re-awakening the *People's University.*

the learning agenda opportunity to reinvigorate public libraries

CILIP Executive Briefing November 2014

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an opportunity to….

- increase human flourishing
- promote the public good
- increase the relevance, value & impact of (esp. public) libraries
- keep (esp. public) libraries open
- increase the esteem, value and pay of librarians

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why *now?*

.....some context....

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challenges to formal learning

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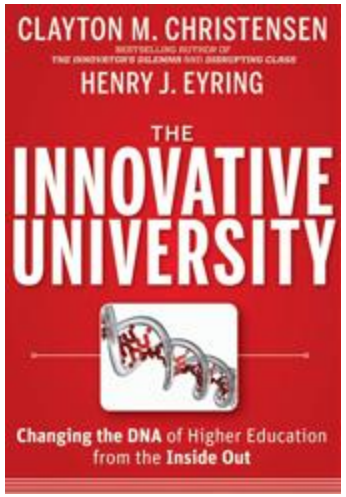
The Economist

"Universities represent declining value for money to their students.

universities are clinging to a medieval concept of education in an age of mass enrolment. In a recent book, "Reinventing Higher Education", Ben Wildavsky and his colleagues at the Kauffman Foundation, which focuses on entrepreneurship, add that **there has been a failure to innovate."**

[Higher education] Not what it used to be. American universities represent declining value for money to their students. Economist 1st Dec 2012 http://www.economist.com/news/united-states/21567373-american-universities-represent-declining-value-money-their-students-not-what-it

traditional universities have had no serious competition except from institutions with similar operating models. Now, however, there are **disruptive for-profit competitors** offering online degrees



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In this poignant, funny follow-up to his fabled 2006 talk, Sir Ken Robinson makes the case for a radical shift from standardized schools to **personalized learning — creating conditions where kids' natural talents can flourish.**

http://www.ted.com/talks/sir_ken_robinson_bring_on_the_revolution?language=en

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NMC Horizon Project

Education paradigms are shifting to include

- ***online*** **learning**
- ***collaborative*** **models**.

Budget cuts have forced institutions to re-evaluate their education strategies …..

The NMC Horizon Report 2014 Higher Education Edition
http://www.nmc.org/news/its-here-horizon-report-2014-higher-education-edition

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14 MAR 2014

The social learning revolution: Engaging an online community

According to the 2013-14 Towards Maturity Benchmark Study, four out of five learners are willing to share what they know with others online and seven out of ten are motivated by using tools that will help them network and learn from others.

http://www.brightwave.co.uk/our-thinking/thesociallearningrevolution-engaginganonlinecommunity/index.html

community and informal learning

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NMC Horizon Project

Both formal and informal learning experiences are becoming increasingly important as college graduates continue to face a highly competitive workforce.

Informal learning --learning that is self-directed and aligns with the student's own personal learning goals.

Online or other modern environments are trying to leverage both formal and informal learning experiences …allowing for more open-ended, unstructured time where they are encouraged to experiment, play, and explore topics based on their own motivations. This type of learning will become increasingly important in learning environments of all kinds.

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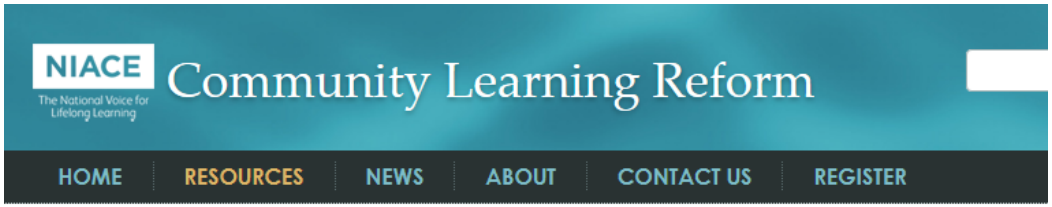

Home | Resources

Community Learning: Policies, Guidance and Research

Launch of Community Learning reform survey

New BIS policy objectives for Community Learning were first announced in New Challenges, New Chances and, since the start of 2013/14.

In summary, [Community Learning] providers are expected to ……lever in additional resources (so-called “pound plus”); work in close partnership; set clear priorities and apply appropriate outcome measures; address disadvantage while maintaining a “universal offer”; and involve local residents, communities and stakeholders in planning and delivering relevant provision.

open....

