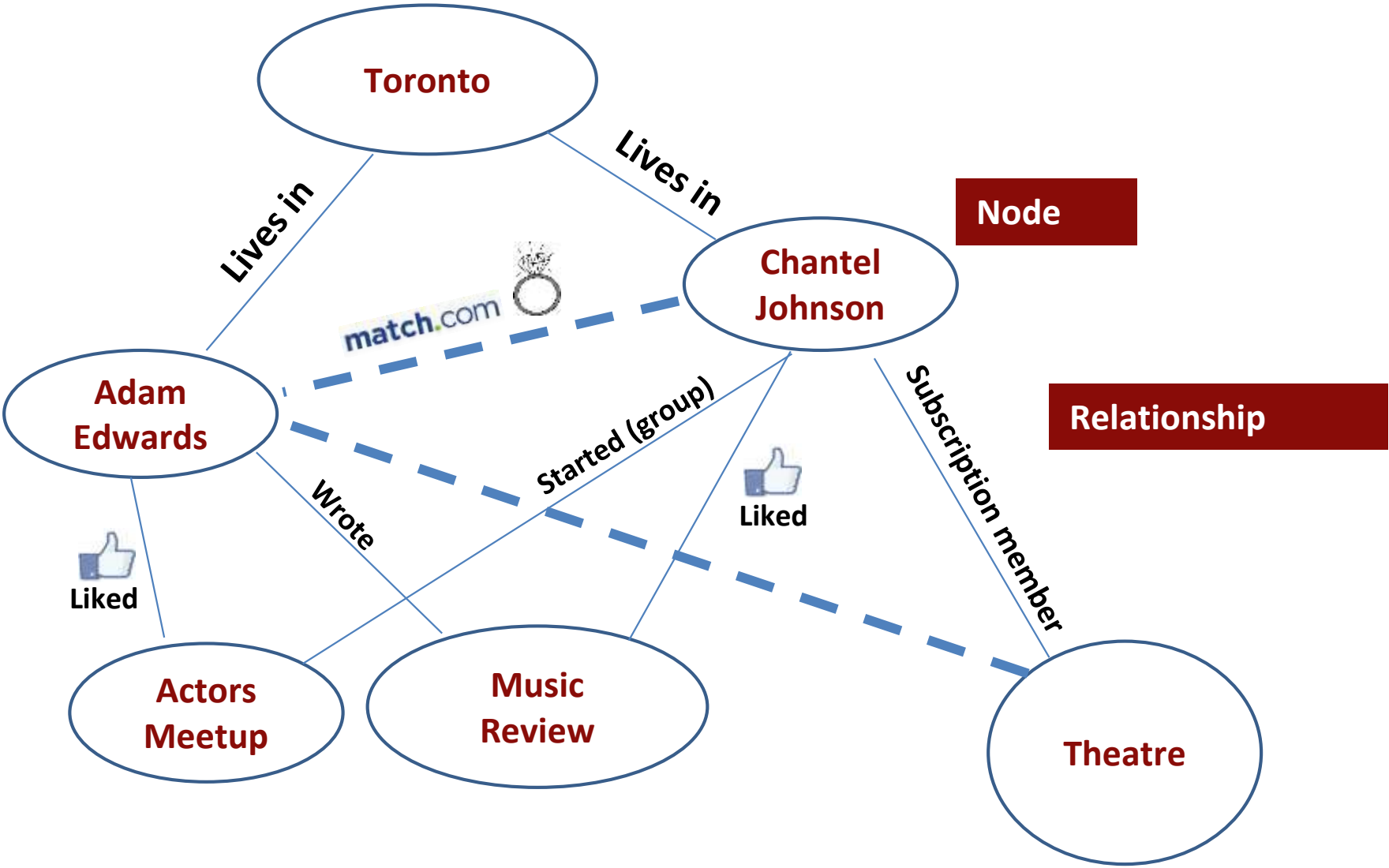
“I did this...”
Statements

How do we approach regulations?

