Cloud-based Library, Information, and KM/Knowledge Services Solutions

Transforming Libraries

Knowledge Services:
What's Expected?
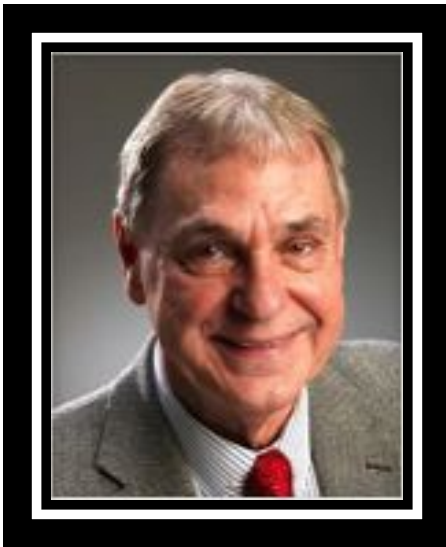
April 15, 2014
11.00am PST/2.00pm EST

Transforming Libraries

Today's Presenters

Guy St. Clair   Tony Saadat   Maria Phipps

Transforming Libraries

Future Ready!

Our presenter – Guy St Clair – asks:

1. *Let's address "the L word": Do you (and your colleagues working in the library with you) speak the same language as organizational management, with respect to the role and purpose of the library? What about your clients?*
2. *How does your job description – and those of any staff who work with you in the library – connect to management's expectations about the unit?*
3. *Likewise, what are the expectations of identified knowledge services users in the parent organization (your clients)? Do you have monitoring or assessment procedures in place, so you know their expectations?*

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Transforming Libraries

"Our goal at Soutron Global is to partner with our clients to manage the library transformation by introducing the best technology in the most cost effective manner…..

We have created a collaborative culture that is differentiated and unique….."

Tony Saadat

Transforming Libraries into
Digital Information Resource Centers

Knowledge Services:
What's Expected?

Guy St. Clair

President and Knowledge Services Evangelist
SMR International

Lecturer and Subject Matter Expert
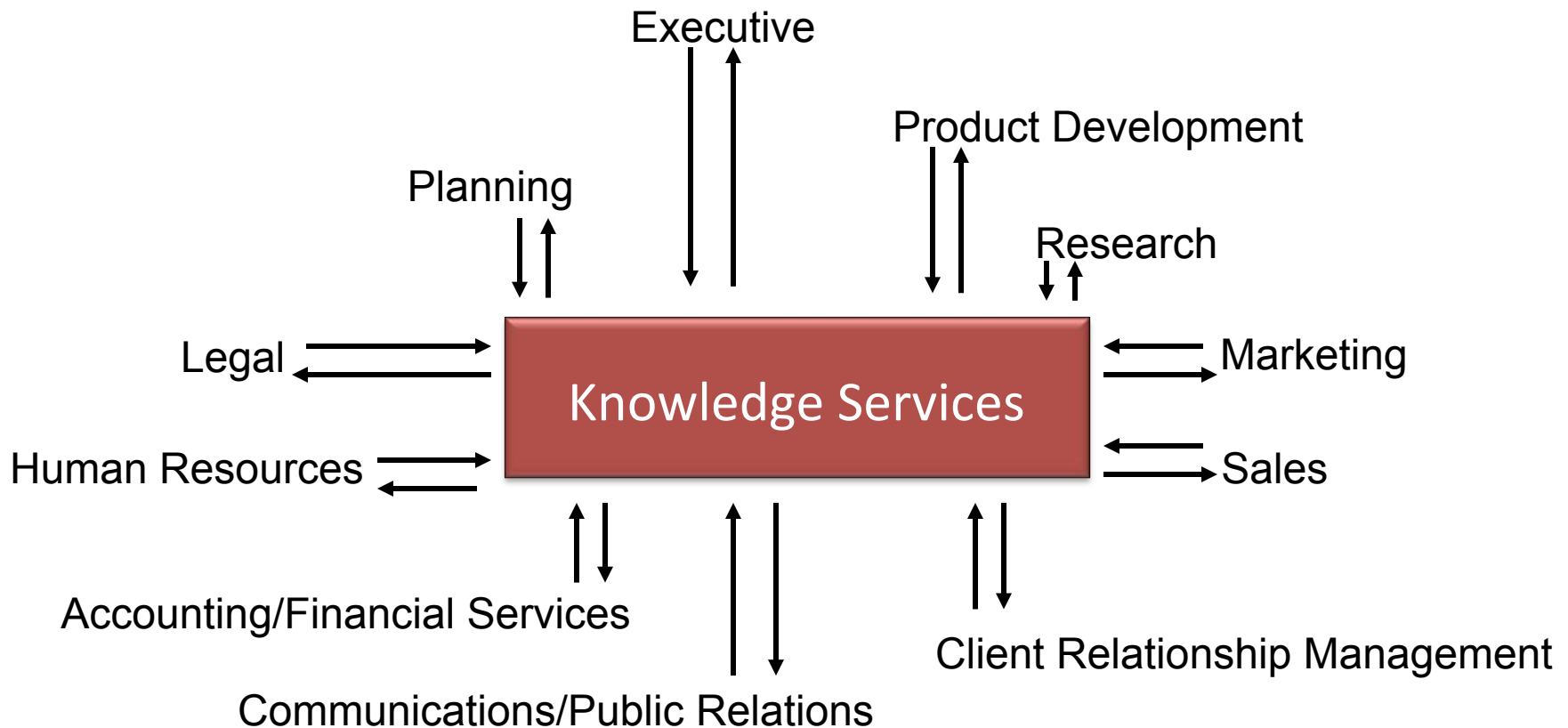M.S. In Information and Knowledge Strategy Program
Columbia University

