

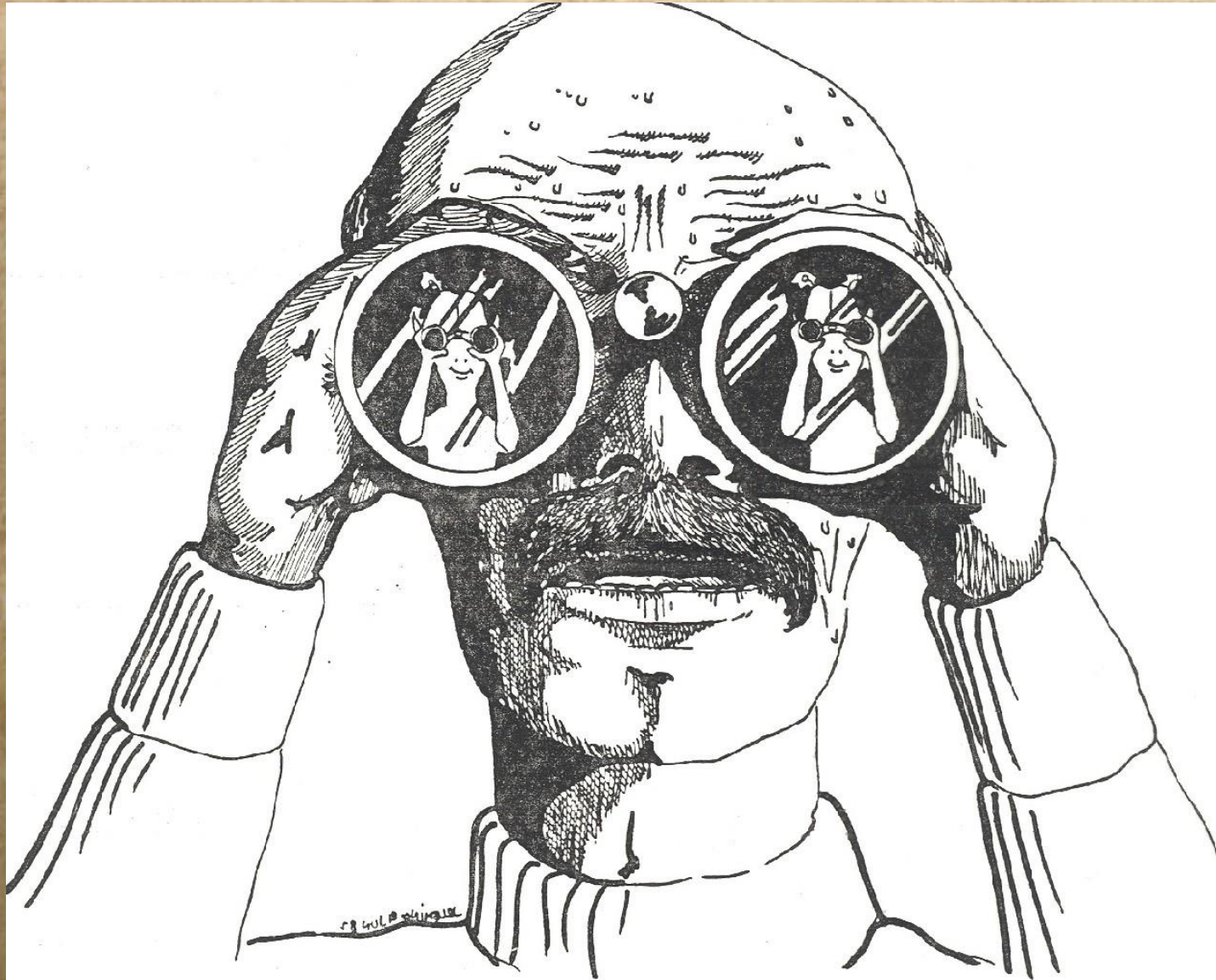
**WHEN THEY SHOW UP ON YOUR
DRIVEWAY WITH BURNING
TORCHES, MAKE SURE YOU HAVE
SOME MARSHMALLOWS ON HAND...**