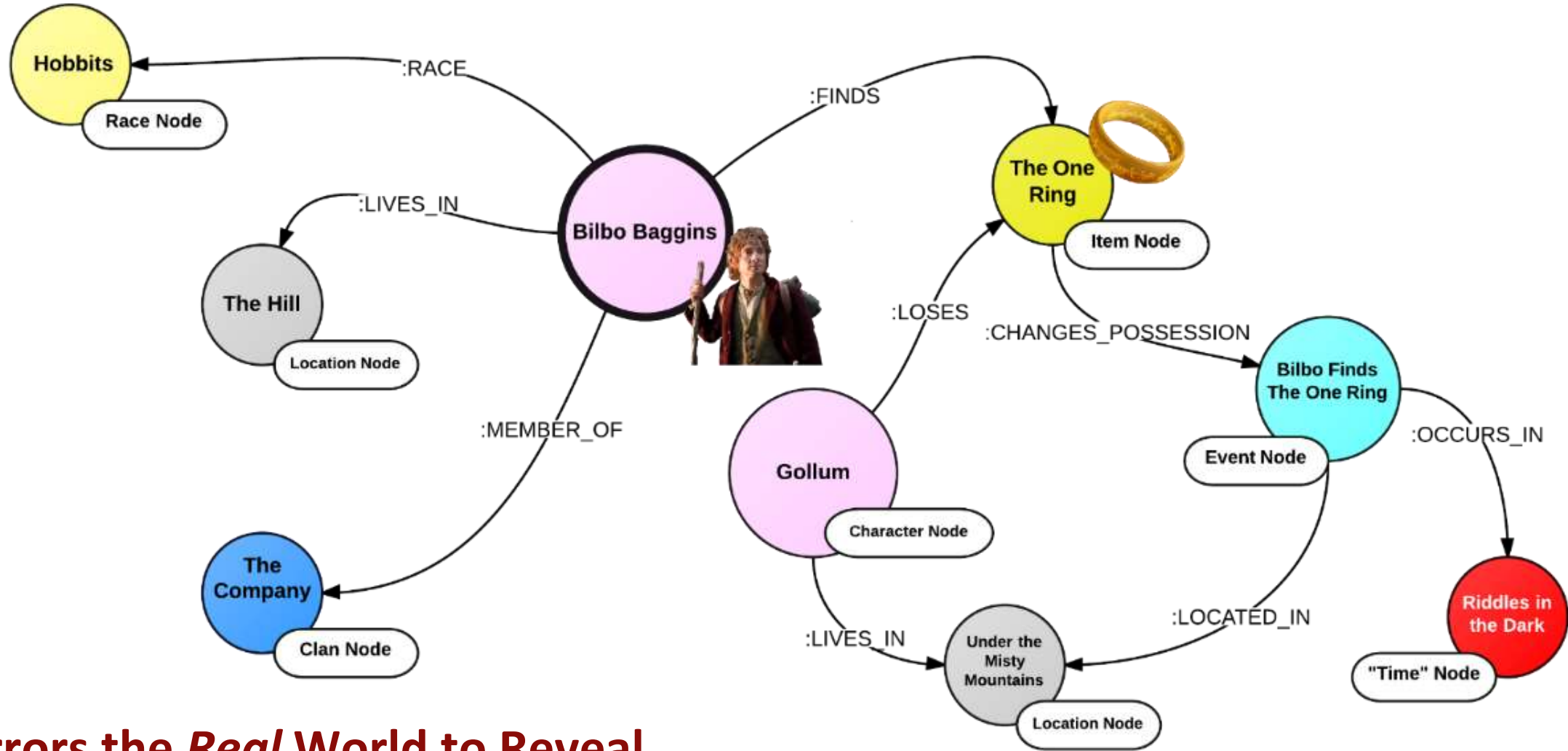
How do we avoid the creepy line?

How do we make sense of it?

