

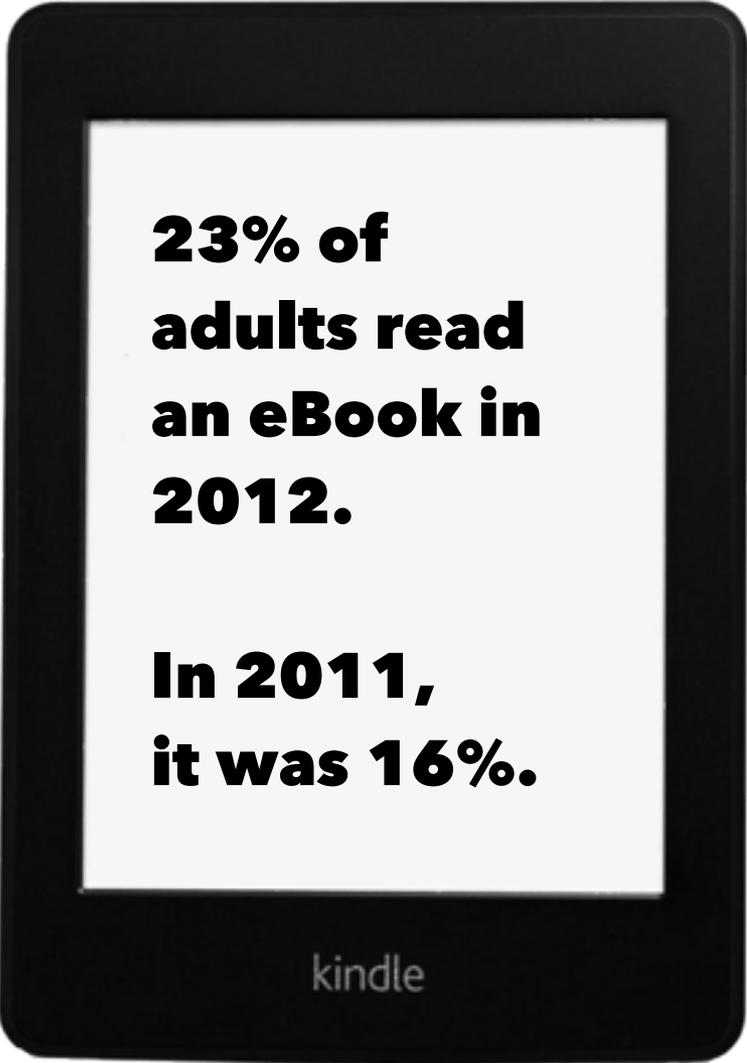
**Fostering a**  
**Culture of**  
**Innovation**  
**(on a shoestring)**