**OR, SOME IDEAS ABOUT THE
DIGITAL REVOLUTION.**

**DR. DONALD H. DYAL
DEAN OF THE
TEXAS TECH UNIVERSITY LIBRARIES**



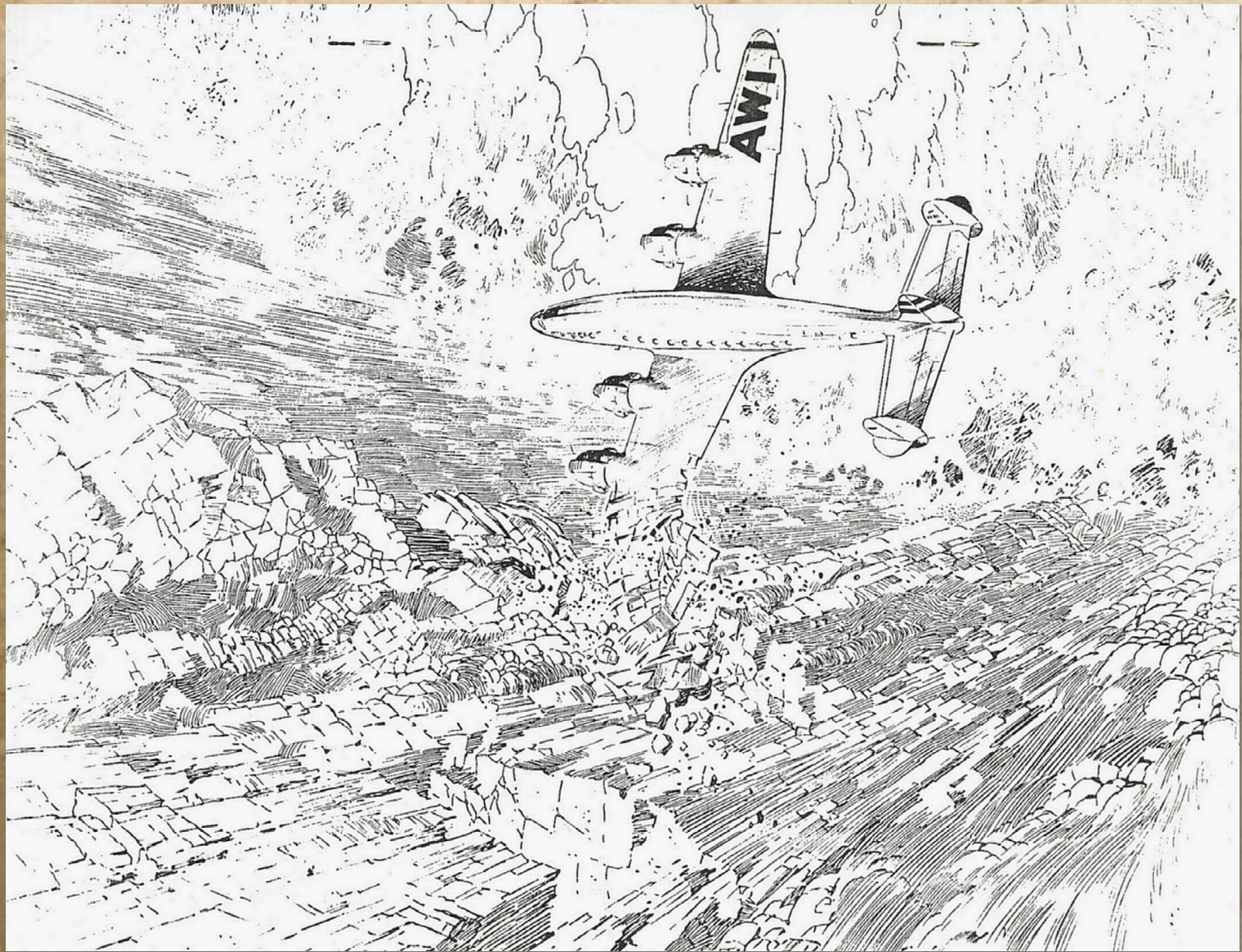
THE THINGS THAT YOU AND I NORMALLY DO AT THE OFFICE
EVERY DAY NEED SOME PERSPECTIVE.



