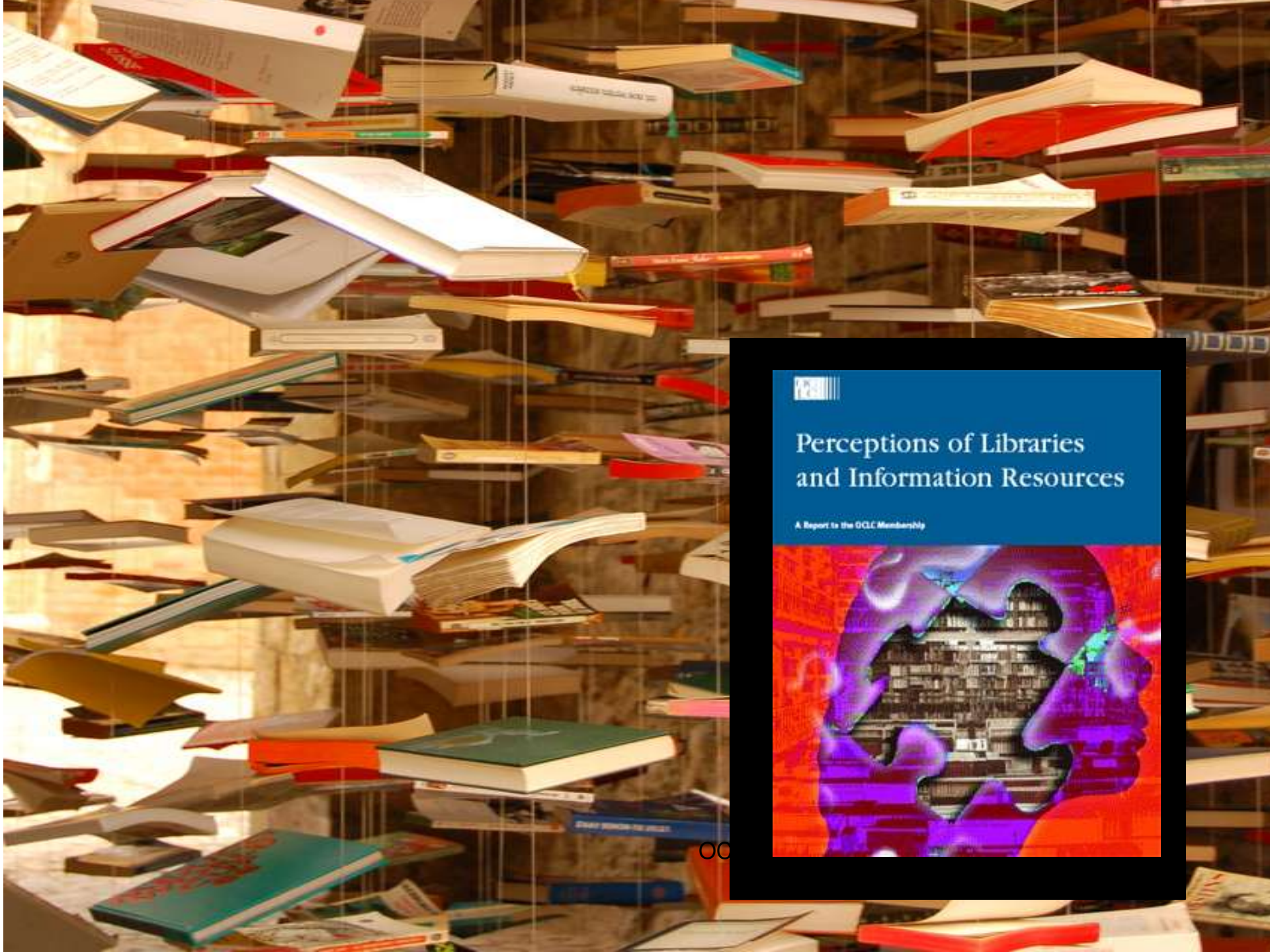


# Libraries: Current, Connected & Customer-Driven







## Perceptions of Libraries and Information Resources

A Report to the OCLC Membership





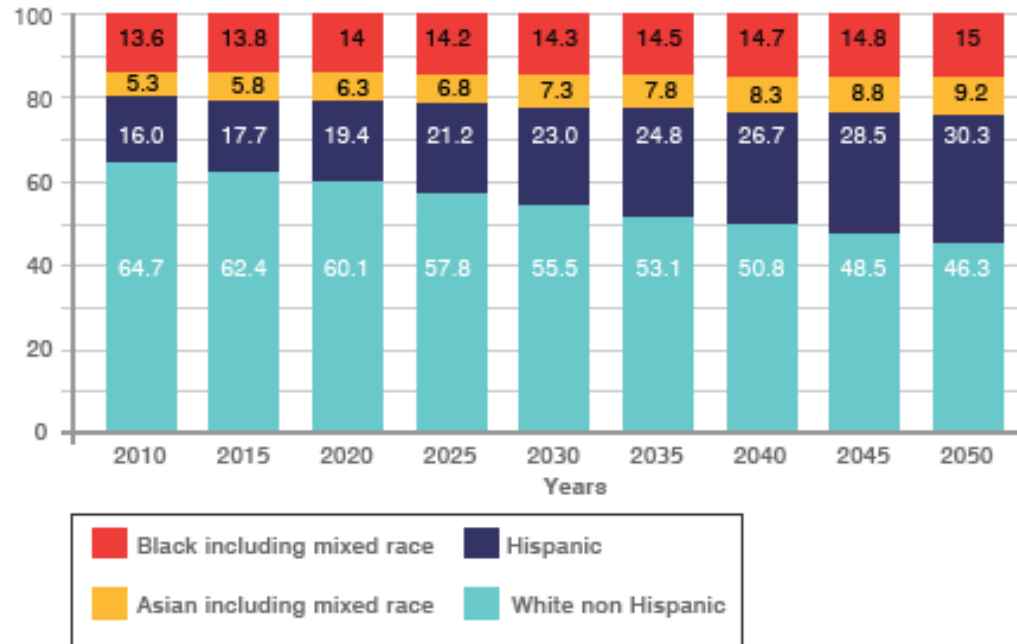


Regulatory Shifts  
Intellectual Offshoring  
Infrastructure  
Technology Leverage  
Attracting Diversity  
Economic Climate  
2008 Election  
Media Formats  
Competitive Challenges  
Funding!  
Voter Sentiment  
Effects of Globalization  
Tech Breakthroughs  
Community Changes  
Consumer Behavior  
Relevancy  
Costs of Operation  
Perception  
Value

