

The Library of the Future

-LIBRARY MARKETING IN MODERN SOCIETY-

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Introduction

This module called Learning by Searching within the area of Library Marketing in a Modern society is supposed to be introduced by a paper following with a home assignment resulting in a written report. This module can either be taken separately or together with the three other modules in the area of Library Marketing in a Modern society.

Focus

The focus in this module is to do a research about a given subject in the area of a future library. This module will also give the participants a chance to do their own analysis and reflection on the subject chosen.

Module design and previous knowledge

The module is designed to include predefined subjects and a couple of questions around the specific areas. This module will give the participants the opportunity to dive into other business communications models/target groups and give deeper knowledge in other business areas.

The subject could either be introduced in a short seminar or a webinar or by e-mail.

Schedule

This is the recommended time schedule.

Learning by Searching	Introduction to subjects	Paper		1 h
	Search and write report		Report	8 h

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Material

The only material for this module are the suggested subjects below.

Trainers instruction

Your role in this module is to give an overview of topics and be available for questions from participants.

The trainer's role in this is to:

- answer questions and monitor discussions on the learning platform (the group can decide on voluntary discussions) (time depends on amount of questions and discussions)
- assess the course in the following ways:
 - assess the report and provide brief comments to the author

Training preparations

Give the participants instructions to pick a subject from the following 4 sections, write a report and evaluate the knowledge they found. The report should include summary, description of subject and findings as well as an analysis including a result.

- a) Pick three brands that you would like to identify with your library, how do they communicate with their customers and how could you use their approach into your library business?
- b) Crowd-funding is one way to get a lot of people fund for example a project or a start-up. Analyze Kick-starter, one of the most used crowd funding companies in the world. What are they doing well? How can you use their way of connecting people into your library world?
- c) There are a lot of social communities Facebooks/linked in/Pinterest/Instagram, tumblr etc. What kind of community could benefit to your library? Are there any similarities between non-profit communities and communities doing profit? What can you use? Why have the biggest communities been so successful in building communities? How could libraries benefit from already existing communities?
- d) There is a research done in the USA, Library Services in the Digital Age

“Patrons embrace new technologies – and would welcome more. But many still want printed books to hold their central place”

Analyze the research while comparing it with your library. Is the development of digital age affecting your library in the same way as the research in USA says or is there a huge difference in your country? What areas are having the same trends and what are the differences?

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Learning outcomes

There are not a generic outcome from this module. After completing the module, the participants have been able to pick a subject that might be of their future interest and hopefully useful in to their future library plans.

Module Assessment/Certificate

The module contains one short introduction and one written homework assignment.

The successful participant is expected to have concluded the following tasks in a satisfactory manner:

1. Active participation in the workshop.
'Active' is defined as having contributed to the groups' discussion and/or made presentations.
2. Report including analysis and reflection place

Prepare a Certificate to Module 2 Learning by searching (not mandatory)

Evaluation

We assume there is a general template for evaluation the module that you can use.