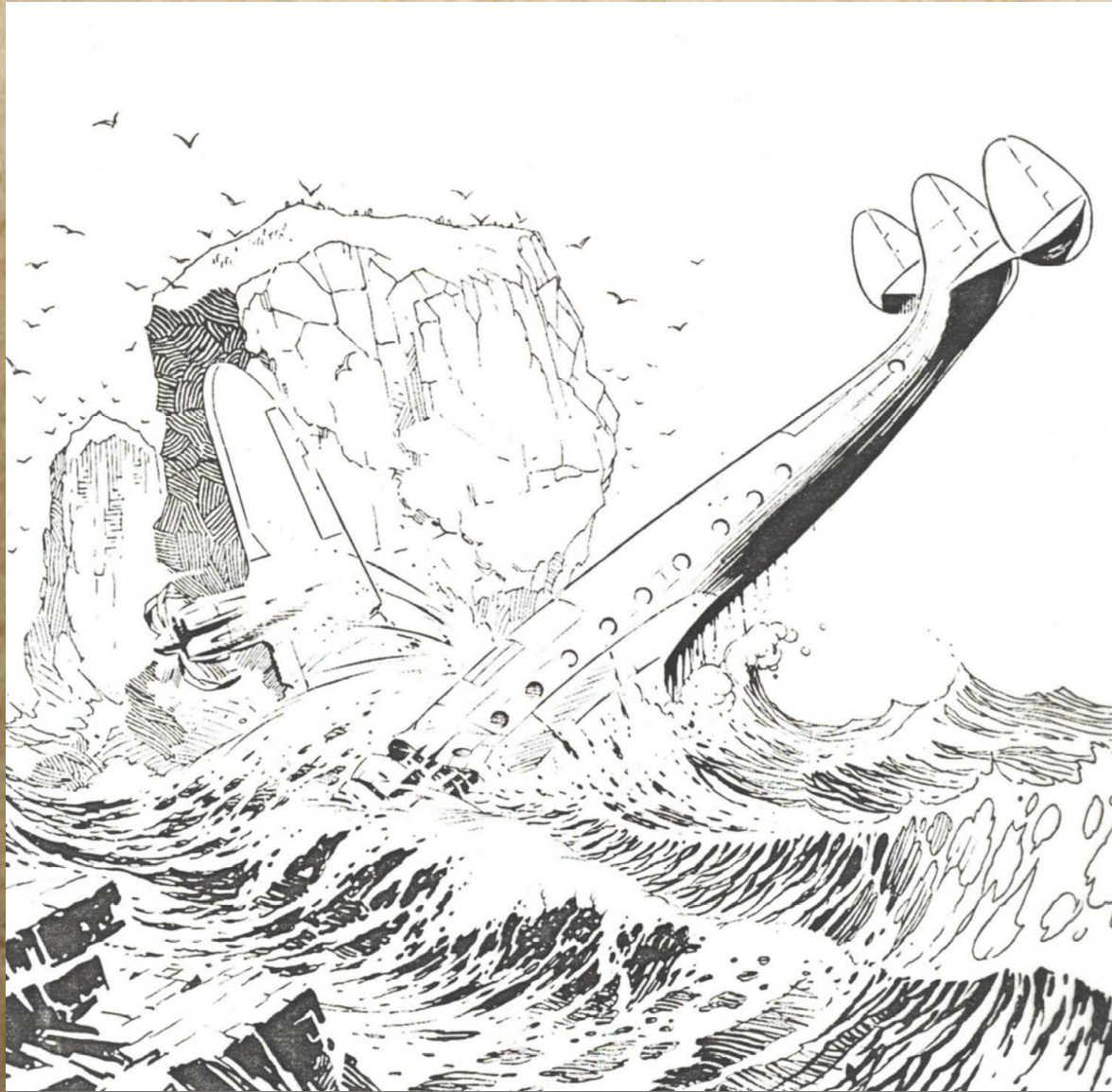
WE NEED TO TAKE A LONGER VIEW OF SOME OF OUR PROBLEMS.



WE NEED TO GET UP WHERE WE CAN
EXAMINE IMPORTANT ISSUES.



REALIZE ALL OF OUR POTENTIALS AND EXAMINE
ALL OF OUR OPTIONS



UNTIL WE ARRIVE AT A LOGICAL AND REASONABLE
CONCLUSION TO THE MATTER.

WHERE DO WE FIND THESE IMPORTANT ISSUES?



WELL, THEY ARE NEARER TO US THAN SOME WOULD LIKE TO ACKNOWLEDGE. IN FACT, IT WAS SATCHEL PAIGE WHO SAID “DON’T LOOK BEHIND YOU BECAUSE SOMETHIN’ MAY BE GAININ’ ON YA”.

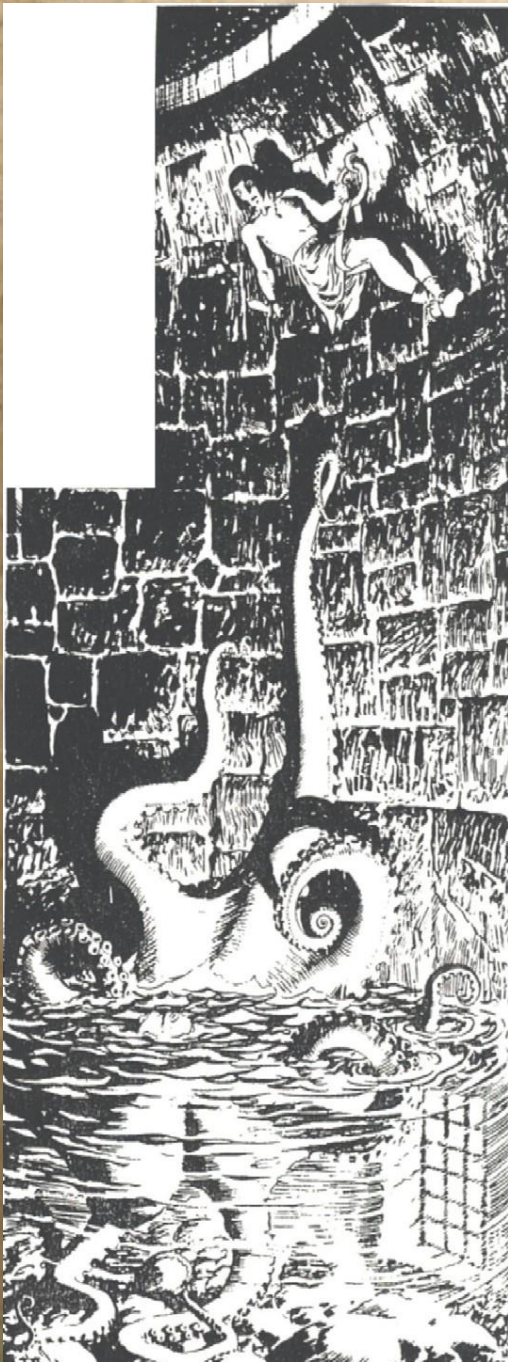
WHAT KIND OF PROBLEMS ARE THESE?