# Who are our customers?

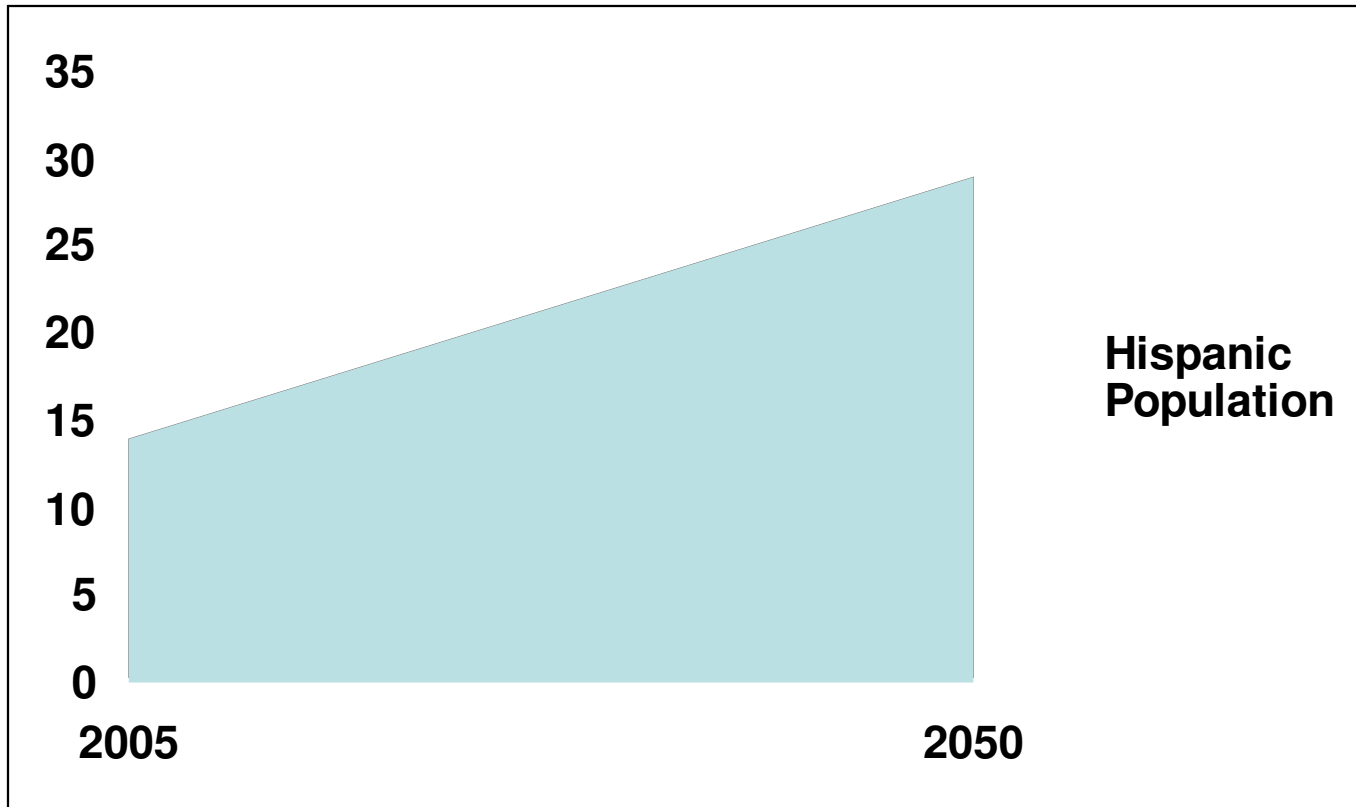
## US POPULATION PROJECTIONS TO 2050

Percentage by race and Hispanic origin



SOURCE: US Census Bureau

# Hispanic Population Growth



# Germany Population

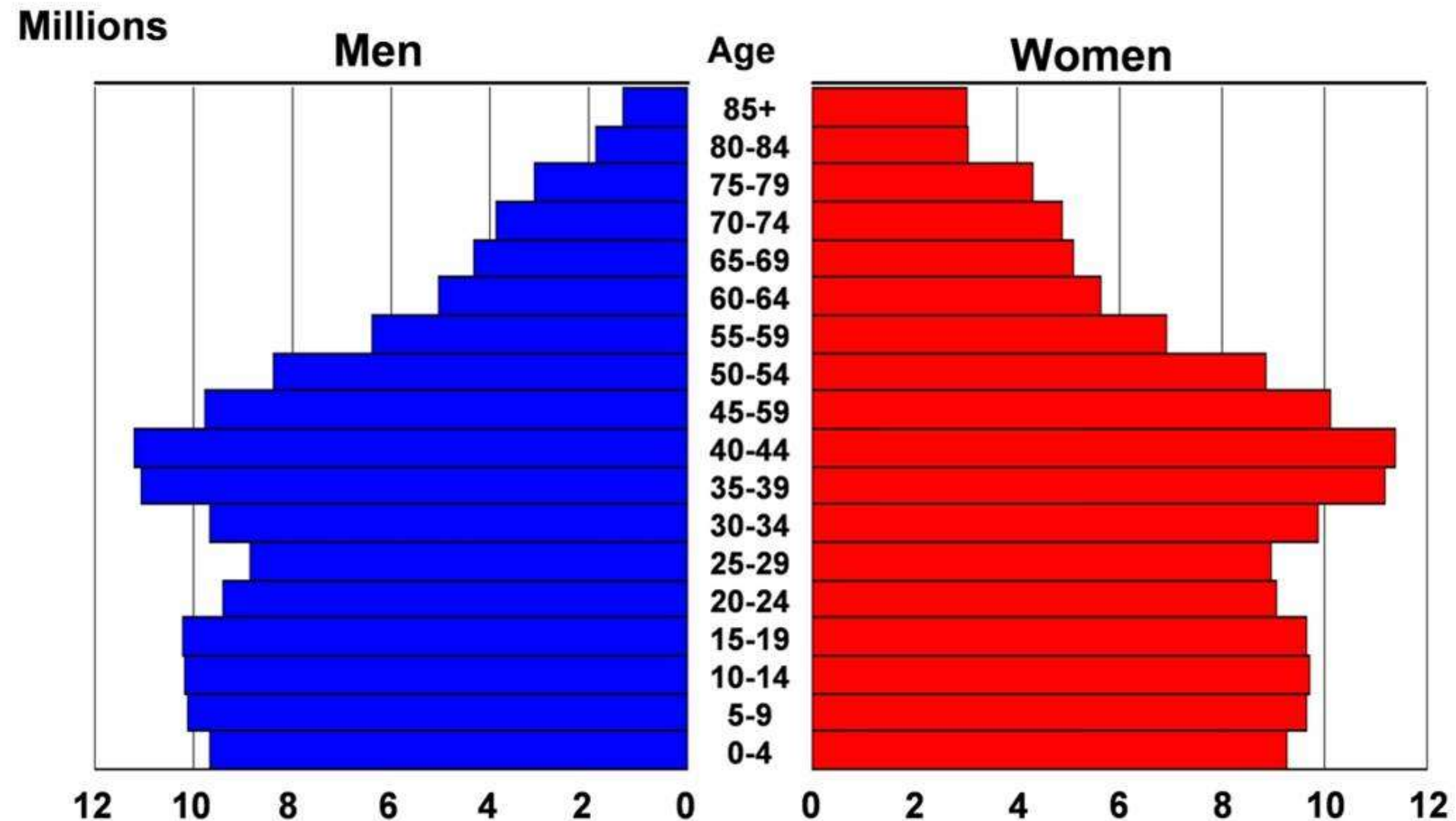
2000

Approximately 23.27% population 60+

2025

Approximately 32.9% population 60+

# U.S. Population 2000





# U.S. Population 2050

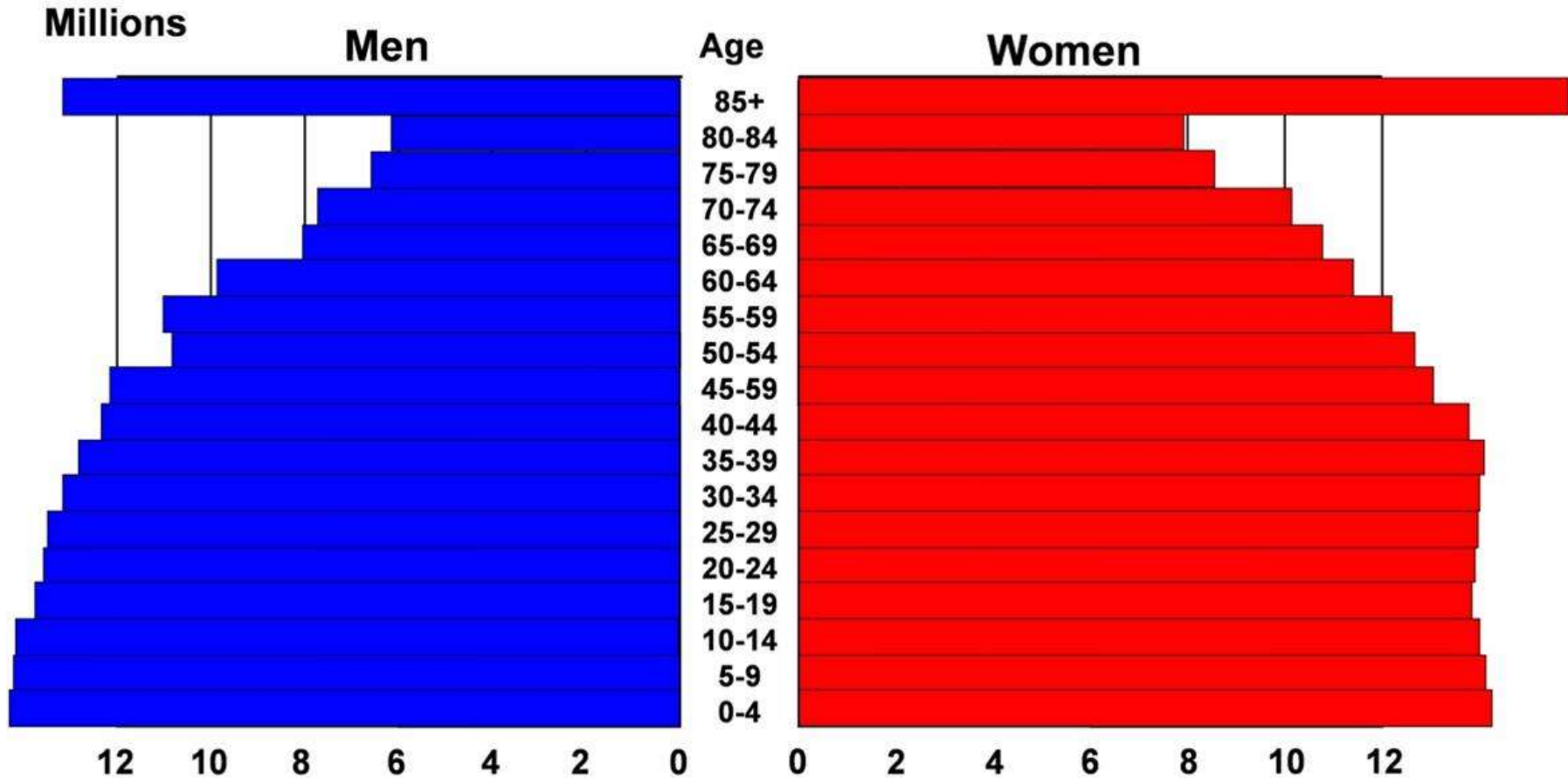








Photo by: [galina135](#)





















