

Fostering a
Culture of
Innovation
(on a shoestring)

Toby Greenwalt | September 25 2013 | #njjamsecono

everything

is

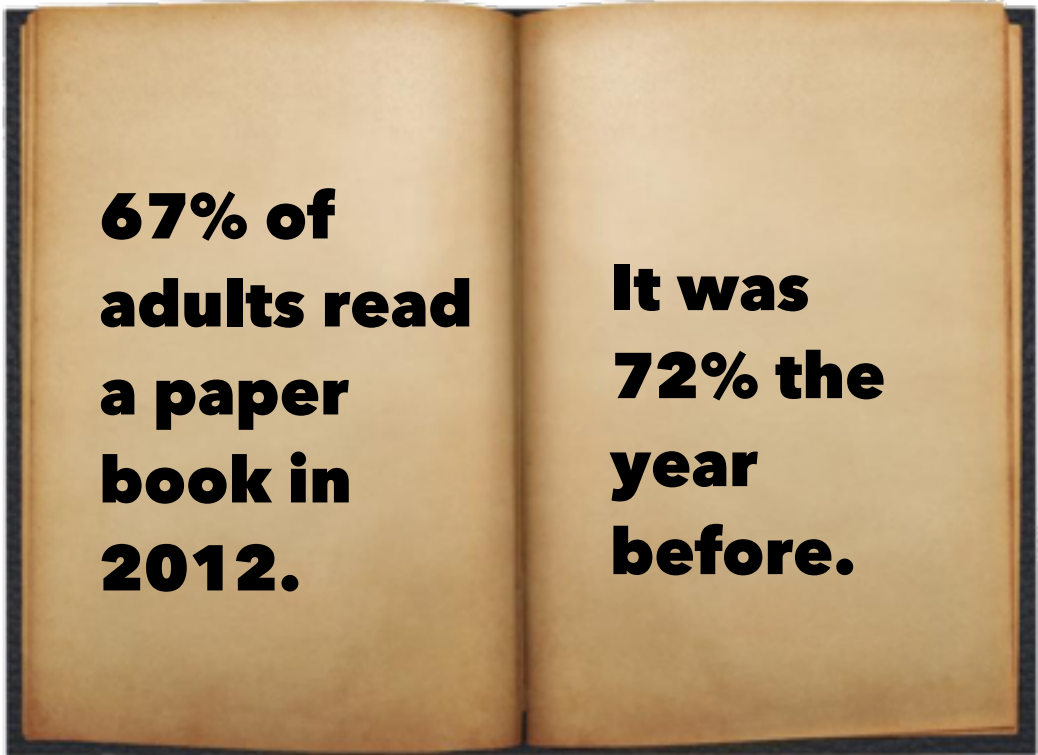
changing



**23% of
adults read
an eBook in
2012.**

**In 2011,
it was 16%.**

kindle



**67% of
adults read
a paper
book in
2012.**

**It was
72% the
year
before.**

NETFLIX

Watch Instantly

Just for Kids Taste Profile DVDs

Movies, TV shows, actors, directors, genres



Toby

Your taste preferences created this row.

Documentaries.

As well as your interest in...



Netflix and YouTube comprise **half** of peak internet traffic.



Source: [The Atlantic Wire](#)

everything is mobile



everything is data



everything is collaborative



everything is overwhelming



experiences
become
expectations

-Jason Griffey

strategies for adapting



Image source: [Bob Ramsak / Priam cafe](#)