Graph Database = Understanding Relationships + Connections



Graph Solutions for Understanding the Campus Journey vs Outcomes



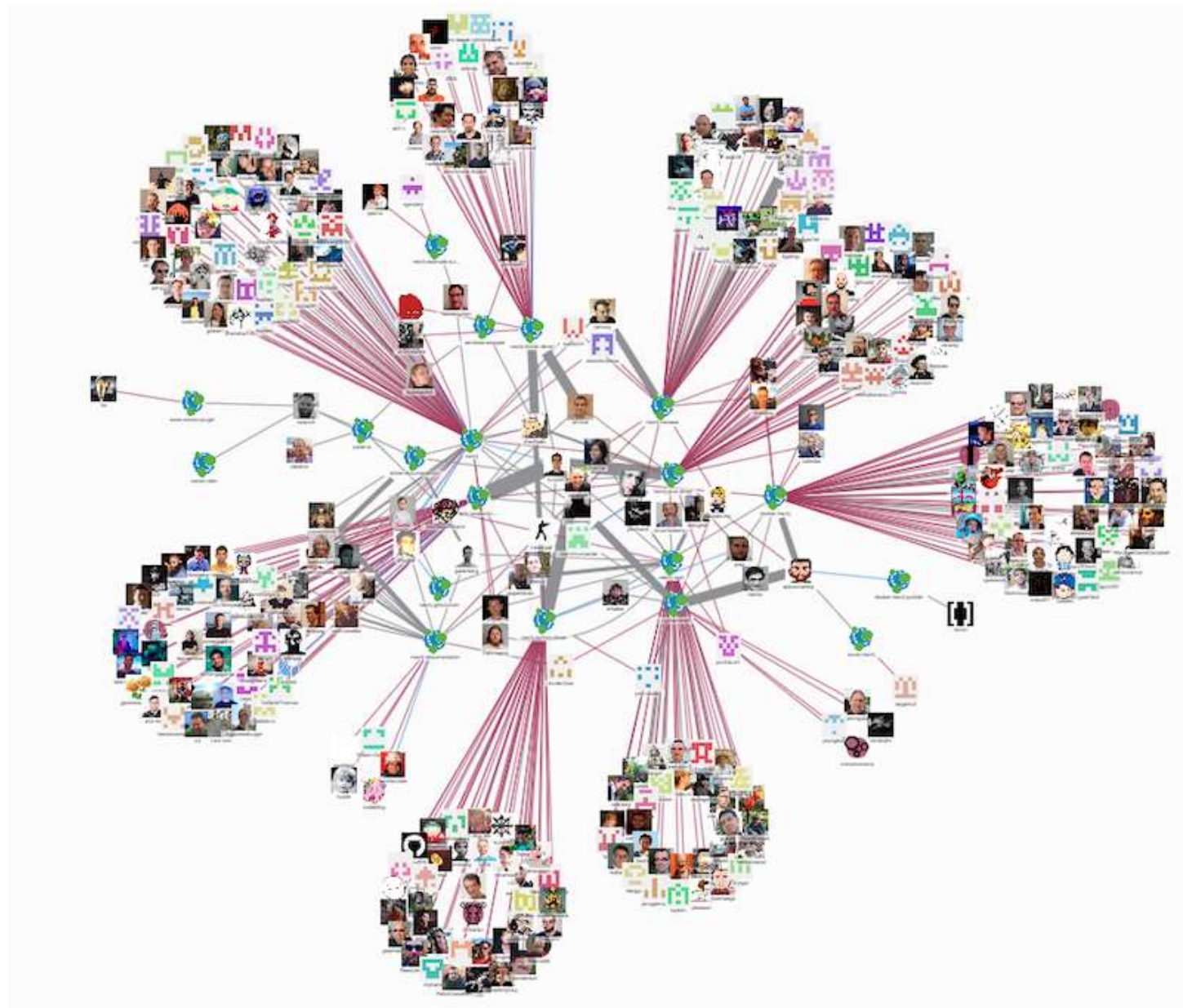
Mirrors the *Real World* to Reveal
Influencer Profiles, Decision Pathways and Recommendations

Noah is *Connecting Things on his Experience Graph*



**Who might have permission to see connections of experiences?
Learner, Teachers, Parents, Libraries, Museums, Park Staff...**

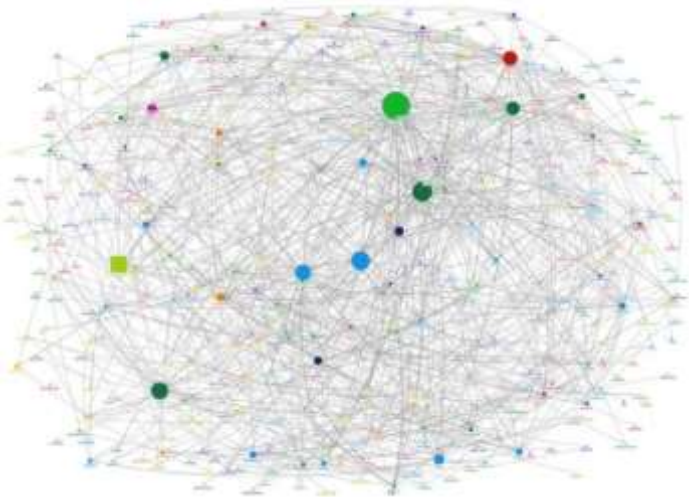
Imagine seeing connections of experiences (and outcomes) across our communities...



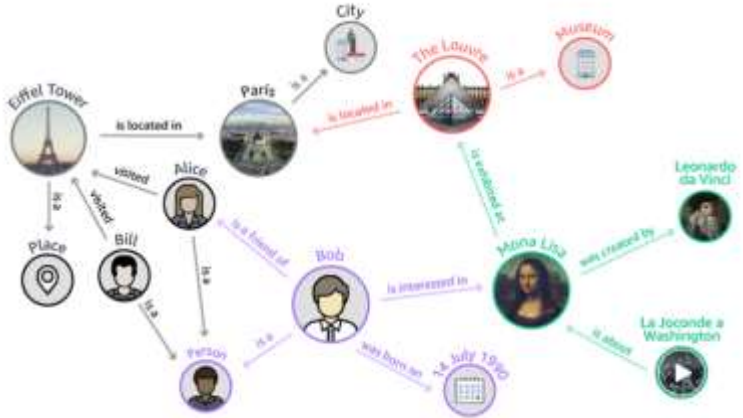
How might libraries prepare for an era of connected lifelong learning data?