## How We See Constituents



## How They See Themselves



# Vision for Academic Library

## **Vision 2002**

Immediate **access** to high quality information

## **Vision 2007**

Provide intellectual leadership and extraordinary  
information **experiences** toward the  
advancement of knowledge



# Mission for Academic Library

**2002**

Enhance access to and **maintain the record**  
of human thought, knowledge and culture  
for current and future users

**2007**

**Inspire** learning and discovery through  
information resources, **collaboration** and  
expertise

My NLB IS VERY SPECIAL TO ME - AS IT IS TO EACH PERSON WHO STEPS THROUGH ITS DOORS. TO EACH READER, THE LIBRARY IS A WINDOW TO VIBRANT IMAGINATION AND EXCITING POSSIBILITIES. FOR FAMILIES, THE LIBRARY EXPERIENCE OCCUPIES A SPECIAL PLACE IN THEIR HEARTS AND OF MEMORIES COLLECTED OVER GENERATIONS. AND THE LIBRARY OF TODAY AND TOMORROW, IS A PLACE WHERE THE BEST AND LATEST IN INFORMATION SCIENCE AND TECHNOLOGY CONNECTS US, AND ENGAGES WITH US. MAKING EACH OF US REALISE THAT OUR NLB IS MORE THAN JUST BOOKS.