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NMC Horizon Project

Open is a key trend in future education and publication, specifically in terms of open content, open educational resources, massively open online courses, and open access.

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NMC Horizon Project

Universities signed up to offer courses on Futurelearn

University of Birmingham
University of Bristol
Cardiff University
University of East Anglia
University of Exeter
King's College, University of London
Lancaster University
University of Leeds
The Open University
University of Southampton
University of St Andrews
University of Warwick

Massively open online courses are proliferating. MOOCs have captured the imagination of senior administrators and trustees like few other educational innovations have....As the ideas evolve, MOOCs are increasingly seen as a very intriguing alternative to credit-based instruction. The prospect of a single course **achieving enrollments in the tens of thousands** is bringing serious conversations ....

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Environmental Scan and Assessment of OERs, MOOCs and Libraries:

What Effectiveness and Sustainability Means for Libraries' Impact on Open Education

Carmen Kazakoff-Lane

Libraries can and should support open education. It fits with librarians' professional support for access to information as a public good, the institutional mandate of academic libraries to support teaching and research, and the **professional obligations of librarians in public libraries to support continuing education.**

http://www.ala.org/acrl/sites/ala.org.acrl/files/content/publications/whitepapers/Environmental%20Scan%20and%20Assessment.pdf

MOOCs and Libraries:
Massive Opportunity or Overwhelming Challenge?

To be blunt, if it's politically important, libraries need to be there.'

MOOCs and Libraries: Introduction. by Merrilee. Hangingtogether.org [OCLC Research blog]. 9th April 2013. http://hangingtogether.org/?p=2666

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Home Find MOOCs By

LA101x: Library Advocacy Unshushed: Values, evidence, action (edX)

Feb 24th 2014 edX English

Learn how to be a powerful advocate for the values and future of libraries and librarianship. Be informed, strategic, courageous, passionate, and unshushed!

No votes yet

Languages & Literature, Law, Marketing & Communication, Social Sciences

Library Research , Librarianship , Literacy , Advocacy , Strategic Thinking

More Info

Reading for Understanding: Literacy for Learning in the 21st Century (Canvas.net)

Feb 10th 2014 Canvas.net English

In this course, we will actively explore a powerful framework, Reading Apprenticeship©—described in the book, Reading for Understanding.

No votes yet

Education, Personal & Professional Development Reading , Learning , Literacy

More Info

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so given all this….is it time to reinvent the 'People's University?'

