Smart ideas and common strategies for a new library concept

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Leikny Haga Indergaard
director
Bergen Public Library, Norway
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
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?
66% 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 can not 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 caféés
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 nationwide 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 visas, 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.