IT HOLDS A SPECIAL AND FAMILIAR PLACE IN EACH OF OUR HEARTS. My NLB.

## OUR VISION

An inspiring beacon of **lifelong learning**, bringing **knowledge** alive, sparking **imagination** and creating **possibility** for a vibrant and creative Singapore.

“ Spurring the heights of *imagination* from the depths of our resources.  
This is our vision, our NLB. ”



## OUR MISSION

To provide a **trusted**, **accessible** and **globally-connected** library and information service so as to promote a **knowledgeable** and **engaged** society.

“ Fostering a *knowledgeable* community; forging an engaged society.  
This is our mission, our NLB. ”



## OUR SHARED VALUES

*Commitment to Customer Service & Excellence*



*Working & Sharing Together*



*Passion for Learning*



*Valuing the Community*



*Taking Responsibility*





# Taste Escalation

*1980s*

*1990s*

*2000s*

Folgers → Starbucks → Kopi Luwak

Pan Pizza → Rising Crust → Brick Oven

Frozen Yogurt → Häagen Dazs → Godiva

Butter → Plugra → Madeline & Amy

Table Salt → Kosher Salt → Sea Salt

Russet → Yukon Gold → Purple Peruvian

Prime → Kobe → Wagyu

Stoli → Grey Goose → Rogue Locals







# Drive up window



# BOKOMATEN







Photo by anderson\_sheryl





































[ABOUT](#) [TOUR](#) [SPONSORS](#) [TV](#) [MUSIC](#) [HOME](#)



# GAS PRICES WERE TOO HIGH.



# MY LIBRARY SHOWED ME HOW TO GO GREEN.

Help us tell our story by telling us yours.

Libraries have always worked to share the stories of others, now we need your help to tell our story. We are looking for real life experiences that reflect the way libraries are transforming the lives of the people in our communities. Has the library helped you become who you are, achieve a goal, or learn something that matters in your life? Whatever your story, we want to hear it. We'll add it to our story bank and use it to help others realize how the library can transform their lives too. Visit [www.solvinglifeproblems.org](http://www.solvinglifeproblems.org) for more details.

How is the library transforming your life?

**Solving Life's Problems**  
NEW JERSEY LIBRARIES

This program is sponsored by the NJ State Library and the NJ Library Association.



I needed to exercise but

# BOWLING BALLS WERE TOO HEAVY

NOW I BOWL WITH MY LIBRARY'S Wii.

Help us tell our story by telling us yours.

Libraries have always worked to share the stories of others, now we need your help to tell our story. We are looking for real life experiences that reflect the way libraries are transforming the lives of the people in our communities. Has the library helped you become who you are, achieve a goal, or learn something that matters in your life? Whatever your story, we want to hear it. We'll add it to our story bank and use it to help others realize how the library can transform their lives too. Visit [www.solvinglifeproblems.org](http://www.solvinglifeproblems.org) for more details.

How is the library helping you achieve your goals?

**Solving Life's Problems**  
NEW JERSEY LIBRARIES

This program is sponsored by the NJ State Library and the NJ Library Association.



Solving Life's Problems  
NEW JERSEY LIBRARIES

A close-up portrait of a man with a large, voluminous afro hairstyle. He is wearing large, white-rimmed sunglasses and has a serious expression. His right hand is raised, with his index finger pointing towards the right side of the frame. He is wearing a dark jacket. The background is a solid dark color.

**I WANT TO BE FAMOUS.**

**MY LOCAL LIBRARY'S  
FILM FESTIVAL HAS ME  
ONE STEP CLOSER**

Help us tell our story by telling us yours.

Libraries have always worked to share the stories of others, now we need your help to tell our story. We are looking for real life experiences that reflect the way libraries are transforming the lives of the people in our communities. Has the library helped you become who you are, achieve a goal, or learn something that matters in your life? Whatever your story, we want to hear it. We'll add it to our story bank and use it to help others realize how the library can transform their lives too. Visit [www.solvinglifeproblems.org](http://www.solvinglifeproblems.org) for more details.

How is the library helping you become the person you want to be?

This program is sponsored by the NJ State Library and the NJ Library Association.

# What does this mean for architects?

Libraries need space that is:

- Able to inspire delight
- Green
- Able to accommodate technology
- Flexible, comforting, welcoming