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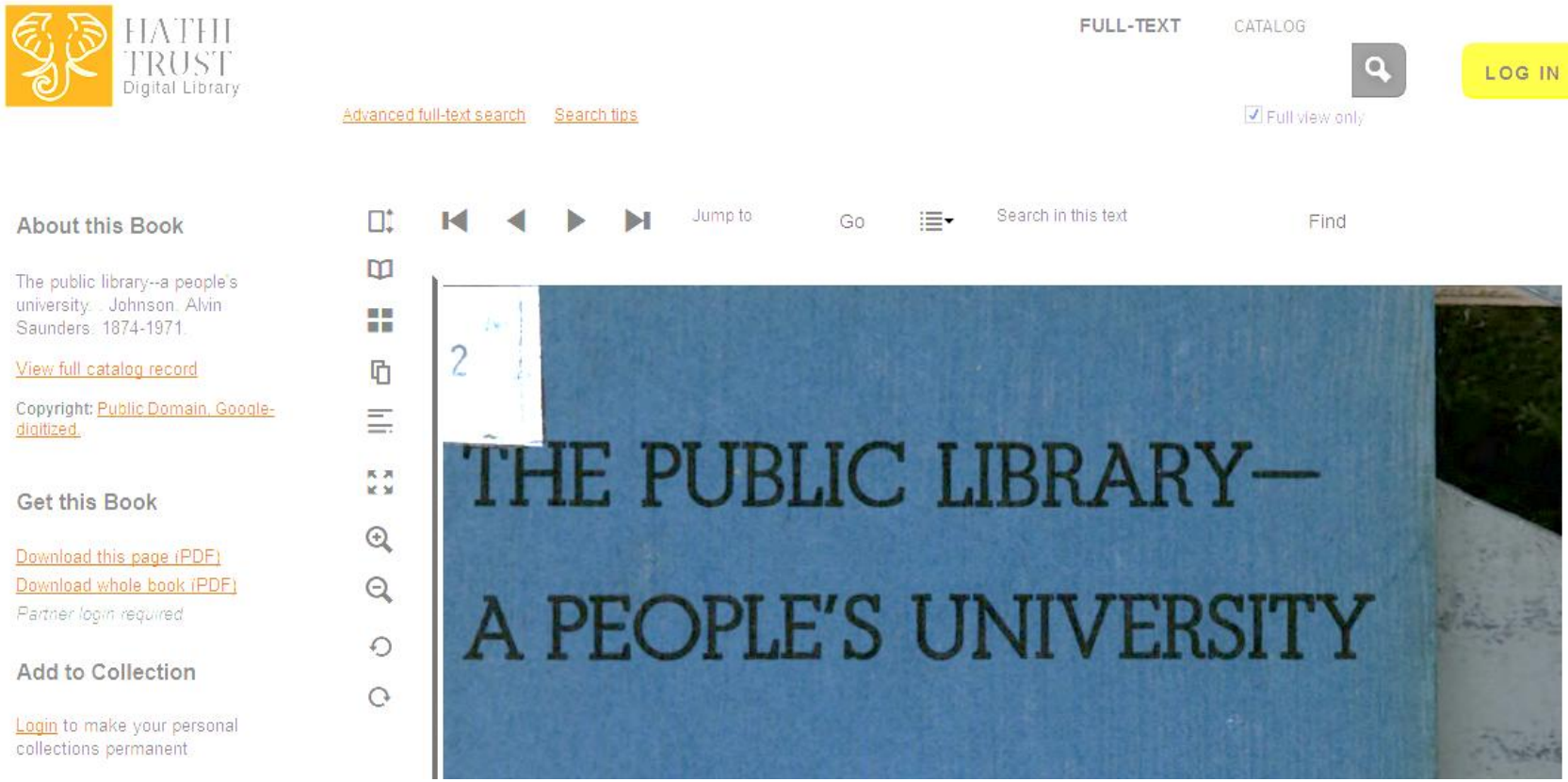
over 70 years ago (1938)



Alvin Saunders Johnson. The public library -- a people's university. Studies in the social significance of adult education in the United States. American Association for adult education, 1938. http://babel.hathitrust.org/cgi/pt?id=uc1.b3389062;view=1up;seq=1

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'Libraries have always been universities of the people if you like. You could actually go in there, find information and broaden your horizons, with a little bit of support or possibly even by knowing that the library was open and you had access to material.'

MLA 2005
https://www.ljmu.ac.uk/BLW/BLW_Facultytopleveldocs/MLA_Report.pdf

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1938… but sounds familiar…?

"In the long period of depression the libraries have suffered more severely from reduced appropriations than any other public service. Book purchases have been held to a distressing and, in many instances, a disastrous minimum. Employees have been dismissed and the salaries of other employees have been mercilessly cut. Some branches have been closed down and other branches that should be open continuously have been closed"

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1938….still true…?

"The Public Library in a Democracy
No library has come anywhere near developing the possibilities within its easy reach. No library, indeed, has even worked out a clear program."

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so what have public libraries got to offer?

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what is in place already?

Print collections -the books (of course)... and archives, special collections and online reference resources