**Toby Greenwalt | September 25 2013 | #njjamsecono**

**everything**

**is**

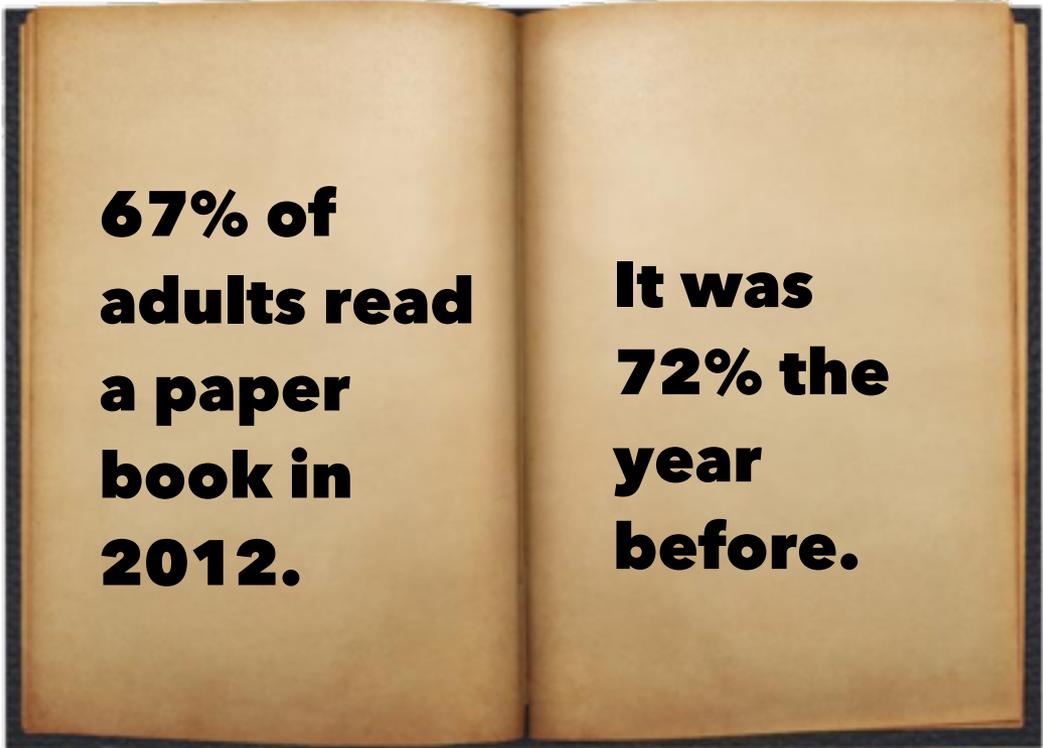
**changing**



**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

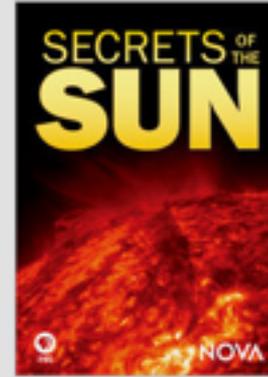
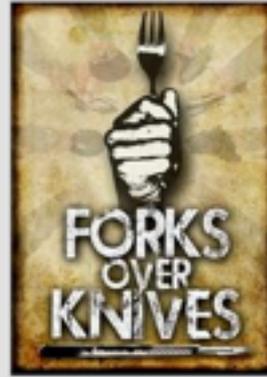
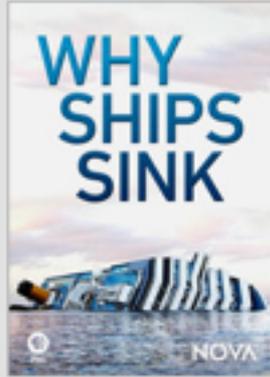


Toby

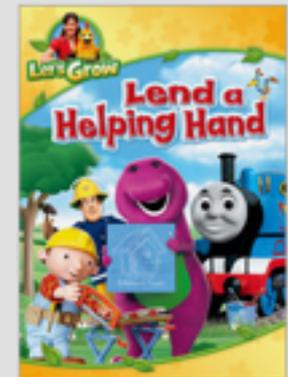
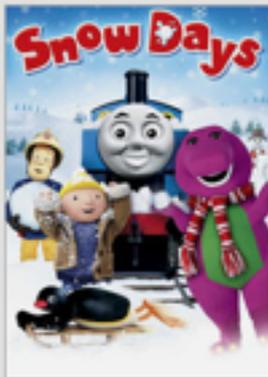
Your taste preferences created this row.

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



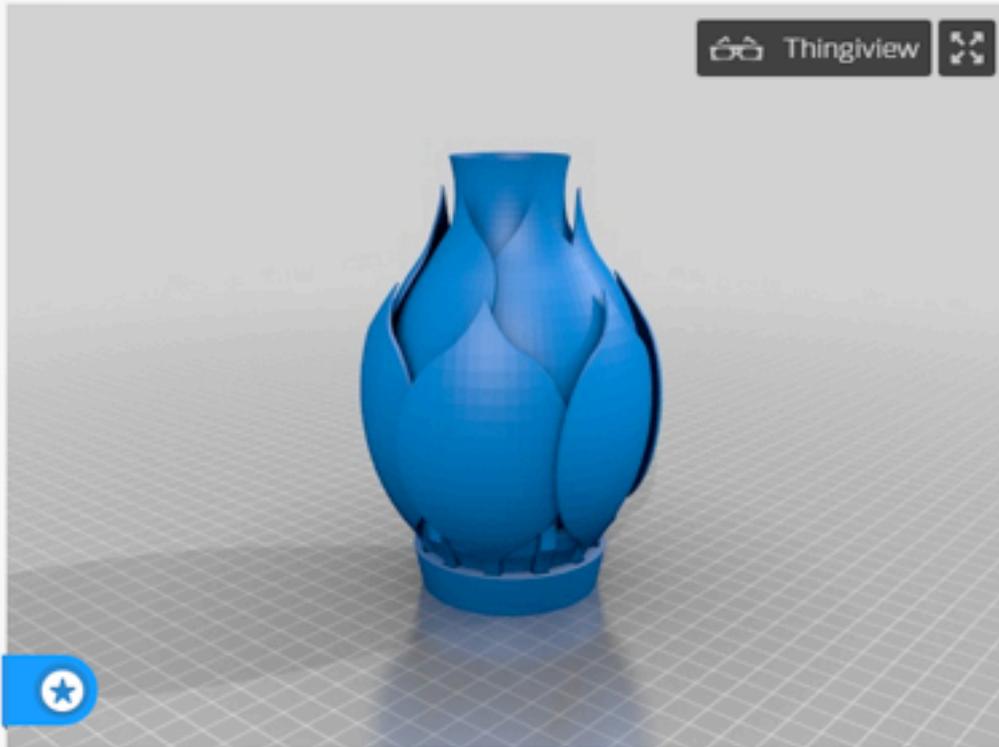
Image source: [Bob Ramsak / Priam cafe](#)

# strategies for adapting



## Blossoming Lamp

by emmett, published Dec 15, 2012



Thingiverse

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**



# set your **priorities**



# 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](mailto:lil@law.harvard.edu)

Movie images provided by [Flixster](#)



AWESOME!