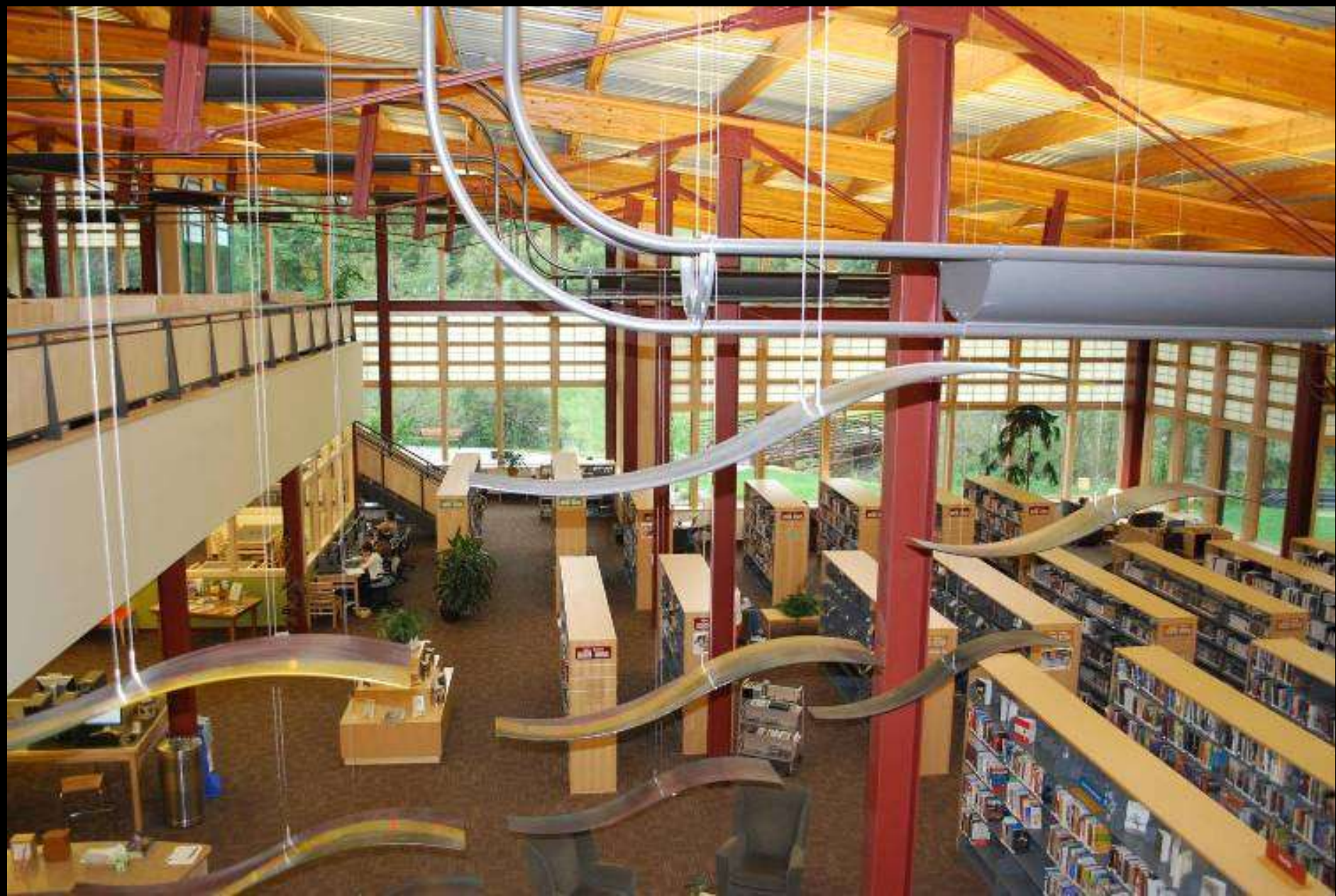




















Our customers are thinking **GREEN**





## Demonstrating Sustainable Design

The Bozeman Public Library was designed and constructed to meet the U.S. Green Building Council's green building rating system, Leadership in Energy and Environmental Design (LEED). Through the support of The Kaskadee Foundation Challenge Grant, this green building includes sustainable strategies that reduced the site, conserve water and energy for heating and cooling, and provide a healthy and comfortable environment for the public and staff.

## Bozeman Public Library

LEED for New Construction

LEED Certified November 2006



**Brownfield Cleanup** - Formerly a train depot, this 14-story site was restored for use. **Construction Waste Management** - Over 94% of the construction debris was recycled and diverted from the landfill.

**Daylight and Views** - Nearly all the occupied spaces are provided with natural light and connection to the outdoors. Automated window shade system responds to allow appropriate light levels.

**Light Pollution Reduction** - Exterior lighting does not impact night skies. Interior lighting does not intrude from the site.

**Renewable Energy** - A grant from NorthWestern Energy supported the photovoltaic (PV) system, efficient lighting, heating, cooling, and humidification. Wind power will be produced and added to the grid by Two One Wind LLC in the name of the library.

**Green Space and Community Connectivity** - This site celebrates downtown open space, Library Park, and the connection to the railway and system. The plaza was designed as a community gathering center. Native plants reduce potable water demand and improve habitats.

**Stormwater Management** - Stormwater is collected, stored, and flows to creek for wildlife habitat, recreational use, and protection of downstream water quality.

**Green Retail** - Vendors please state sustainable values. **Occupant Recycling** - Construction material was provided on arrival and use.