**Era of
Social Graph**



**Era of
Experience Graph**



**Collections to
Knowledge Graphs**

Scenario: Public Libraries Meet Connected Experience Data

Short-term – 2019 -2023

- Map out opportunities & challenges
- What experience data could we create, capture and connect? (e.g. appropriate; actionable)
- Engage with existing efforts
- Learn about Vendors:
Learning Record Stores (LRS)
Knowledge Graphs

Long-Term – Beyond 2023

- Overcome Challenges (e.g. blockchain used for privacy)
- Align institutions, policies, social norms & technology capability



Breaking News

VOL. XI - no. 4350

NEW ISSUE

News
from
2025

Supreme Court Upholds Students' Rights to Own Experience Data

College students successfully argue their right to learning and performance analytics in the classroom and beyond in the workplace. Ripple effect will likely go beyond campus into the workplace as society tries to understand implications of this strange data-driven age.



“The resume is dead.
Long live the Experience Graph”

DAILY ALTERNATIVE FACTS

Class of 2028

Donates Experience Data

Having won its right to experience data, more than 70% of the Class of 2024 have open-sourced their Learning Pathways to be shared across the World. Anyone eager to learn similar subjects and skills now have learning pathways to explore.

BREAKING FAKE NEWS

News
from
2032

FBI Investigating Massive Hacking of U.S. Workforce Experience Graph

Nearly 125 million privately managed Experience Graphs were hacked in 2031 across some of America's leading corporations. Older Millennials now pointing fingers at younger siblings: "You should have stuck with the Social Graph".



Learning Curve

 Yet Analytics

 Watershed LRS

 xapiapps

Experience Analytics
Learning Record Stores

 neo4j

 JanusGraph

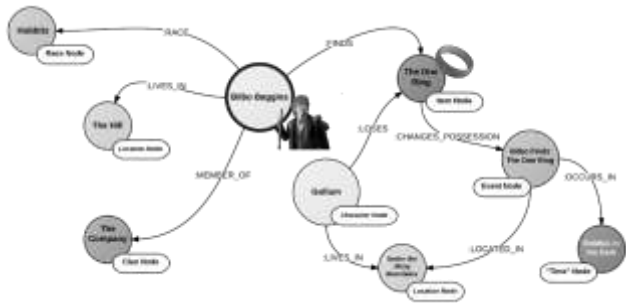
 GraphDB

 OrientDB

Graph Analytics

Break





Age of Experience Graph



Health & Wellness



Role of Place

2010 - 2019

**Positive changes in
health + wellness?**

2020 - 2030

**What challenges and opportunities do we
anticipate will change around campus life?**



Rise of Campaigns, Memes and Movements

Here's What Clay's Semicolon Tattoo on '13 Reasons Why' Actually Means



Amy Bleuel



By DANIELLE JACKSON
Published On 05/21/2018
@DanielleKnecole



tommy.dorfman
1.4m followers

View Profile



Institutional Capacity & Culture



Programs: Repost, Mindful Mountaineers, Take 10, Semicolon Week



Emotional



Environmental



Financial



Intellectual



Occupational



Physical



Social



Spiritual

Evolution in Dealing with Disciplinary Challenges

Training Staff in Restorative Practices

An emerging social science that studies how to strengthen relationships between individuals as well as social connections within communities.



Five Universal Truths of Human Interaction

1. People want to be treated with dignity and respect.
2. People want to be asked rather than being told to do something.
3. People want to be told why they are being asked to do something.
4. People want to be given options rather than threats.
5. People want a second chance when they make a mistake.



George J. Thompson III,
PH.D., *Verbal Judo*



Conflict as Opportunity: Library Restorative Practices for Youth

A free PLA 2018 post-conference on-demand webinar



Pima County (AZ) Public Library (PCPL) has radically shifted its approach toward interacting with youth in violation of the library's Customer Code of Conduct. Using restorative justice practices, PCPL created a justice board with community partners to facilitate more mindful approaches to incidents involving youth, focusing on creating opportunities for growth and engagement rather than barriers to library access. This webinar explores the praxis behind this organizational culture shift including the successes and challenges faced by staff.

<http://www.ala.org/pla/education/onlinelearning/webinars/ondemand/pla2018-conflict>



A DIVISION OF THE AMERICAN LIBRARY ASSOCIATION

Youth-led & Peer Driven Change



HEALTH

A New Sign That Teens Know They Aren't Struggling Alone

Their worries about mental health might have a bright side.