http://www.libraryofbirmingham.com/archives

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learning spaces

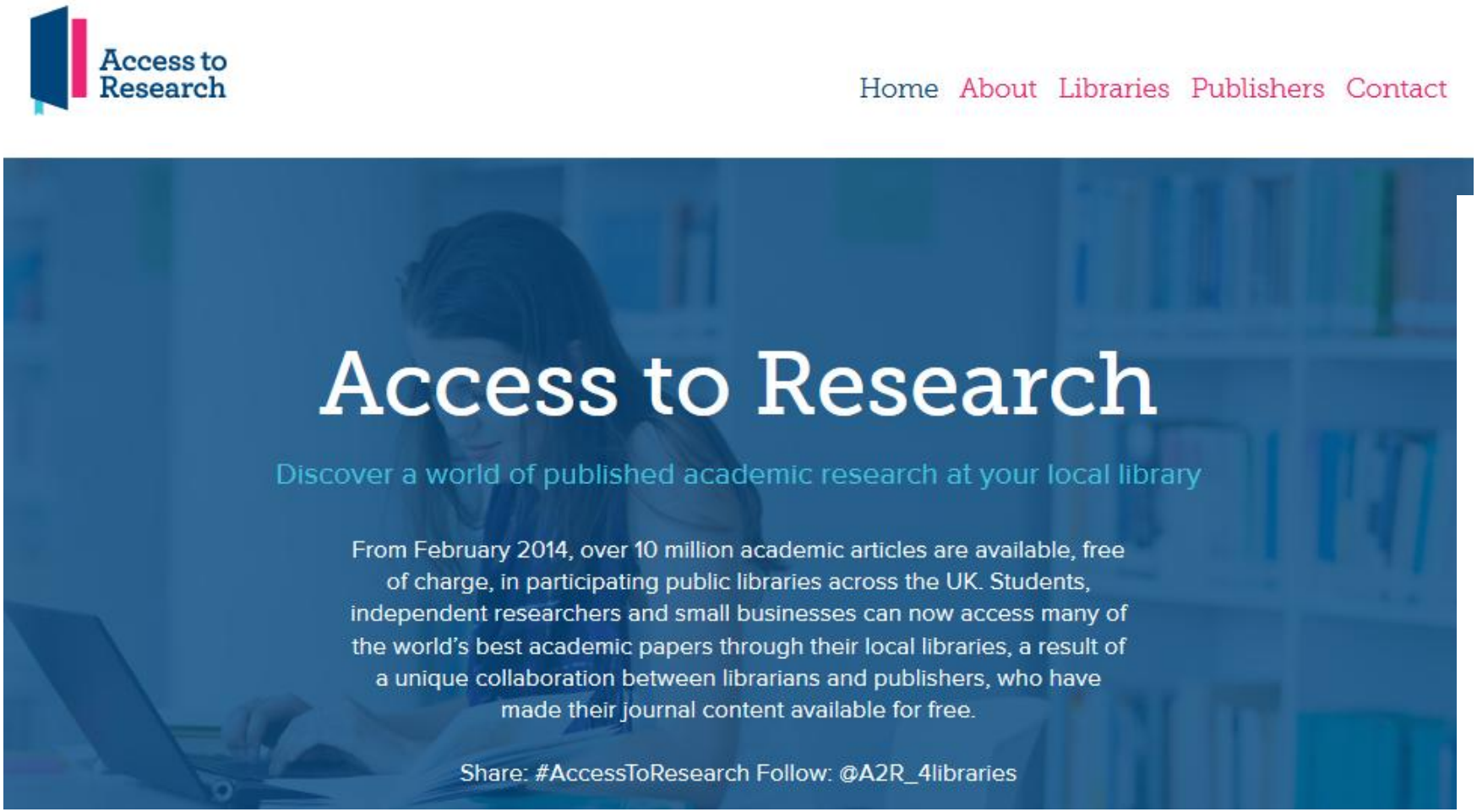
Public libraries represent around 4,000 learning spaces *open to all*

The YouMedia space at the Harold Washington Public Library

…..librarians and architecture teams have recognized the need to support increases in learning activities**. ...**there is a relationship between learning spaces and collaborative technology. **Among librarians and library planners, learning spaces are seen as a unifying requirement for the expansion of library services**. They recognize that the library's seating plan must include more learning spaces to support social networking, sharing and project base learning.

Alex Cohen. Learning Spaces in Public Libraries. Public Library Quarterly. Volume 28, Issue 3, 2009. DOI:10.1080/01616840903106964

a UK-wide *national* infrastructure that gives free access to *subscription* journal articles



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access to free (OA) journal articles etc

CORE (COnnecting REpositories) aims to facilitate free access to scholarly publications distributed across many systems. As of today, CORE gives you access to millions of scholarly articles aggregated from many Open Access repositories.
http://core.kmi.open.ac.uk/search

BASE is one of the world's most voluminous search engines especially for academic open access web resources. BASE is operated by Bielefeld University Library.
http://www.base-search.net/about/en/

