The year 2020 is now

Does the library competence meet the needs of the academic community?

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About me

- Degree in geography 2001

- Student of LIS since 2002

- In Helsinki University Library since 2004

- Now coordinating IL-teaching and customer services in Kumpula Campus Library

  - Provides services for Faculty of Science in University of Helsinki

- Involved in New Professionals movement since 2009

Agenda today

- About New Professionals movement in Finland

- About the need in academic world

- About the library meeting the academic information search and usage (INSU) envirnoment

New Professionals movement in Finland

- A loose net of professionals with moderately short careers in library business

- A bunch of people caring for the library and it's users (but not the way it is done now)

- A Facebook group (since 2009)

- A few bloggers

- A book 2011 (so called "New professionals maniphesto": *Voimasanoja - Due date*)

- A few unconferences (latest in May 2012)

- Continous networking meetings between information science students in Finland

"New professionals maniphesto" Virrankoski & Ristikartano 2011

- Eräpäivä! – Voimasanoja kirjastosta (Due date! – Swearing for the Library)
  - What if there were no libraries?
  - What would emerge instead?
  - Would there be yet another library or something totally different?
  - Would the libraries be allowed to rise again?
  - Why not talk about today instead of the future?
  - Who are we competing with?
  - What should we protect?
  - **What are we for?**

Need?

- Libraries exist for a reason

- The reason is need

- What is a need?

Do they need us anymore? Academic's view point:

- Printed collections or even book storages?

- The ones who buy the books we want?

  - "buy the books we need, otherwise be silent"

- The one's who sit behind the desk all day?

- The old fashioned libary data bases quite impossible to use?

- An institute which ignores or resists Google?

  - "I never use library, Google provides everything I need"

- The place where students hang out?

What we (libraries) think the academics need?

- Material

- Information

- Collections

- Services

- Space (physical and virtual)

What they really need is what they don't have

- Time for their work
  - time for quality instead of quantity
  - Less time troubleshooting INSU environment
- Specialized librarianship
- Expertise
- Knowledge about information (LIS point of view)
  - Information usage
  - Information cultures
  - Information retrieval systems
  - Essence and structure of information
  - Information literacy

What kind of skills we need?

- Our ability to communicate with academics

- Our own academic approach to information

- Knowledge about th proces leading towards being an academic (or a specialist elsewhere in society)

- Knowledge about the processes in academic work (publishing, data management, OA)

- Marketing, pedagogy, service design, project management, legal competence etc.

What they don't need more

THEY DON'T WANT

THEY WANT INSTEAD

- Knowledge about academic substance

- Academic knowledge about information

- New information retrieval systems

- Library metadata integrated in their own INSU environment

- Information about library services

- Targeted information in their work context

- Information about library problems

- Library solving information problems

Learning needs

- Space

- Availability

- Opening hours

- Study material

- Support in becoming professionals (IL-skills etc.)

- Library systems integrated to the everyday life

- Library books in Google

Learning needs

STUDENTS DON'T NEED	STUDENTS NEED INSTEAD
• New advanced learning environments	• Material and support in their own INSU environment
• Feeling of library providing services	• Feeling of everything at hand (once appeared in childhood)
• Library telling what to do and how to behave	• Library providing space, opportunities and choices
• Library telling how bad Google or Wikipedia are	• Us being better at Google and telling how to use Wikipedia
• Library giving out unimportant (uninteresting) info	• Library being there when needed (timely intervention)
• Information about library problems	• Library solving information problems

"To Do" and "Don't Do" –lists for the library

DON'T DO

- Marketing, informing, flooding, over feeding

- Reacting

- Wasting their time and effort
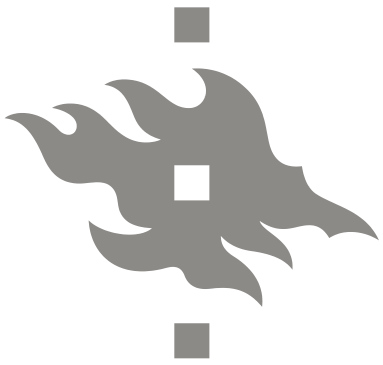
- Teaching to use IS systems

TO DO

- Co-work, co-operate, co-teach, show value

- Being ahead (proacting)

- Wasting our time and effort

- Integrating our metadata into our users INSU environment

How do we meet the needs of academic community now when it's already 2020?

- By knowing for who and what are we here

- By finding the value from our own academic expertise

- By solving the library problems for them

- By appearing in their own INSU environment

Kiitos! Merci! Dank u wel! Thank you!
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