WELL, WE HAVE TWO DIFFERENT KINDS:
THE UNKNOWN - FOR WHICH WE CANNOT PLAN NOR RESOLVE



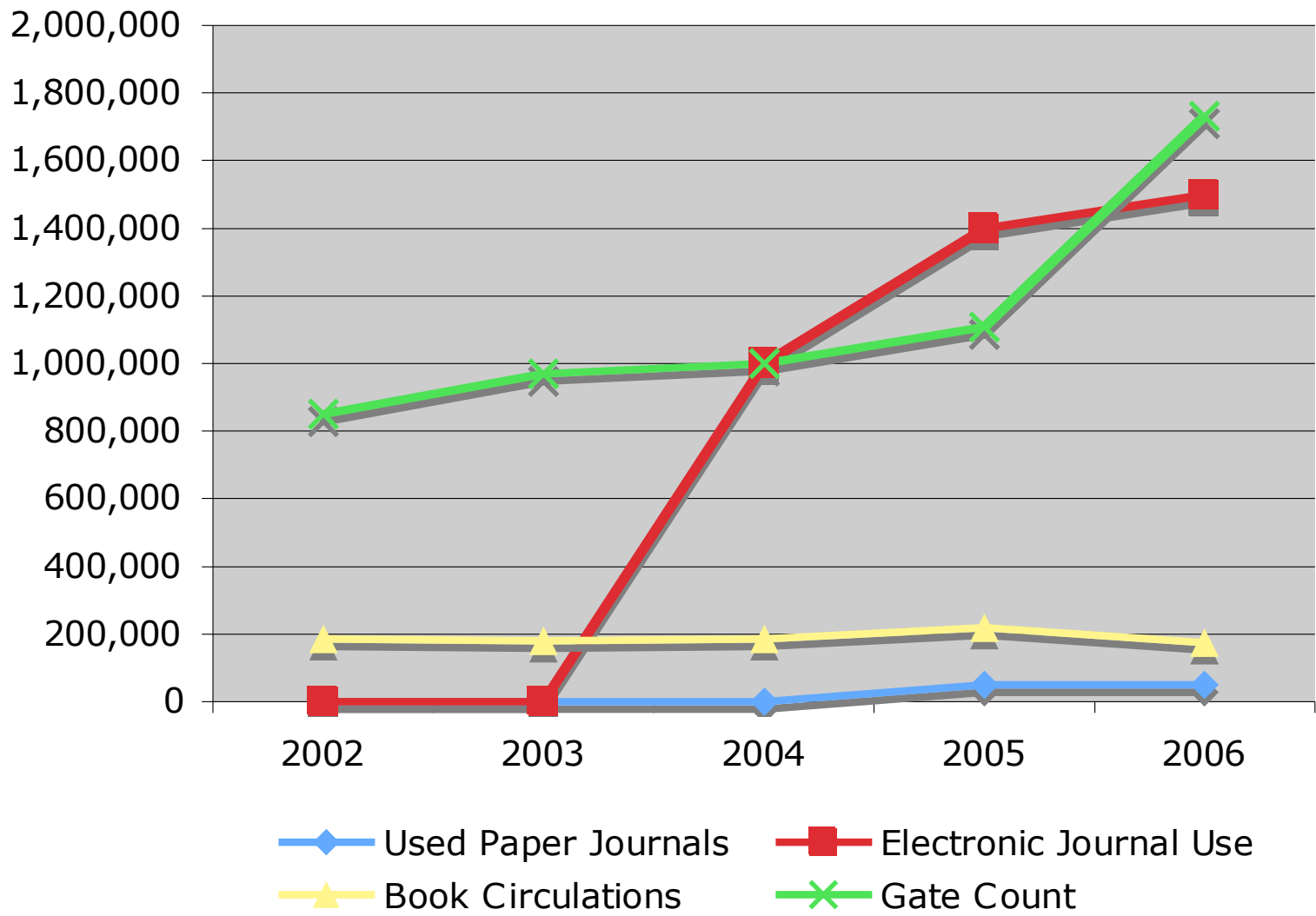
THE KNOWN: FOR WHICH WE CAN PLAN AND ENGAGE OR
IF WE DON'T ENGAGE THEM...