strategies for adapting

MakerBot Thingiverse

DASHBOARD

EXPLORE

CREATE

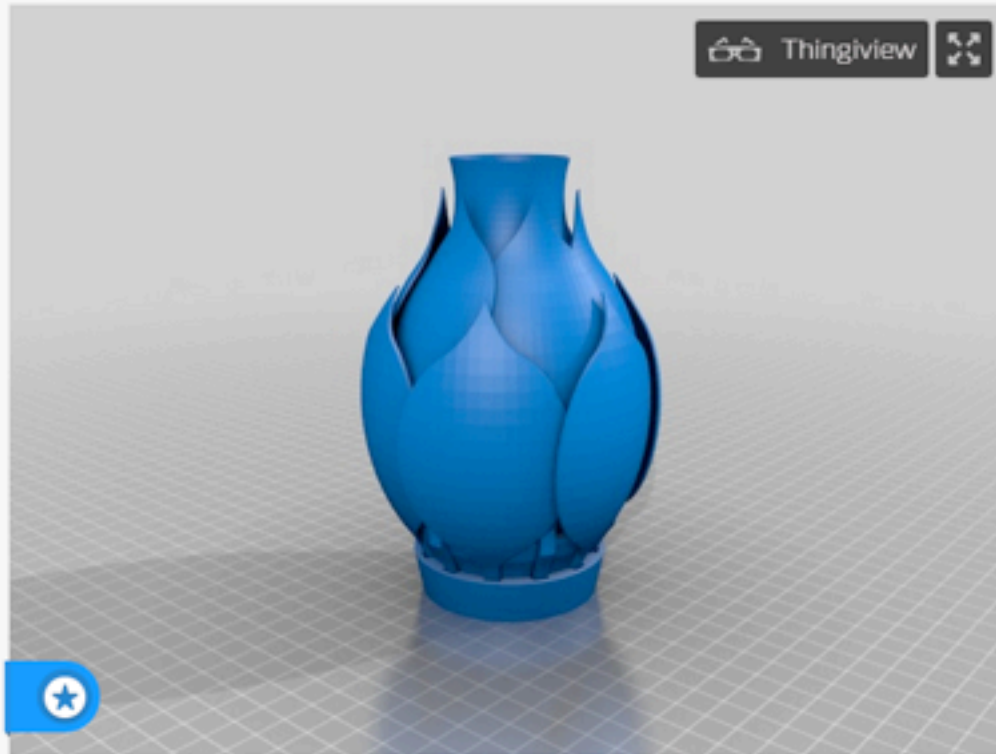
Enter a search term

SIGN IN / JOIN



Blossoming Lamp

by emmett, published Dec 15, 2012



Like	376
Collect	224
Comment	85
I Made One	23
Remix It	2
Share	

Download This Thing!



strategies for adapting

WHAT MAKES A LIBRARY AN ANYTHINK LIBRARY?

An Anythink library is a library. Only it's more like a library turned upside down, loaded with new technology, full of fun people, and missing most of the rules.



from transactions



to partnerships



to experiences



jamming econo



the fine print

working
with
what
you've
got



**confidential to
staff:**

**break
the
broken
rules**





**confidential to
higher-ups:**

**give
your
staff
a voice**

tools for creating buy-in

LIBRARIES NEED TO
START....

MEASURING
OUR IMPACT
BETTER

Being brave

giving up on the stuff
that doesn't work
anymore

finding their
voice!

addressing friction



Source: [John Cline](#)

talent matchmaking

exposure is everything



train through **experience**



engaging the public



Source: [Oak Park Public Library](#)

conversation starters



bite-sized participation



flatten the transaction

About Awesome

Returning something awesome to the Harvard Library?

Put it in the Awesome Box.

Funded by the [Library Lab](#), the Awesome Box allows the community to see what others have found helpful, entertaining, or mind-blowing.

Contact us at lil@law.harvard.edu

Movie images provided by [Flixster](#)



AWESOME!

hidden treasures

Cape May
County Library
TEEN
2014

cmclibraryteen

Instagram 



Where's Odin? Tell us and win a prize!

Source: [Cape May County Library](#)

surprise and delight

aliquot
hours ago



historyhobbit, jessinstant, vienes and 8 others like this.



aliquot get yr book fortune told @westervillelibrary

taking the conversation **online**

am•bi•ent a•ware•ness

[am-bee-uhnt uh-wair-nis]

noun

Peripheral social awareness as a result of constant contact with friends and colleagues via social media. Similar to being physically near someone and picking up on their emotions via body language, sighs, stray comments, etc.

#SmarterThanYouThink

put a **face** on things

Skokie Public Library

Skokie Public Library is located in Skokie, Illinois.
It's a suburb just northwest of Chicago.
Here you'll find blog posts, tips, digital media lab creations, and anything else
we find cool or interesting.
Oh, and probably gifs. This is Tumblr after all.
Elsewhere: [Web](#) | [Facebook](#) | [Twitter](#) | [Flickr](#) | [YouTube](#) | [Pinterest](#)
Curated by Toby Greenwalt.