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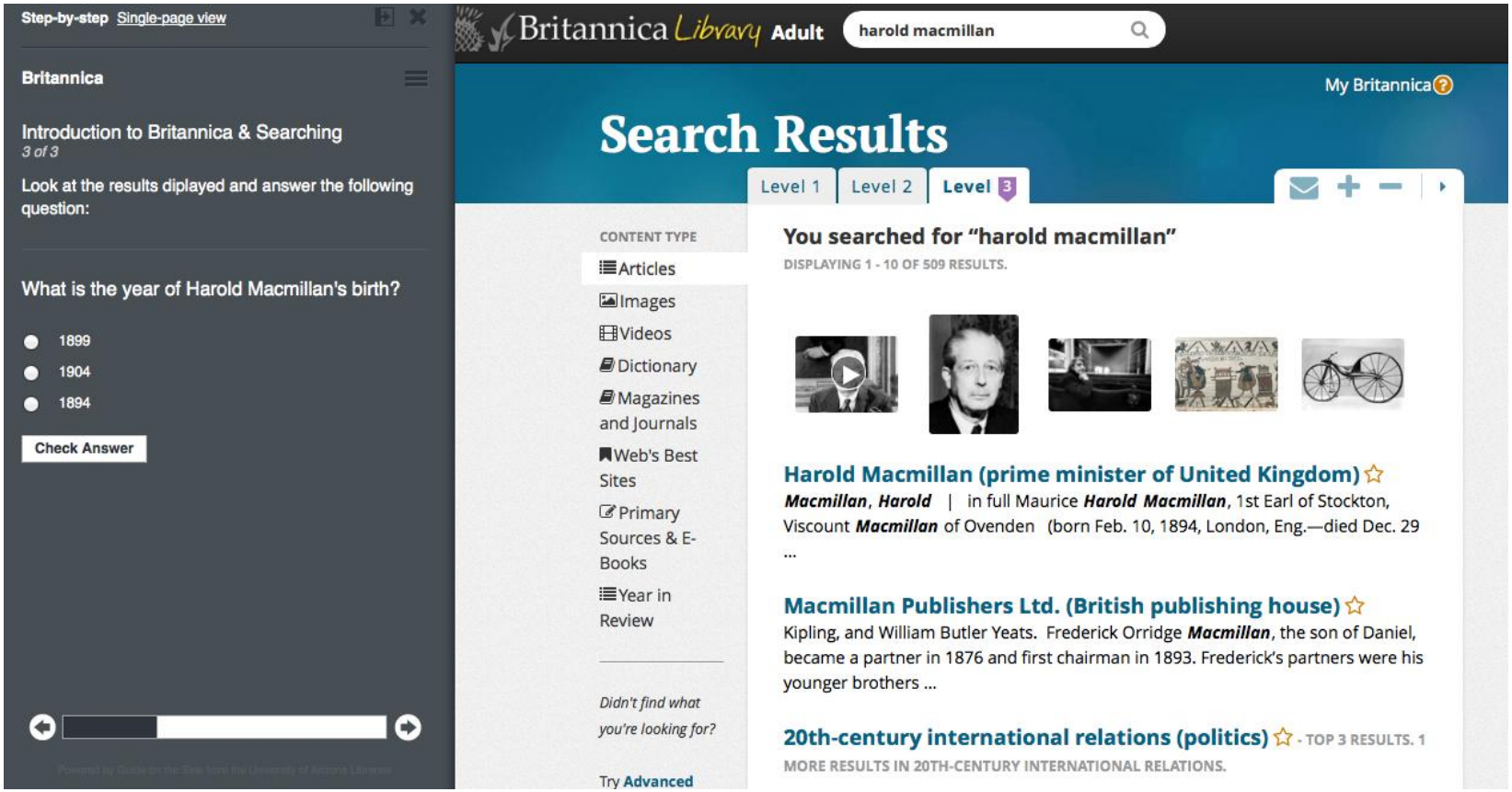
information literacy
(e.g. this new tutorial software)



Britannica tutorial on Rebus:tutorial http://www.rebustutorial.com/

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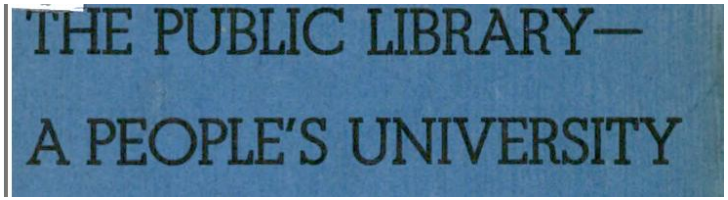
but it's more than that.....

"Perhaps the greatest obstacle to the development of the library as a real adult educational institution is the **inadequacy of personnel**.