THESE PROBLEMS MAY ENGAGE US



ONE OF THESE CHALLENGES THAT IS ACTUALLY GETTING A LITTLE
BIT LONG IN THE TOOTH NOW, IS THE DIGITAL REVOLUTION



THE MEANING OF REVOLUTION

BY DAVID CLOSE:

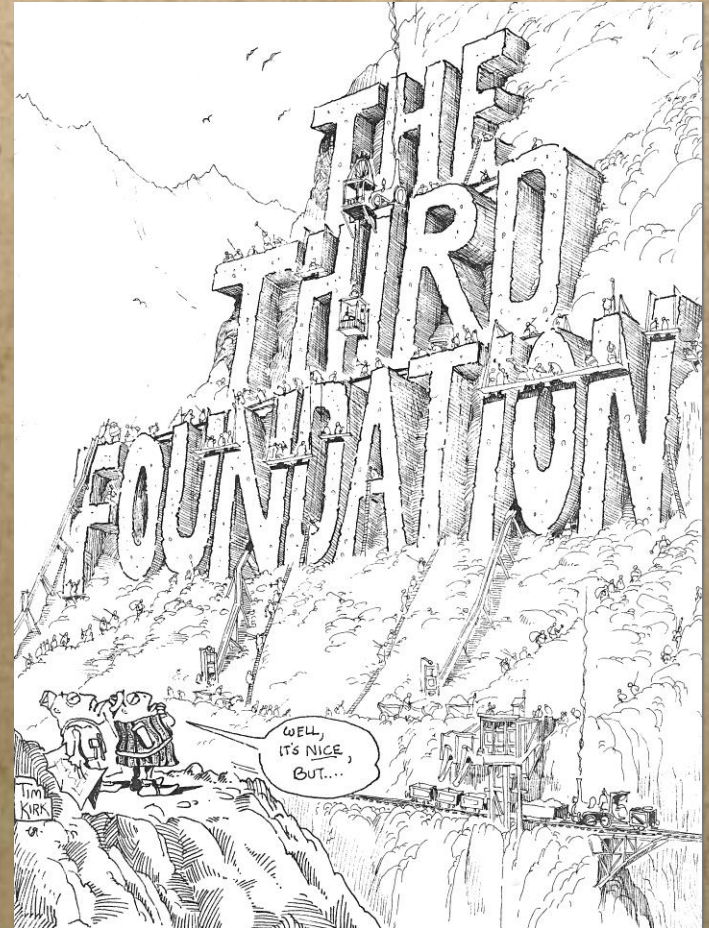
...THE ESSENTIAL FEEL OF
REVOLUTION DERIVES
FROM ITS CATAclySMIC
QUALITY...IT DESTROYS
PEOPLE'S SECURITY AND
UNSETTLES THEIR
CONVICTIONS.