Posted 11 hours ago

You guys should have little profiles on here about your workers. Everyone there is so nice and helpful

Asked by Anonymous

That's a great idea! We'll see what we can do.

 hplibrary likes this

 skokielelibrary posted this



+ Follow skokielelibrary

tumblr.

say it with **pictures**



**Dustin
Curtis**

DUSTIN CURTIS

Villain. Creator of
Svbtle.

dcurt.is

DECEMBER 19, 2012

Photography's Third Act

When personal photography was first becoming popular, it was mostly used for experimentation and artistic expression, like portraiture. Over time, as costs decreased and fidelity increased, photos gained a second function: they became a system for people to store their memories. And only very recently have we begun to experience the third major function of photography, and I think it's far more important than the other two: photos for individual communication.

create a narrative



Skokie Public Library Teen Corner

Aug 16 · @

The new flooring, in progress.



appointment activities



make 'em laugh



Trying to deposit a library donation inside a narrow check slot at a local ATM this afternoon presented an unexpected logistical problem: [See More](#)

Source: [Glen Ellyn PL](#)

embrace the weirdness

amazon
Prime

[Toby's Amazon.com](#) | [Today's Deals](#) | [Gift Cards](#) | [Sell](#) | [Help](#)

Shop by
Department ▾

Search

All ▾

Go

[Clothing Trends](#)

[Top 10 Funniest Reviews](#)

[Borrow Books for Free](#)

You Guys Are Really Funny

Amazon customers share their comedic genius in these reviews for a t-shirt, a banana-slicer, and eight other products.

[Read some top-voted reviews](#)



document the everyday



facebook

Email or Phone Password Log In

Skokie Public Library
22 hours ago

Mr. Benjamin Zwick (92 years old) proves that learning is for life. He just received his Certificate of Completion for Technology Basics from the Skokie Public Library for learning to use a mouse, email, and the basics of the internet. Help us congratulate him!

Janet McHie Easton, Jennifer Byron, Hernando County Public Library System and 213 others like this.

15 shares

- Lisa Raff Varga** Congratulations, Mr. Zwick!
22 hours ago
- Maria Krumwiede Pasko** Wow awesome about an hour ago via mobile
- Nina Joy Lichtenstein** Mazal tov!
11 hours ago via mobile
- Rita Federman** Congratulations, Mr. Zwick!
14 hours ago via mobile
- Susan Lindenmeyer Del Rosario** Congratulations, Mr. Zwick!
16 hours ago via mobile

let's brainstorm

expanding
the culture

audience, teach thyself



harness local expertise



Joe Born
@JoeBorn



The inventor presents at the @skokiellibrary (they graciously agreed to forgive her late fines as an honorarium :) pic.twitter.com/yOBKtPRzRd

9/18/13, 2:39 PM



collaborative creation



initiate the conversation



take it outside



Source: Kimberly Vardeman

finding a

flow

build a collective memory



Skokie Public Library

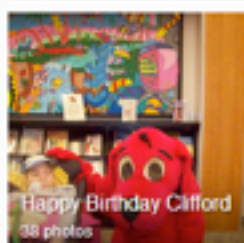
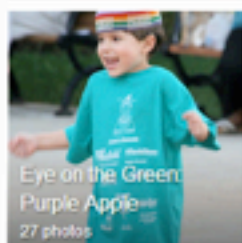
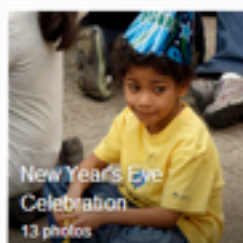
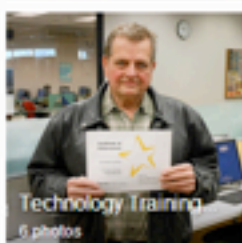
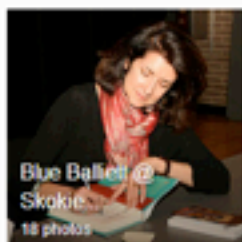
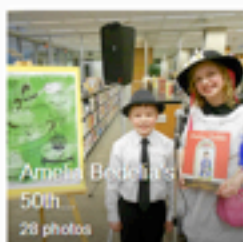
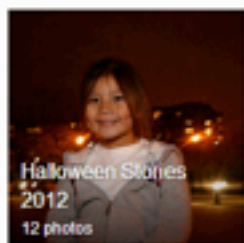
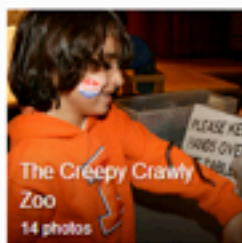
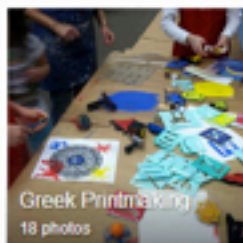
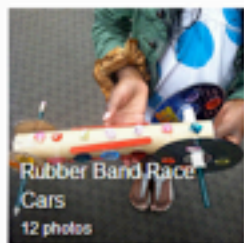
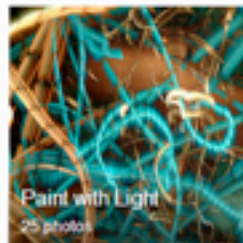
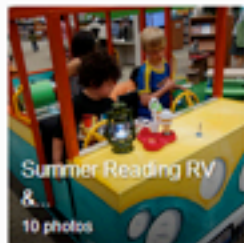
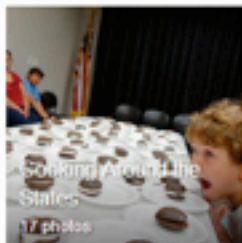
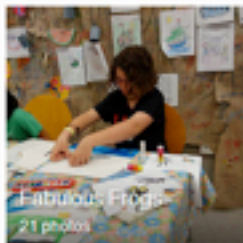
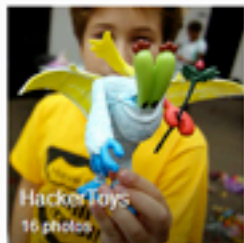
246
Sets