**Alternative Transportation** - Bicycles are encouraged, public transportation provided, preferred parking designated for carpools and hybrids.

**Green Materials** - Recycled materials are used in packaging, site selection and other where possible.

**Energy Efficient Building Systems** - 8 LEED energy credits were awarded for this building, including 27% reduction in energy use over conventional. Waterless urinals, water-saving faucets, and irrigation systems reduce demand on municipal water system.







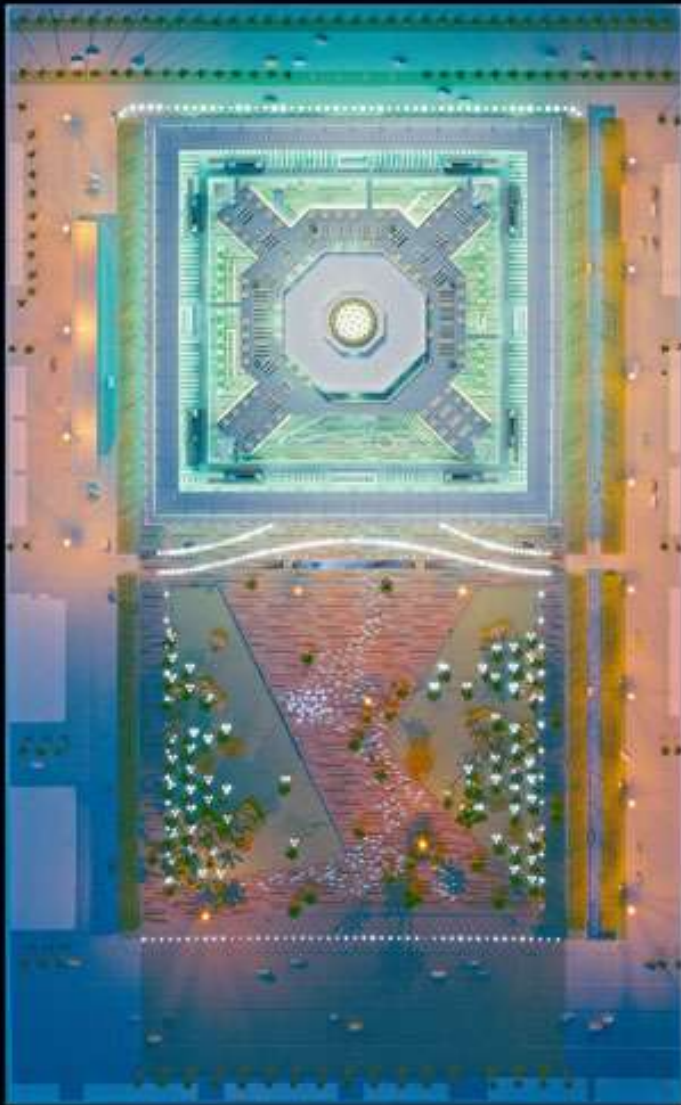
Bronx Public Library







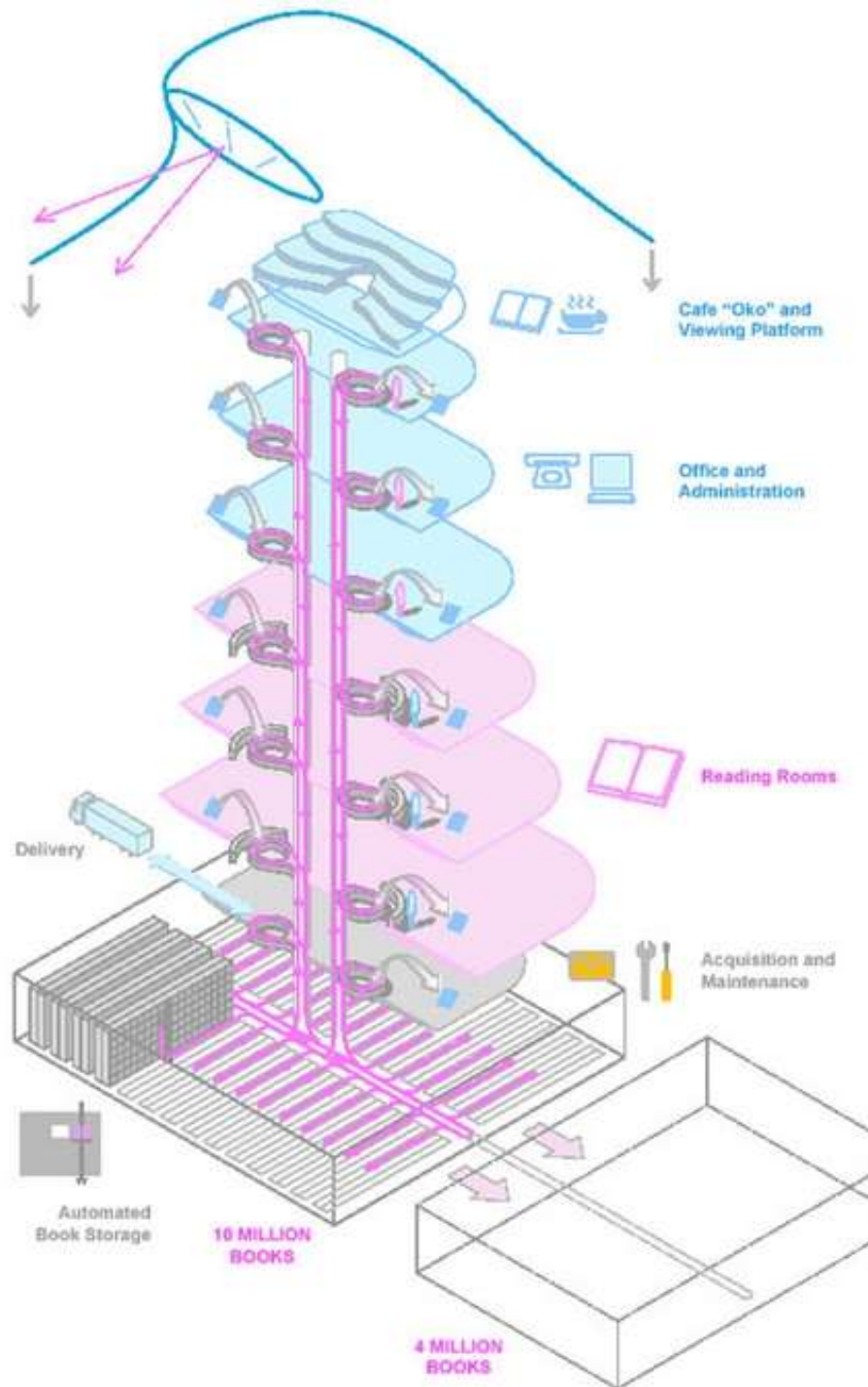




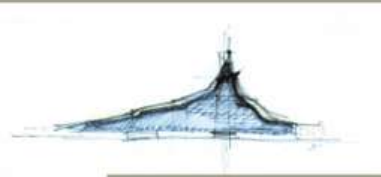




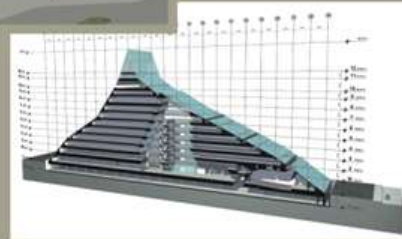
# Prague



## CURRENT PROJECTS



LATVIA NATIONAL LIBRARY, RIGA, LATVIA PROJECT SELECTED FOR LA BIENALLE DI VENEZIA 2002



CAD VISUALIZATIONS BY MIKS KARKLINS















Photo by [JenWaller](#)





