Smart ideas and common strategies for a new library concept

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Leikny Haga Indergaard
director
Bergen Public Library, Norway
• 5 mill. inhabitants
• 430 municipalities (243 municipalities with less than 5000 inhabitants)
• Every municipality have a public library = too many small libraries
Library coverage is changing

- 50% of population use the public libraries
- 832 public libraries, among 30 branches closed annually.
- Media purchases reduced from 5 to 4 Euro per capita
- Extended opening hours – including Sat/Sun
- Visitor numbers and lending remain almost stable (5.1 visits and 5.4 loans per inhabitant)
- Uneven renewal, increasing differences
- Little social awareness of new services and profile
A widely used network of libraries

• Citizen’s right to library services of quality regardless of domicile or financial standing is strongly emphasized in Norwegian library legislation and library policies.
• Norwegian library users expect even small, local libraries to offer quality services and collections.
The Public Libraries - in transition

• The library concept
• The knowledge society
• The digital society
• Structural changes
• Globalization
The library concept
All information in the world on the internet
Globalization

• Libraries offer access to global, national and local knowledge and culture
• Digital innovation, services on the internet
• Digitization
• Greater need for a sense of cultural belonging, cultural identity and for dialogue
Revolt in the libraries

Music, film, books on internet- for free
The role of the libraries ?
The library as idea
The library as an institution in the society
Significant trends

• Information that can be digitised, is digitised (bokhylla.no The National Library digitize all norwegian book publ. before 2000 and all citizens can read it at their pc for free )
• The importance of knowledge and keeping knowledge up to date is increasing
• Norway is becoming an increasingly multicultural society
• There is an equal requirement for knowledge in small and large municipalities !!!
The user sets the agenda

- Producer and consumer
- Publishes. Leaves a trail.
- Net savvy. Disrespectful
- "If it’s not on the Net, it does not exist."
- Source critical or instant answers?
Library between the familiar and the foreign

Bibliotek mellom det kjente og det fremmede

Det nye hovedbiblioteket i Bjørvika blir ikke bare et nytt bygg, men også en ny type bibliotek. Brukernes behov er i sterk endring som følge av både ny teknologi, nye medier, globalisering og ikke minst overflod av informasjon fra internett og ulike kommersielle aktører. Dette skal være styrende for utviklingen av nye Deichman.

KARI ØYEN AU, PROGETHETIKUS av DEICHMANS BIBLIOTEK

I szép stílú a legújabb, a Bjørvika területen található könyvtár. A könyvtár a közösségnek az új szereplője, és megfelel a mai igényekhez. A könyvtárak javulása az újdonságok és az információ általános elérhetőségének következménye.
What do we know, and what do we need to know more about - to develop better library services?
More than 50% of the inhabitants use the library regularly.
Survey: What do the users in our library?
% use the library for studies
46 % of the users borrow books
13% of the users use the library's ICT
10 % of the users read newspapers
26% is together with other people
Many meet friends at the library, mostly the children and young adults.
Libraries seems most important to people with immigrant background: for studying, school work, computer use and socializing
The use of libraries increase so we build new libraries.
Nice meetings-places, so people want to stay at our libraries
People want to study in the library - with their own laptops
To participate in cultural activities
A reading nation

• With 80% of the population on the internet, Norway is still a reading nation,

• A small country with a small language we are proud of our literature and our authors

• Library visits of the 15-24 years old have decreased, especially 15-16 year old boys think reading is just something one is forced to do in school
Reading skills. More than 20% of the population read not well enough
A challenge: An unacceptably large group of young people cannot read well enough to get a job.
National library reading program

Main target group: adults who read less than others

Focus on the public library’s role to support reading
Project: Read for me, dad
Project: The sound of reading, prisoners read on cd’s for their children
Project: Shared reading. For people who are not "readers"
Project: Homework cafées
Project: Reading friends
Project: Sport and Reading

The Locker-Room Librarian: The Maradona of literature Dissemination.

A librarian talks about books for young sportsmen. Sport-heroes also visit the project and the youngsters get a bag with books in the locker-room.
Libraries are places for all kinds of reading
The library help people to use the new media
Project Seniorsurf: People over 55 years trained in using ICT in libraries with school-children as teachers.
Develop the libraries as learning centres
Gaming in libraries - gamenight at the Public Library
Learn to play guitar with help from a computer
The main goal of a library reform

“The aim is to create a national library network bridging all the different systems in order that public resources can be utilised regardless of system, time and place.”

National library network

• Common search in all library bases with possibility to lend books directly for users

• A nation-wide transport system between libraries (interlending have increased with 100 % from 2001-2011)

• A national library card to use in all public-and research libraries
Mutual search and ordering options in all special, research and public libraries for both printed and digital materials
Transformation in a nutshell

From loan of professionally quality controlled library bound books to ’customer is king´
The customer is king

• The library open 24/7 on the internet (search in catalogs, order books etc)
• Extended opening hours: Saturday/Sunday
• Self-serviced libraries: the users can use the physical library when there is no staff there, use their library card as a key (in rural areas)
• Dialogue with users in social media
The vision for a new concept

- Coherent digital library, covering all fields of media and library services from baby- to researcher level

- Corresponding with the library space

- Activities and programmes

- Aiming at all citizens with segmented services and building on partnerships of all kind
Challenges a la carte

• To develop the new library concept – aiming at all citizens
• To reorganise the library according to the concept – from collection to connection to facilitating learning and inspiration
• To create services in support of the agenda of the society – where libraries can be of help
A new library concept
Reorganize library work

Turn around from collection centered organisation towards user-need driven organisation

Build on national cooperation and national services and development

In combination with local tailored services
Public Libraries + Public services = true?

- How can the library help social needs in the society?
- Trend:
  Library and public service merge together. Libraries offer services like help with job seeking, car driver’s certificates, immigrant visums, apply for kindergarten, tourist information etc etc
Some identified citizens’ needs - democracy and innovation related

Develop media literacy - stimulate linguistic development
Support learning, help pupils with difficulties
Inspire innovation – small and mediumsized businesses
Building basic ICT competencies
Lifelong learning activities of many kinds
Inspire and support networking and participation
Coping with everyday issues in a strange culture
Ambition: Better libraries

All libraries must be able to meet the library service requirements of their users

Strengthen the library as a resource in the development of the knowledge society