April 2006
Member Since

Photostream

Sets

Favorites



create a collective brain

Search notes +


SEPTEMBER 2013 Sort


Tumblr Likes
9/6/13 continuants via Tumblr <http://www.memelibrarian.com/post/60459113617/continuants-my-workspace-and-my-slime-...>
IFTTT, TUMBLR

Favorite Tweets - Braindump
9/2/13 Worlds of learning, ideas, imagination: Brian Gambles' empowering (nonebook-fixated) vision for Library of Birmingham h...
IFTTT, TWITTER



MARCH 2013

Careers Center - Business Develo...
3/29/13 notes for may/june article Position Description: Overview: The New York Public Library, like many other libraries, is underg...
ENTREPRENEURIALISM, RESEARCH, WIREDLIB...

How Evernote Is Revol...
3/28/13 Added by Adam Webster on 2013-03-14 Tweet 775 This page has been share...
CLASSES, EVERNOTE, TRAINING 

Museum 2.0: Kids, Coer...
3/27/13 Kids, Coercion, and Co-Design There's a constant dialogue in participatory wor...
PROGRAMMING 

Hackathons for Good: Techies, Thi...
3/27/13 Programming ideas Hackathons for Good: Techies, Thinkers, and Activists Unite
ninnumlas 26 Mar 2013 9:50 AM O When u

11 Notes  

Close

September 04, 2013 at 07:09AM

<http://t.co/kq0blzizIF>

"Growth Hacking Your Way to Viral Lift: Virality is not an accident. It is engineered." by @RyanHoliday <https://t.co/Fa3aPxnsBZ>

— Medium (@Medium) [September 4, 2013](#)

via Twitter <https://twitter.com/Medium>

September 04, 2013 at 07:16AM

<https://t.co/Fa3aPxnsBZ>

Companies Need a Head of Content Strategy, Creation and Distribution | Adweek <http://t.co/xTyJXBWlW3>

— Hilary Marsh (@hilarymarsh) [September 4, 2013](#)

provide a platform

SPLMI - Technology in Libraries

We're planning a session that will cover many topics related to technology in libraries. We'd love to hear from you so we can shape our presentation on your needs!

* Required

What do you want to know from our panel of experts? *

Aside from money, what keeps you from introducing new technology in your library? *

apply shared knowledge



- Actions
 - Wiki Home
 - Pages and Files
 - Members
 - Recent Changes
 - Manage Wiki
- Search Wiki

- Navigation
 - Home
 - Issues
 - Comments
 - Time Experiment
 - RS Resources
 - Surveys Awaiting Responses
 - Completed Surveys

- A - D
 - E - H
 - I - L
 - M - P
 - Q - S
 - T - Z
- edit navigation

☆ maureen [redacted]

Edit 19 0 2 ...