PlayStation.2











The Loft @ ImaginOn  
is for young people  
between the  
ages of 12 and 18.

If you are under 12, please visit the  
children's library downstairs. If you are  
over 18, please visit the Adult Lounge  
area located on the 2nd floor  
mezzanine, next to the McCall Family  
Theatre, where you'll find comfortable  
chairs, a place to eat and drink,  
wireless Internet  
access, and select  
magazines  
for adults.  
Thanks.





















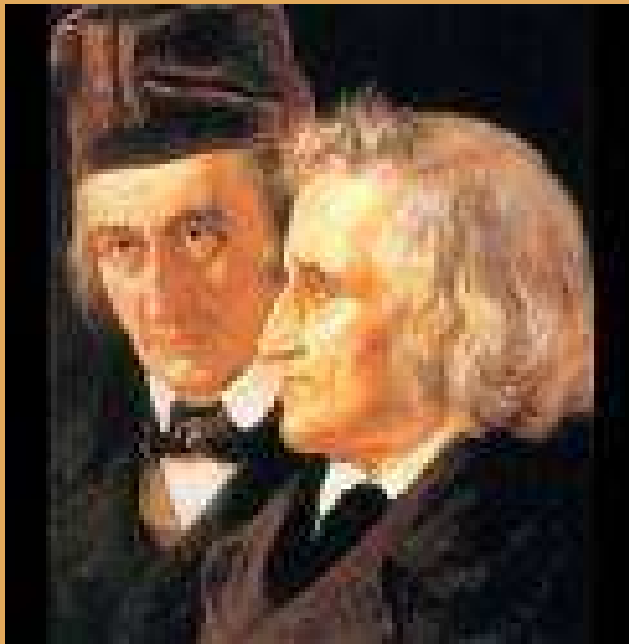






"Nowhere is it possible to become better and, at the same time, more rapidly acquainted with the level of culture in a city and indeed the spirit of its dominant taste than in its reading libraries," Heinrich von Kleist wrote from Würzburg to his fiancée Wilhelmine von Zenge in 1800.





**Without libraries,  
what do we have?  
We have no past and  
no future.**

**Ray Bradbury**