# hidden treasures

Cape May  
County Library  
TEEN  
2016

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](http://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](https://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

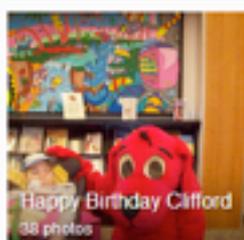
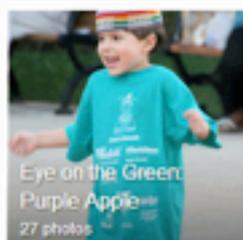
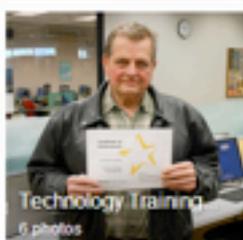
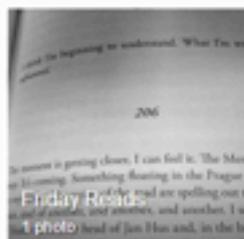
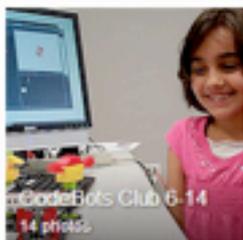
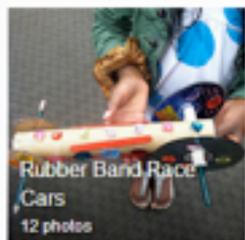
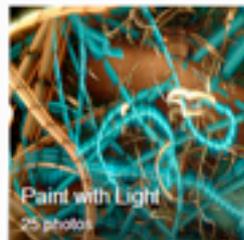
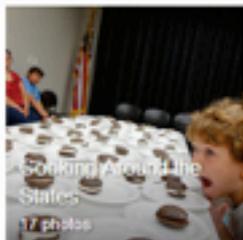
246  
Sets

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

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<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

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

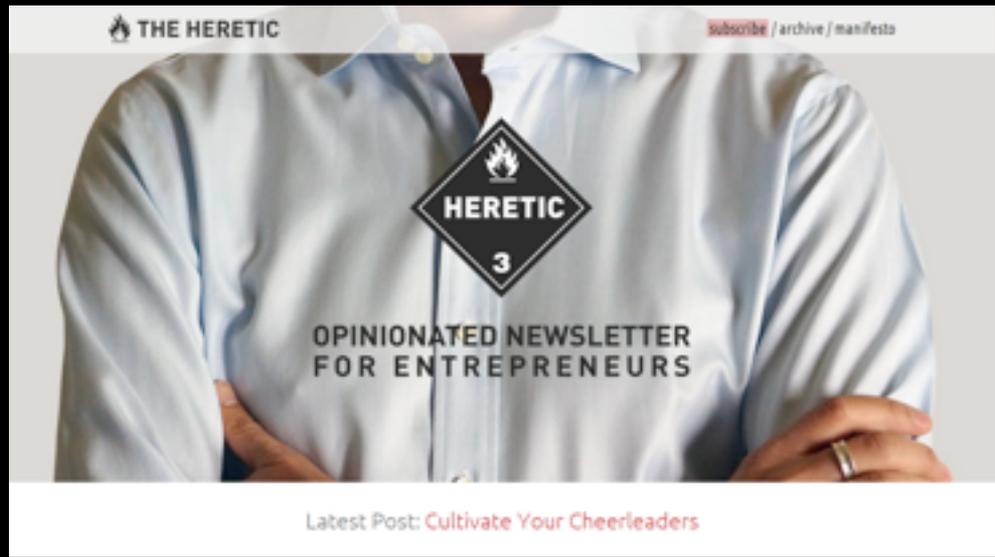
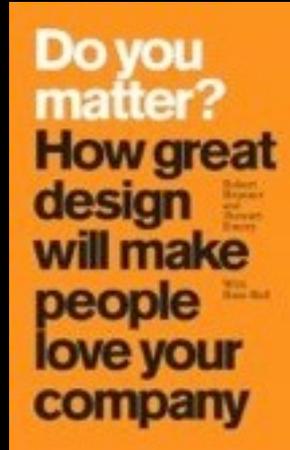
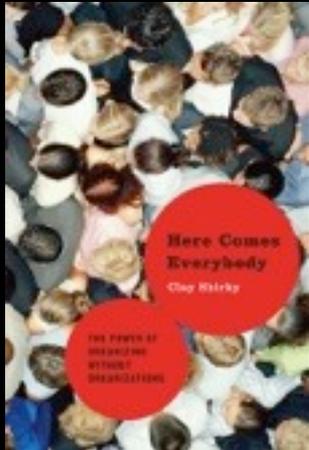
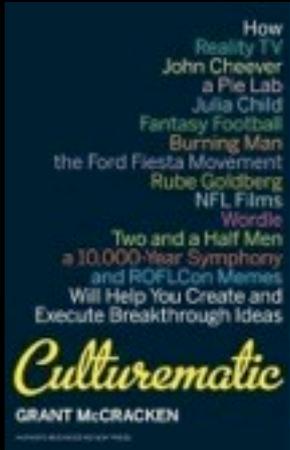