Consulting Specialist for Knowledge Services
Soutron Global

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Knowledge Services: What's Expected?

Executive

Product Development

Planning

Research

Legal

Knowledge Services

Marketing

Human Resources

Sales

Accounting/Financial Services

Client Relationship Management

Communications/Public Relations

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Knowledge Services: What's Expected?

Expectation Management:

A formal process to continuously capture, document, and maintain the content, dependencies, and sureness of the expectations for persons participating in an interaction, and to apply the information to make the interaction successful.

- a project succeeds or fails based on whether it meets expectations. Few projects fail in an absolute sense – they just don't meet individual expectations

- a project can fail – even if all of the original goals are met – simply based on the perceptions of some stakeholders.

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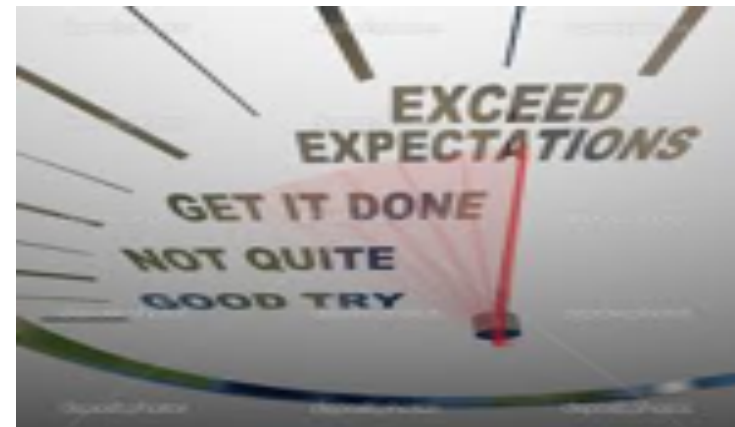
Measuring Knowledge Services: Critical Success Factors

- Activities and undertakings that must "go right" for the organization to succeed

- An easy-to-communicate and easy-to-monitor outlet for keeping track of what contributes to the organization's success (and what doesn't)

- Usually built into the strategic planning/ strategy development process

- Often identified as "milestones" or other time-framed measures that must be met if the factor is to be considered successful

  Or perhaps just simply a concept:
What's important in the larger enterprise?