By and large, men and women require the stimulus of group activity if they are to enter seriously upon educational activity. They can not be dragooned into [informal] education, but they can be led. **This function of leadership needs to be undertaken by the public library**

This means that members of the library staff must be active in organizing groups within the library premises, in so far as these will accommodate such activity, and outside the library in so far as this is practicable. The staff will need to enlist in the common cause whatever volunteer leadership there may be in the community—and usually there is much more potential leadership than one supposes."



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libraries galvanise book groups……

Resources for book groups

- How Essex libraries can support your book group
- Registration form for new book groups
- Tips for your first meeting
- Order form for book group requests
- Lending log for book groups
- General discussion guide

Keep up to date with other book groups in Essex and share reading ideas by subscribing to our bi-monthly e-newsletter for book groups.

"We support over 700 groups"

http://www.essex.gov.uk/Libraries-Archives/libraries/reading/Pages/Reading-groups.aspx

galvanising learners.....

PublicLibrariesNews
What's Happening to Your Library?

Latest | By authority | Options | Why libraries? | Campaigners | Users | Practitior

« Southend sends library cut plans back to the drawing board: more on Staffordshire

Make a good neighbourhood just by building a library in the centre of it »

Robogals, Mini Makerspaces and Coding for Girls: Manchester shows a way

Sue Lawson (@shedsue) , Service Development Co-ordinator at Manchester Libraries

"All [these] projects are the result of leaving the library building and getting involved in different communities in Manchester. In this case the digital, techy, maker/hacker culture in Manchester".

Internet Radio Production – a free 12 week course taught by FC United community workers

Video games development for 9 – 16s. Taught by Matt George of Driveby.co.uk.

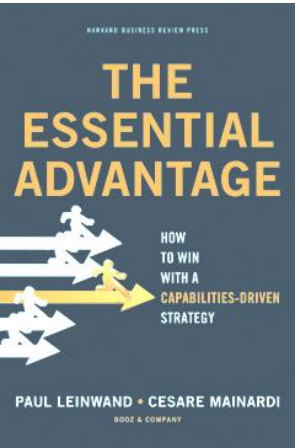
Digital Creativity is a 5 week pre-employment course.

Robogals are fab! Every public library should make connections with their local chapter. "Robogals is an international, student-run organisation that aims to increase female participation in Engineering, Science and Technology through fun and educational initiatives **Coding for Girls.**

putting it all together ….a 'capabilities' approach

capability: the ability to reliably and consistently deliver a specified outcome, relevant to your business

"Capabilities work together in a system. They complement and reinforce each other and create a 'coherent' approach".



'The essential advantage. How to win with a capabilities driven strategy' Paul Leinwand and Cesare Mianardi. Harvard Business Review Press. 2011

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capabilities are important esp. in a competitive market like learning

what are the three to six capabilities that describe what we do uniquely better than anyone else?

can everyone in the organization articulate our differentiating capabilities?

is our leadership reinforcing these capabilities?

'The essential advantage. How to win with a capabilities driven strategy' Paul Leinwand and Cesare Mianardi. Harvard Business Review Press. 2011

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what makes the public libraries' offer distinctive?

'way to play' (in the market)..means.....
a considered approach for creating and capturing value in a particular market..it means...

having those capabilities that **set the organization apart from competitors,** or be superior to those rivals.

having not just great capabilities but the **right capabilities**

knowing your organization has what it takes to **genuinely satisfy customers** in that market and beat the competition

your capabilities have to be **stronger than competitors**' and based on the long, not short, term

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some challenges (in 1938) ...

"As matters stand today there are many obstacles, none of them, I believe, insuperable, to the occupation by the library of its rightful place as leader in the movement for adult education.

The first of these obstacles is the rather touching modesty of the librarians themselves"

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some challenges (in 1938) ...

"Under present conditions, however, few libraries are so well equipped for the work as they should be. Collections are inadequate, and there is a shortage of trained personnel.

The knowledge that such service is available is by no means so widely diffused in the community as it should be, and one often suspects that library boards are not always aware of the value of the service they officially sponsor.

These are weaknesses that will no doubt be repaired in the library of the future......"

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some challenges (in 1938) ...

"….to do a real **...**job the library would need not only a larger personnel, but **a personnel much better paid**, in order that those now in the profession may be stimulated to more eager activity, and in order that more of the promising material of the generation may be drawn into the profession.'