AMANDA MULL FEB 25, 2019



NCAA Awards Grant for UK College of Education Mental Health Research

By [Amanda Nelson](#) Feb. 28, 2019

Student Athlete Voices on Mental Health

The New York Times

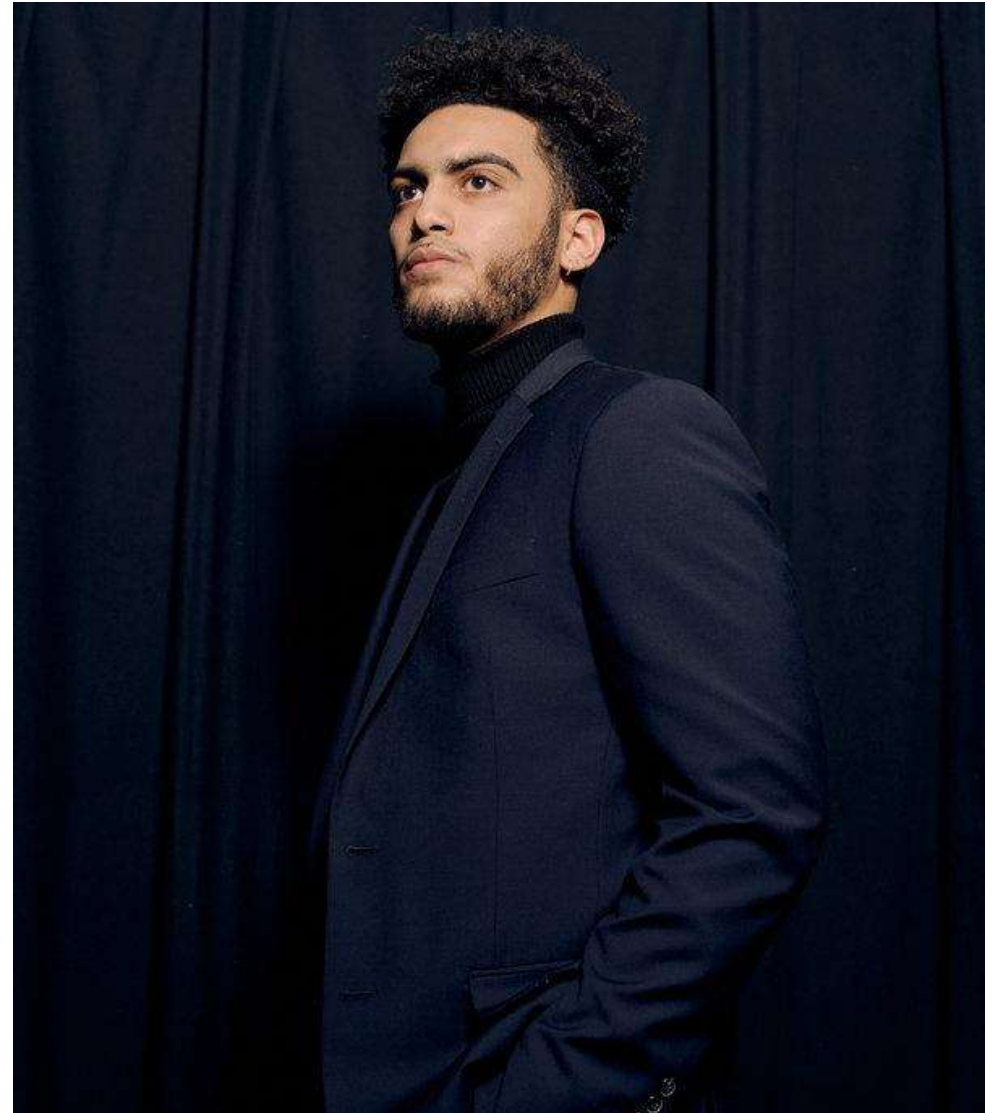
By Pat Borzi

March 14, 2019

A Top Scorer Changes the Definition of the Complete Player

“A lot of people in my position wouldn’t want to say anything,” Marquette guard Markus Howard, the Big East player of the year, said of going public about seeking mental health counseling.

...Olympians [Michael Phelps](#) and [Gracie Gold](#) to the N.B.A. star [Kevin Love](#)



Vincent Tullo for The New York Times

The Debate will be 'should we'...



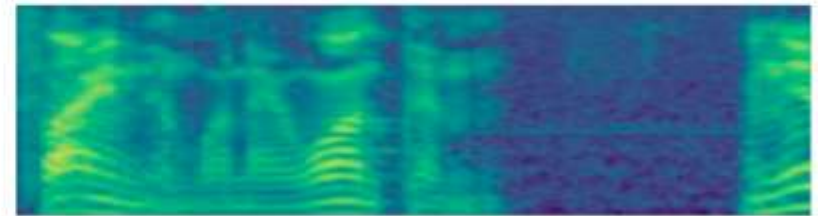
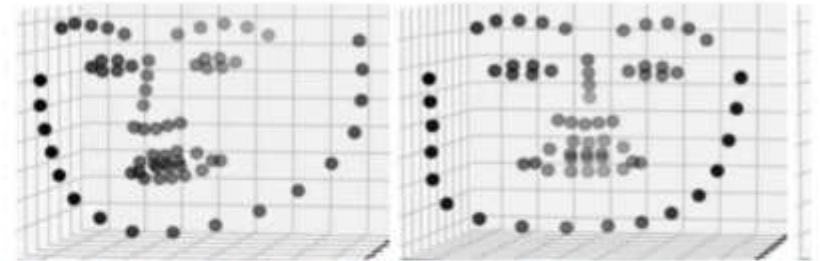
Intelligent Machines