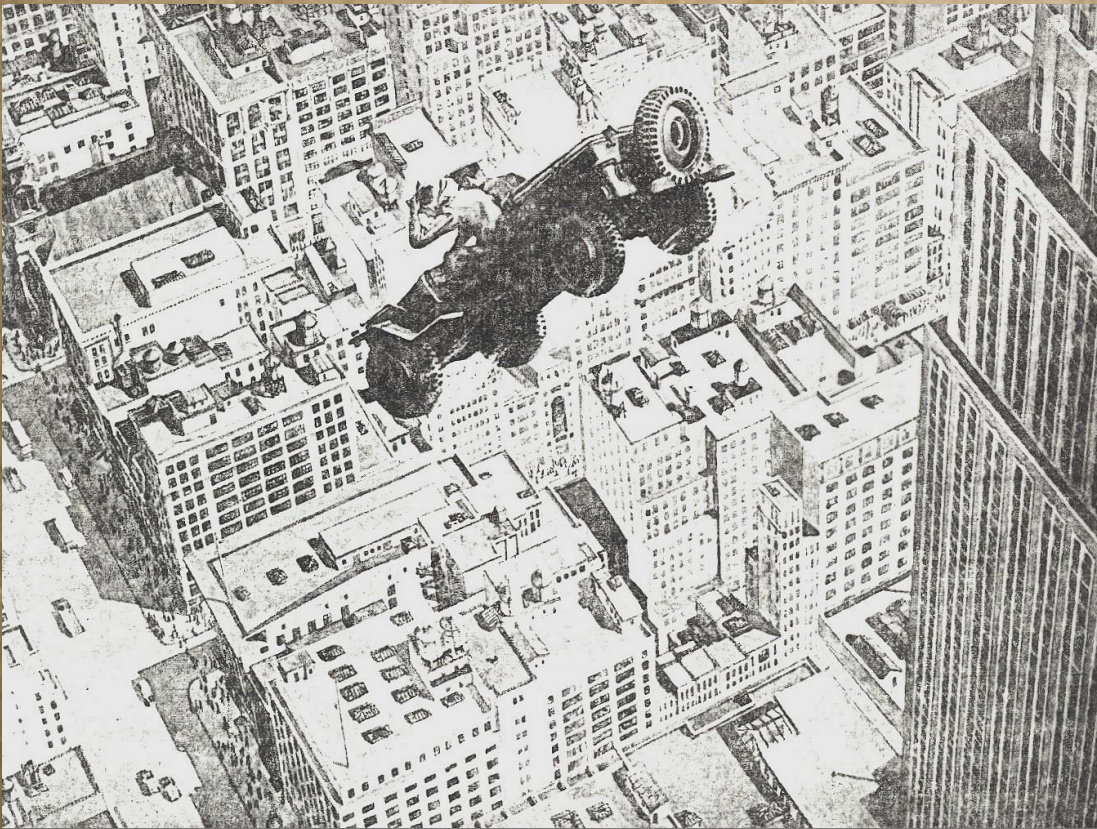
THE STRUCTURE OF SCIENTIFIC REVOLUTIONS

BY THOMAS KUHN:

...THE TRANSITION FROM A
PARADIGM IN CRISIS TO A
NEW ONE FROM WHICH A
NEW TRADITION CAN
EMERGE IS FAR FROM A
CUMULATIVE PROCESS.



NEW LIBRARY VALUES



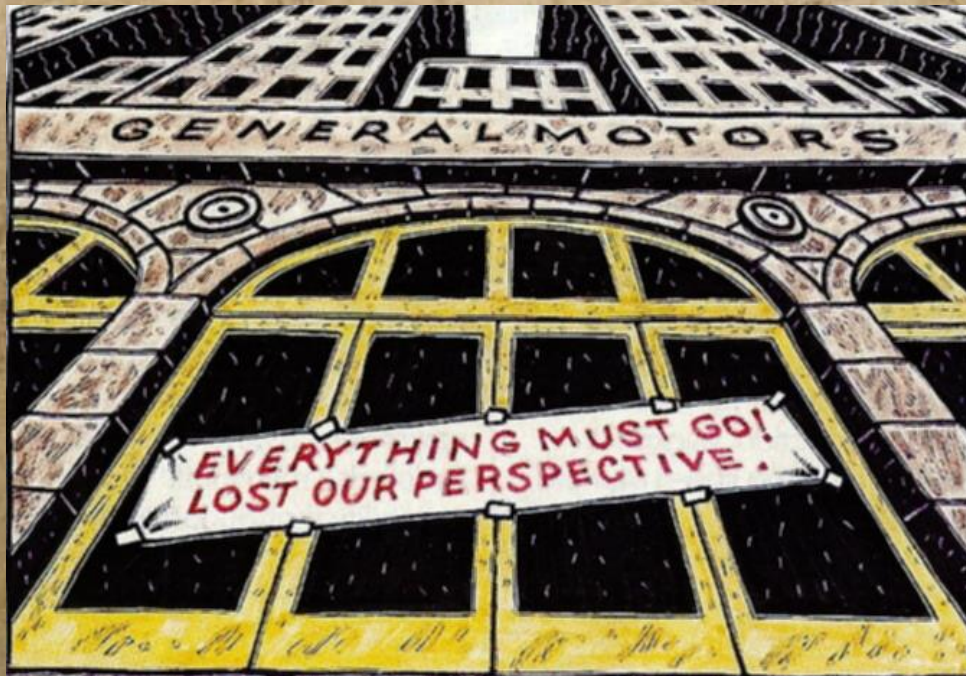
- CUSTOMIZATION & PERSONALIZATION
- OPENNESS & SELF SERVICE
- CHANGE
- PRODUCTIVITY
- USABILITY