+ New Post Search Posts

Subject	Author	Replies	Views	Last Message ^
The sweetness at the bottom of the pi...	pamweinberg	0	0	Yesterday 2:24 pm by pamweinberg
Smokin' seventeen [electronic re...	pamweinberg	0	0	Yesterday 2:15 pm by pamweinberg
Heat by Stuart Woods (eBook)	sachc	0	0	Apr 11, 2012 1:36 pm by sachc
The Forgotten Man by Robert Crais (eB...	sachc	0	0	Apr 11, 2012 1:24 pm by sachc
Flee: A Thriller by Jack Kilborn (eBo...	Lynnanne	0	0	Apr 6, 2012 11:53 am by Lynnanne
Dead Sleep by Greg Iles (ebook)	Lynnanne	0	0	Apr 5, 2012 3:08 pm by Lynnanne
Agent X A Novel Skip to Format Info...	Lynnanne	1	4	Apr 5, 2012 3:02 pm by Lynnanne
The Cove by Catherine Couler (ebook))	Lynnanne	0	2	Apr 5, 2012 2:58 pm by Lynnanne
Child 44 by Tom Rob Smith (eBook)	gainp	0	1	Apr 5, 2012 1:52 pm by gainp
Sticks & Scones by Diane Mott Dav...	gainp	0	0	Apr 5, 2012 1:50 pm by gainp
The Devil in the White City: Murder, ...	gainp	0	1	Apr 5, 2012 1:48 pm by gainp
Atlantis Found by Clive Cussler (Fict...	gainp	0	0	Apr 5, 2012 1:46 pm by gainp
Unbroken: a World War II Story of Sur...	TRatoff	0	0	Apr 4, 2012 2:51 pm by TRatoff
Bad Things Happen by Harry Dolan (ebook)	hinesley	0	0	Apr 3, 2012 4:52 pm by hinesley
The Expats by Chris Pavone (ebook)	hinesley	0	1	Apr 3, 2012 4:48 pm by hinesley
Natural Causes by Michael Palmer (eBook)	leibik	0	0	Apr 3, 2012 12:49 pm by leibik
Case Histories by Kate Atkinson (eBook)	leibik	0	0	Apr 3, 2012 12:43 pm by leibik
Demolition Angel by Robert Crais (ele...	leibik	0	0	Apr 3, 2012 12:35 pm by leibik

going

big

welcome others into the fold

Welcome to the McCracken Learning Center

Resources

Welcome Back!



ONLINE Catalog

Did you know that you can search our library catalog online through Destiny! You can even log in with your user name and password to keep track of your own account. Monitor your due dates, see if you owe fines, create book lists and even put things on hold--from anywhere you can access the internet!

See Mrs. Gammeri or Mrs. Kopp if you have any questions.



We also have our own **Student Gateway** on Skokie Public Library's website. Click [here](#) to enter the gateway. You will find grade appropriate online resources. You will need to enter your Skokie Public Library card number. Remember this number can be found in your network folder. If you do not have a Skokie Public Library Card, please see Mrs. Gammeri!

Current Events



CALLING ALL CRITICS!

UNDER the COVER: Book Reviews by Teens

is a partnership between Skokie Public Library and local middle schools. Each issue features book reviews of fresh titles, written by students for their peers. Most of the books are in their "advance reading copy" stage, which means that they are not yet published (or newly published) when the student reads and writes about the book. By the time the UNDER the COVER newsletter is released in print and on the Web, the books have reached publication and are on the shelves at Skokie Public Library and here at McCracken.

See Mrs. Gammeri for more information.

[View the most current issue here!](#)

[Or look through the archives of past issues here.](#)

buff out the seams



Source: [Mary Beeze](#)

play the long game

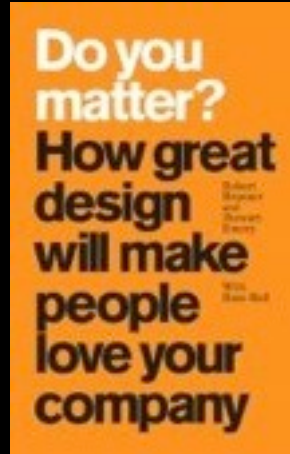
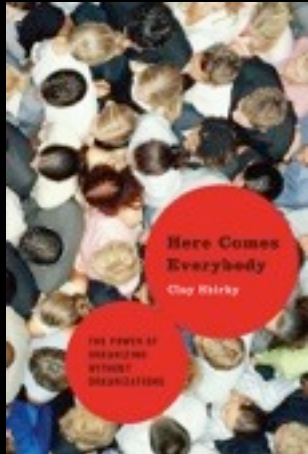
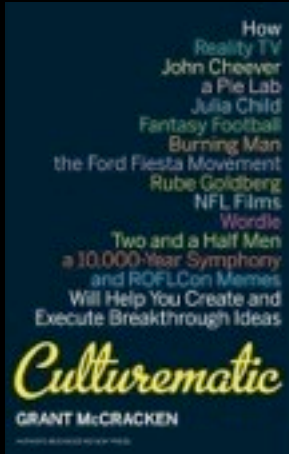