Your smartphone's AI algorithms could tell if you are depressed

Smartphones that are used to track our faces and voices could also help lower the barrier to mental-health diagnosis and treatment.

by Will Knight December 3, 2018

MIT
Technology
Review



um . . . yeah i mean

2020 -2030:

How much wellness data will patrons have vs understand?

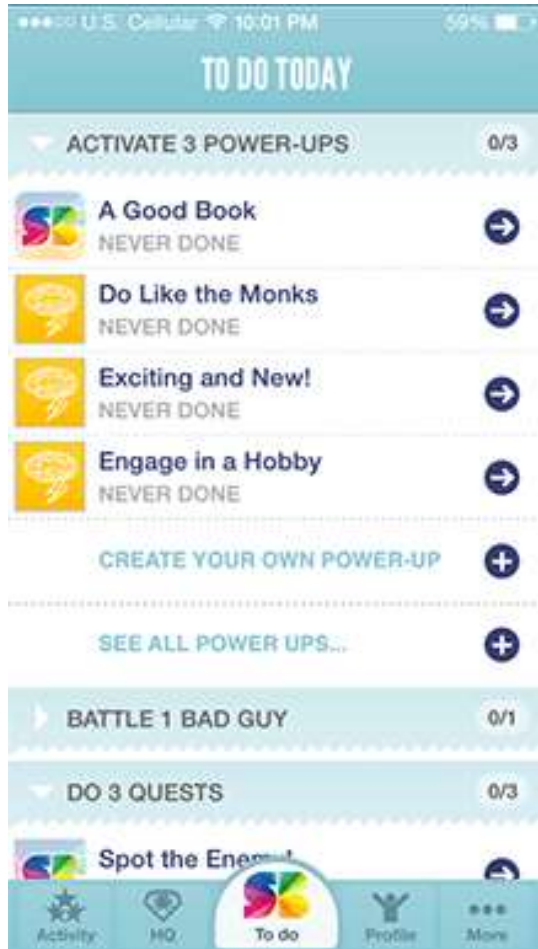
*Million Data Points
Per Person*

Dr Lee Hood



2020 - 2030:

What services/expectations might they bring to the library?



Amazon develops 'health and wellness team within Alexa division'



PRODUCTS May 16, 2018

MetLife and Ernst & Young Create Multi-Channel Wellness Program

The solution will focus on behavioral change by providing personalized wellness plans, according to MetLife.

2020 - 2030:

Will health factors for indoor environments be seen differently?

SoFi and Delos Partner to Bring Delos' Home Wellness Solutions to Homeowners

Mar 22, 2019  0

Wellness real estate and technology company, Delos™, is collaborating with online personal finance company, SoFi, to ensure homeowners will have an accessible financing path to implement Delos' DARWIN Home Wellness Intelligence Network, a fully-integrated residential solution designed to enhance the health and well-being of residents.

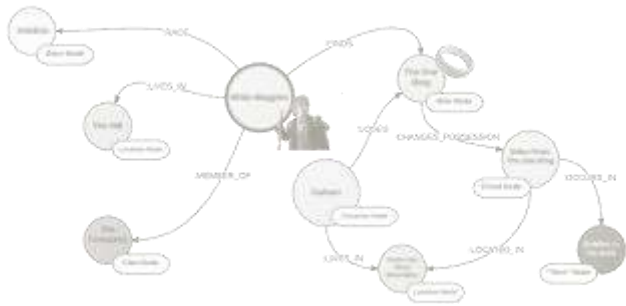
How might we rethink health + wellness integration?



Start

Stop

Continue



Age of
Experience Graph



Health
& Wellness



**Role of
Place**

Role of Place



Third Place
is a Real Thing



Pedestrian Friendly Zones



“Pop Up” Culture



Places for Connections: Live Experiences, Together



A YouTube video player showing a crowd of people at a bar reacting to Game of Thrones. The scene is dimly lit with green ambient lighting. In the foreground, a man with a beard and a floral shirt has his arms raised in excitement. Next to him, a woman with blonde hair is also reacting. The video player interface includes a progress bar at 2:56 / 11:24, a play button, and a small inset video in the bottom right corner.