LIBRARY VALUES CONTINUED

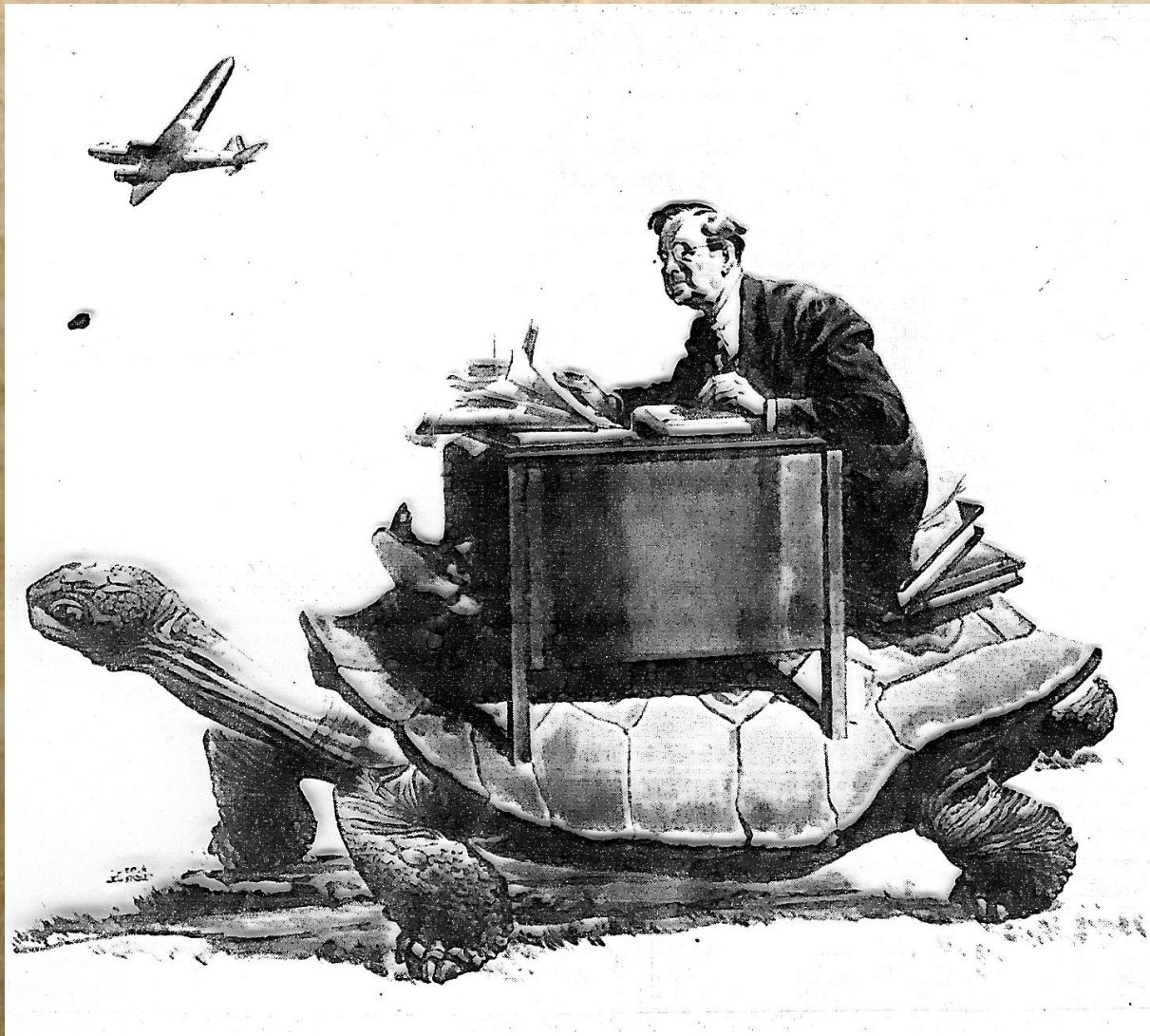
- COMPETITION
- ASSESSMENT
- MARKETING
- STRATEGIC ACTION
- BUSINESS PLAN
- RESOURCE DEVELOPMENT



NEEDED NEW LIBRARY VALUES



WE PLAN FOR THE FUTURE;
WE DO NOT DEFEND THE PAST.



IF IT'S NOT ONLINE, IT DOESN'T EXIST.

IT'S ALL ABOUT CONVENIENCE.



1949 ENGINEER NAMED ZIPF DEVELOPED A THEORY OF THE
PRINCIPLE OF LEAST EFFORT.

HISTORICAL AND NEW LIBRARY SERVICES TO USERS



- INFO ACQUISITION
- INFO SYNTHESIS
- INFO NAVIGATION
- INFO DISSEMINATION
- INFO INTERPRETATION
- INFO UNDERSTANDING
- INFO ARCHIVING

NEEDED CHANGES TO LIBRARY M.O.