Source: Ron Reiring

rolling

your own

further reading

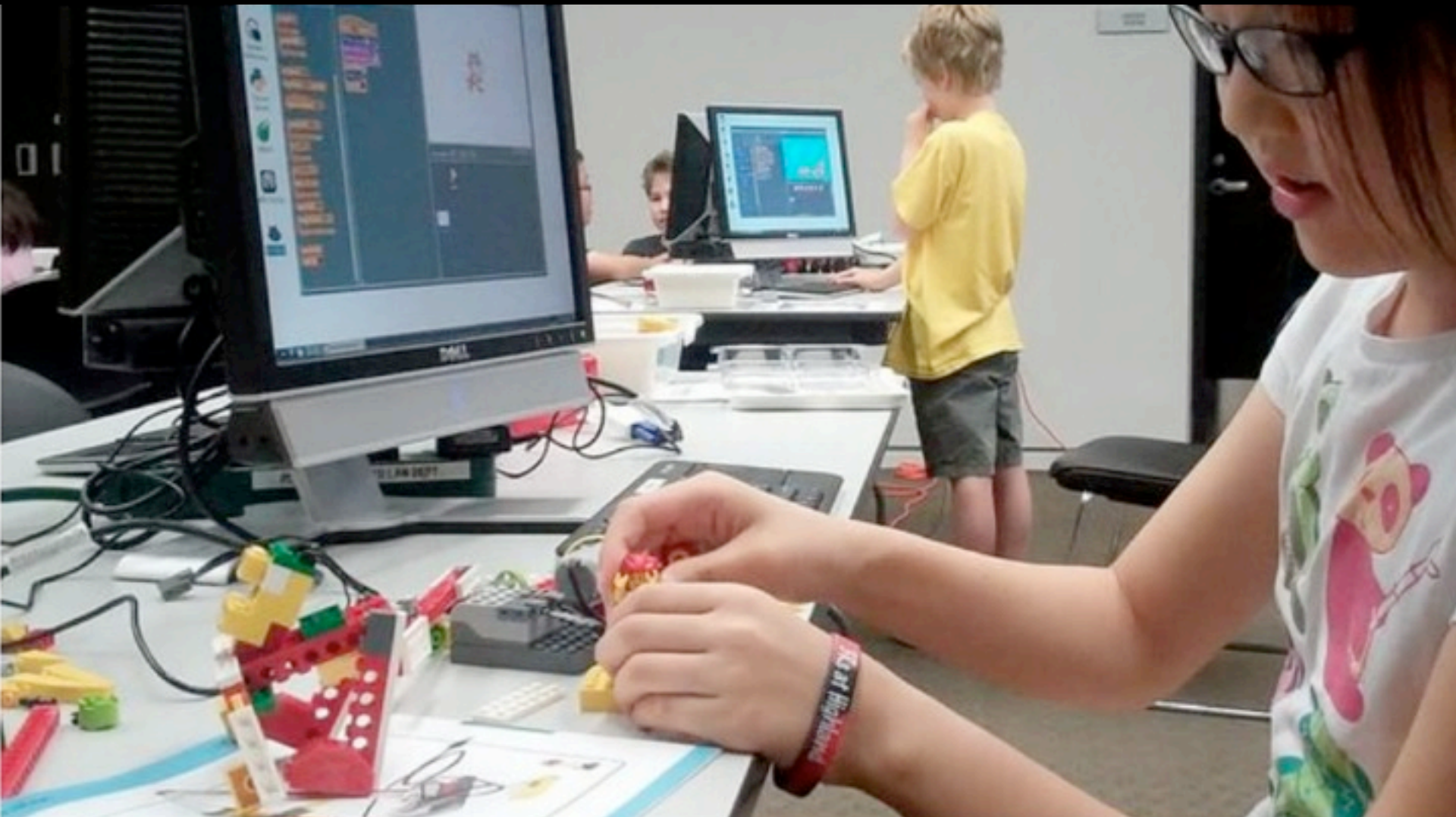


keep it simple



Source: [Peter Guthrie](#)

try fail fix



enthusiasm creates enthusiasm



document everything



get big slowly



Source: [Kid Cowboy](#)

everything is an opportunity

thank
you.

Let's keep talking.
I am [theanalogdivide](#)
at gmail
on Twitter
dot com