GAME OF THRONES Reactions at Burlington Bar S6E10 /// WINDS OF WINTER Pt 1 \\\

Sean L
Subscribe 53,725

1,397,048 views

+ Add to Share ... More

16,797 875

Retail Healthcare



A Space Apart

College libraries contemplate meditation rooms

By [Ronnie Wachter](#) | January 2, 2018

Places to Pause...
Mindfulness
Meditation
Sensory Enhancements
Sensory Deprivation
Play with Dogs



Librarians Megan Donald (left) and Emily Tichenor of Tulsa (Okla.) Community College sit in the meditation room at the West Campus Library.

Photo: Tulsa (Okla.) Community College

HUMBOLDT STATE UNIVERSITY

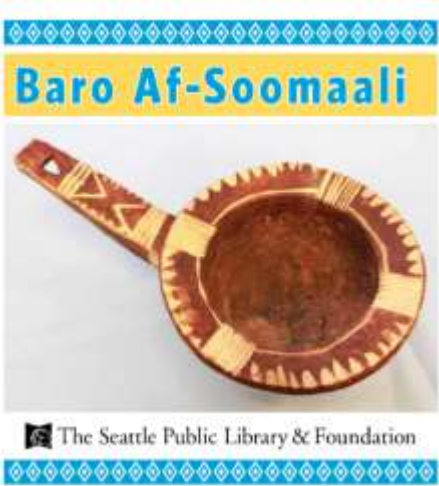


Brain Booth

~ Stop by and relax ~
Try out biofeedback, sound and light therapy, VR goggles, coloring, meditation, and other activities that promote intentional brain breaks and support emotional self-regulation and singular thoughtful focus.

Libraries: Elevation of Housing Equity Issues

Place to
Enhance Partnerships



Community Created Alphabet Book



Hacking Places The Experience is the Destination

Hacking The Audio Experience: Museum Hack Is Part Of SFMOMA's New Tours!



A Fun, New Experience in NYC, DC, San Francisco
& Chicago

We Lead Renegade Museum Tours for Individuals,
Private Groups & Company Team Building

MUSEUM HACK

**Library Teaches
Place-based
Programming**



MEASURE the FUTURE

Blog Code Build About Contact Public Beta

Open Hardware & Libraries

Imagine having a Google-Analytics-style dashboard for your library building: number of visits, what patrons browsed, what parts of the library were busy during which parts of the day, and more. **Measure the Future** is going to make that happen by using simple and inexpensive sensors that can collect data about building usage that is now invisible. Making these invisible occurrences explicit will allow librarians to make strategic decisions that create more efficient and effective experiences for their patrons.

Our goal is to enable libraries and librarians to make the tools that measure the future of the library as physical space. We are going to build open tools using **open hardware** and **open source software**, and then provide open tutorials so that libraries everywhere can build the tools for themselves.

Place Use-Data

...Google Analytics for the library buildings?

Open Hardware



Smart Libraries



Open Tutorials



Jason Griffey



Place-based Messaging & Personal Safety Staff Trained on Cues

Courtesy of Safer Communities Sexual Violence and Abuse Partnership, Lincolnshire. Originators of the 'Ask for Angela' poster campaign part of the #NoMore sexual violence and abuse in Lincolnshire awareness Campaigns. www.lincolnshire.gov.uk/home

#ASK FOR ANGELA

“ HI I'M ANGELA,

ARE YOU ON A DATE THAT ISN'T WORKING OUT? DO YOU FEEL LIKE YOU'RE NOT IN A SAFE SITUATION?

IS YOUR TINDER OR POF DATE NOT WHO THEY SAID THEY WERE ON THEIR PROFILE? DOES IT ALL FEEL A BIT WEIRD?

IF YOU GO TO THE BAR AND ASK FOR 'ANGELA' THE BAR STAFF WILL KNOW YOU NEED SOME HELP GETTING OUT OF YOUR SITUATION AND WILL CALL YOU A TAXI OR HELP YOU OUT DISCREETLY - WITHOUT TOO MUCH FUSS ”

www.met.police.uk/AskforAngela
Call **101** for non-emergency enquiries, to report an incident or get help.
If you're deaf or hard of hearing, use our textphone service on **18001 101**.
Call **999** if it's an emergency or a crime is in progress.