- WE ARE KNOWLEDGEABLE
- WE ARE CONSUMERS
- WE ARE AGGREGATORS AND INTERMEDIARIES
- WE ARE PUBLISHERS
- WE ARE EDITORS
- WE ARE R&D ORGANIZATION
- WE ARE ENTREPRENEURIAL
- WE ARE USER-DRIVEN, USER-FRIENDLY, AND USER- INVOLVED



NEEDED CHANGES TO LIBRARY M.O. CONTINUED



- WHERE IS PARTNERSHIP WITH IT?
- WHERE IS THE PARTNERSHIP WITH THE CURRICULUM DEVELOPMENT?
- WHERE IS THE PARTNERSHIP WITH INFRASTRUCTURE DEVELOPMENT?
- WHERE IS THE PARTNERSHIP WITH PIs?
- WHERE IS THE PARTNERSHIP WITH *ANYBODY?*

STUFF THAT WE HAVE TO DO TO SURVIVE



- BUILD THE NETWORK- NEW APPS, WIRING, RELIABILITY CONNECTIVITY, CAPACITY PERFORMANCE, SECURITY
- THE LATE CHARLES KURALT NOTED THAT “THANKS TO THE INTERSTATE HIGHWAY SYSTEM, I CAN TRAVEL FROM NEW YORK TO CALIFORNIA AND SEE ABSOLUTELY NOTHING.”
- BUILD THE DIGITAL LIBRARY

STUFF WE HAVE TO DO TO SURVIVE CONTINUED

- APROPOS OF 2, PERHAPS WE NEED TO BUILD PORTALS THAT INTERACT WITH EACH OTHER.
- COMPETE EFFECTIVELY IN THE COURSE MANAGEMENT SYSTEM
- PRESERVE AND ARCHIVE THE CONTENT.
PERSISTENCE, DURATION, STEWARDSHIP, DISASTER PREPAREDNESS
- SUPPORT BIG SCIENCE AND THEIR NEEDS
- SUPPORT AND ENHANCE THE TEACHING EXPERIENCE
- SCHOLARLY COMMUNICATION
- DEVELOP THE CAPACITY TO BECOME AMBASSADORS TO THE FACULTY TRIBES
- RIGHTS MANAGEMENT
- ETC.



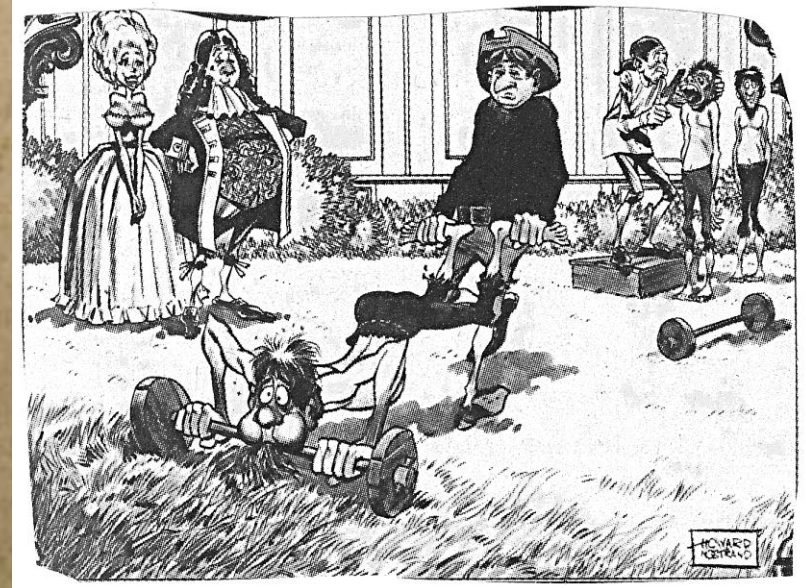
STRATEGIC BUDGETS

- NEW KNOWLEDGE DRIVEN BY R&D
- LEADERSHIP IN INFORMATION POLICY AND INFORMATION
- INTEGRATION INTO THE ACADEMIC LANDSCAPE AND MENTALITY OF THE UNIVERSITY
- HIGH QUALITY TECHNOLOGY INFRASTRUCTURE
- INNOVATIVE APPLICATIONS OF TECHNOLOGY IN SUPPORT OF LEARNING AND RESEARCH
- STAFF DEVELOPMENT AND PROFESSIONAL ENGAGEMENT
- DISTRIBUTE ELECTRONIC ACCESS TO CONTENT, TOOLS AND SERVICES
- HIGH QUALITY PHYSICAL AND ELECTRONIC SPACES
- SPECIAL, DISTINCTIVE AND MANIPULATABLE COLLECTIONS
- ARCHIVING DIGITAL AND ANALOG CONTENT



QUALITY=
CONTENT + INSTITUTIONAL
FUNCTIONALITY

- CONTENT/ PRIMARY/ MULTIMEDIA
CONTENT/ OPEN WEB CONTENT
- INTEGRATED SERVICES
- SOFTWARE TOOLS, ASSESSMENT
- MOVING ANALOG INFORMATION
ONLINE (WRONG)
- THINKING OUT OF THE BOX
- CONTEMPLATING SEARCH ABILITY
- RESEARCH ABILITY/ACCESSIBILITY/
IMMEDIACY/COLLABORATIVE
- LINK ABILITY/INTERACTIVE SPATIAL/
ENCYCLOPEDIA
- BUILDING SAND BOXES
- WHO YA GONNA CALL?



TEXAS DIGITAL LIBRARY