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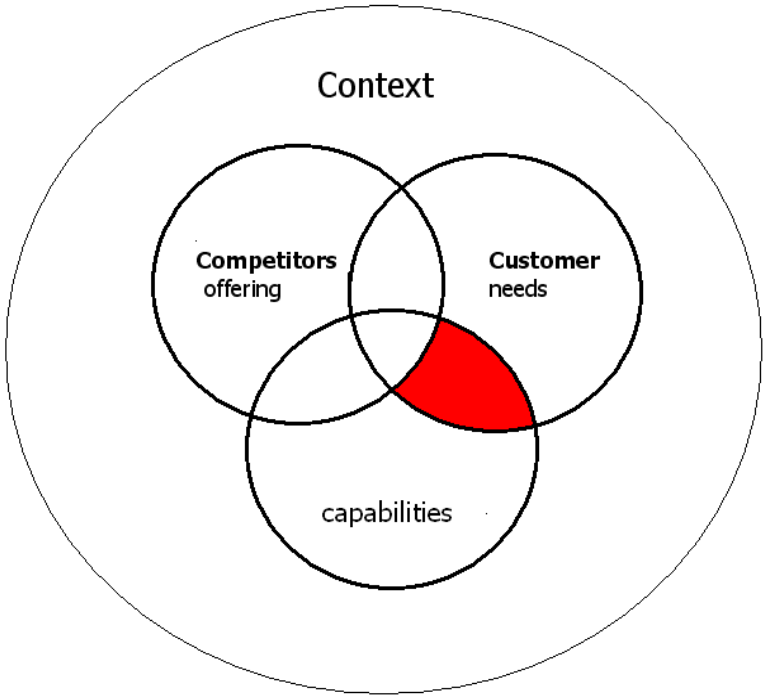
a learning strategy…..
what should libraries *do*?



Adapted from: 'Can you say what your strategy is'. By David J Collis and Michael G Rukstad. Harvard Business Review. April 2008

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elements of clear strategy

objective
the single precise objective that will drive public libraries in terms of learning over the next 5 years or so

scope
what learning services....and to whom? ..and what will public libraries *not* do: what needs will they *not* address

advantage
what are the *distinctive* element(s) that public libraries bring? What is their 'value proposition'

Adapted from: 'Can you say what your strategy is'. By David J Collis and Michael G Rukstad. Harvard Business Review. April 2008

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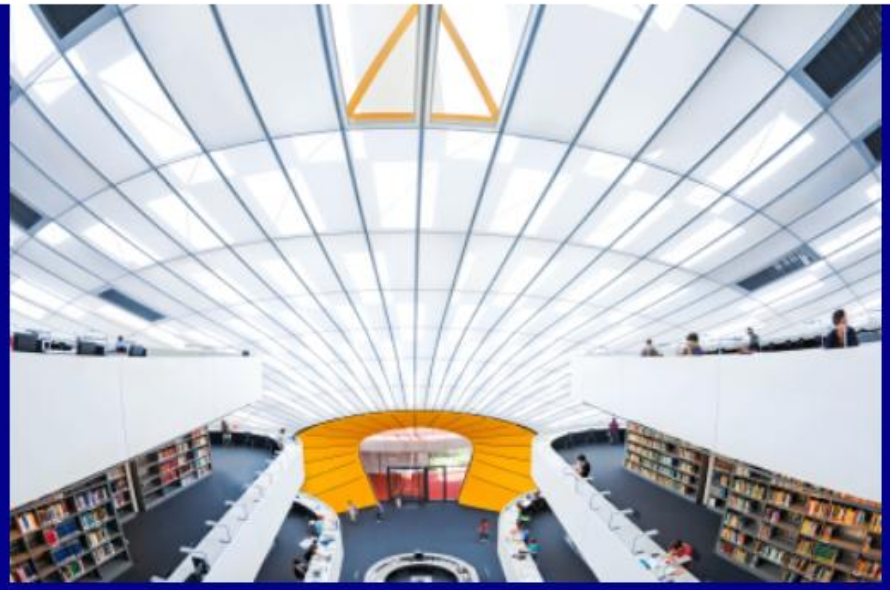
We help make sense of a confusing landscape….

….digital content and ebooks, social media, open source, open access, open data, the cloud, 'library services platforms', research data, shared services, disruptive innovation, hard economic times, strategy, and new business models



Reviewing your library systems? We can help you at any stage from strategy and requirements through to procurement

http://www.kenchadconsulting.com/

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