METROPOLITAN POLICE

DMCT102

**Libraries as a
Hub for
Micro Mobility**





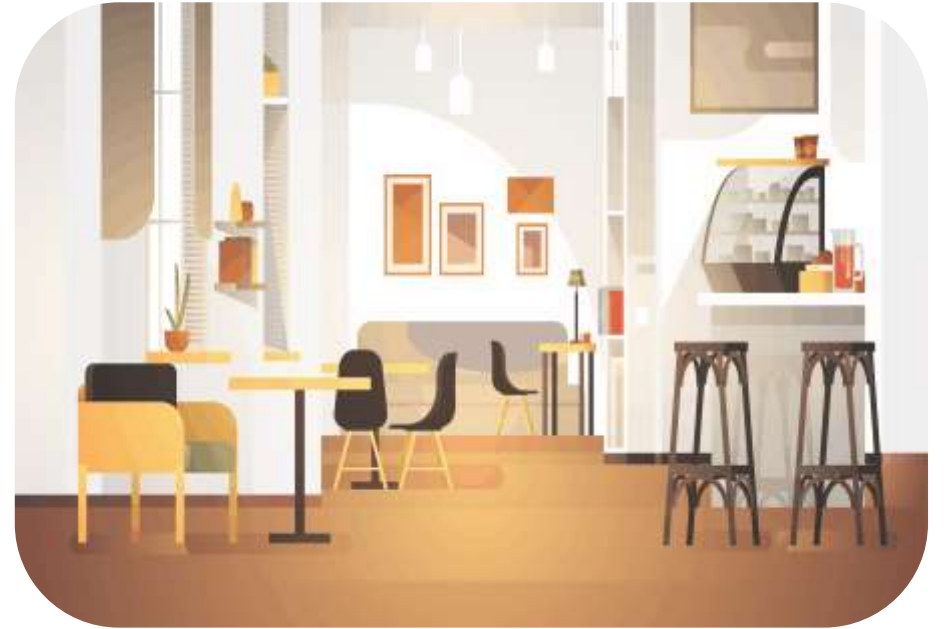
Mobility + Accessibility

Safety, Equity + Access

Autonomous People Movers Coming Soon!



How might the nature of place surprise us in 2029?



End

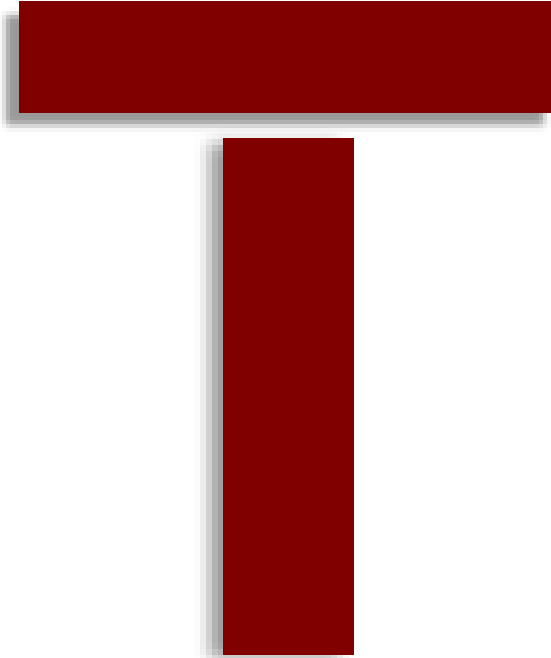


Next Steps

Launch Conversation on Who do we want to be...?

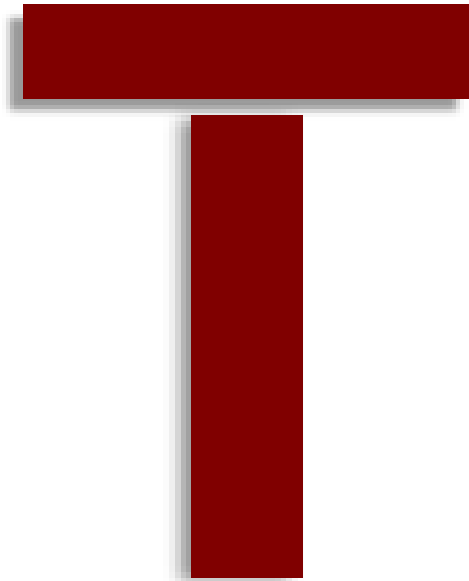


“I” Shaped Person
Success via Specialization



“T” Shaped Person
Success via Integration

What do we want to be as T-Shaped Individuals?



“T” Shaped
Professional Community

Also Trained in?

Ethics

Behavior Science

Cyber Security

Aging Populations

Systems Thinking

Experience Design

Service Design

Psychology

Data Science

Crypto / Blockchain

Restorative Practice

What is the biggest risk we should take over the next five years to align our libraries with the future?





Garry Golden

garrygolden@gmail.com

PDF: garrygolden.com/March25

Two Rs

Tags:

diigo.com/user/garrygolden/KEYWORD

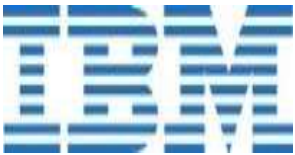
Four Futures Thinking



**Continued
Growth**



**Disciplined
Constrained**



Transformed



**Decline
Collapse**



**Continued
Growth**

**Disciplined
Constrained**

Transformed

**Decline
Collapse**