**Source: Ron Reiring**

**rolling**

**your own**

# further reading

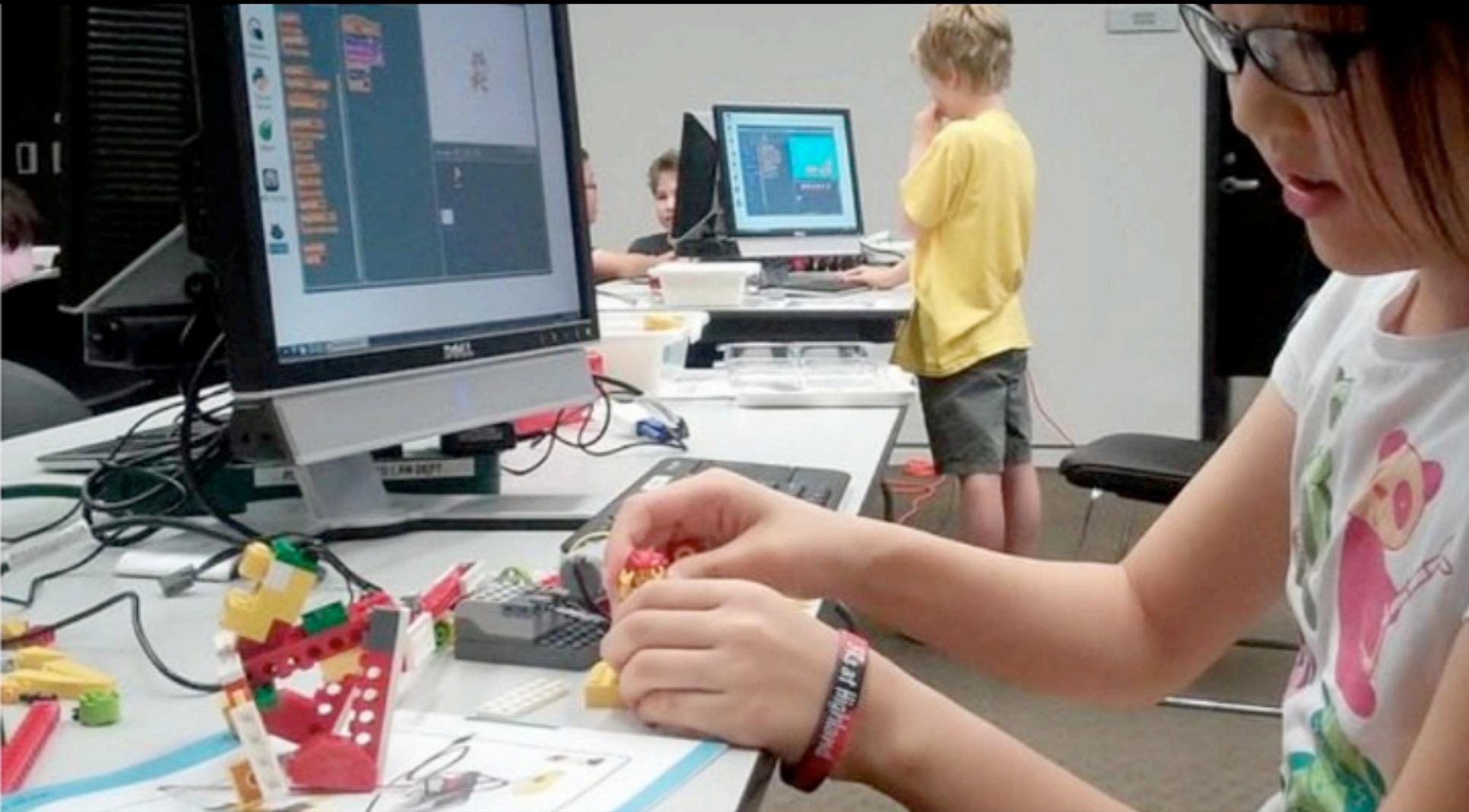


**keep it simple**



**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**