Critical Success Factor

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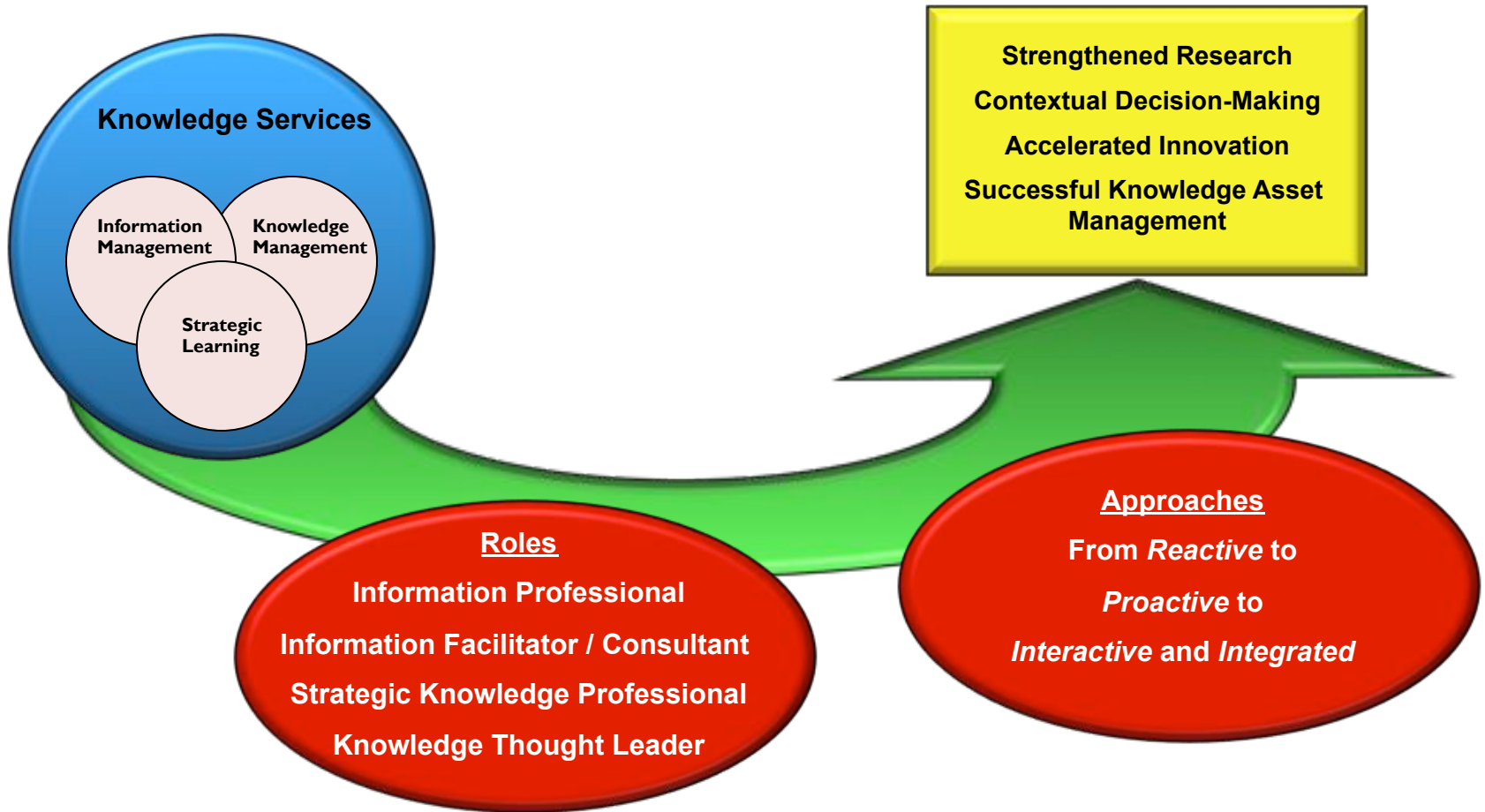**Cloud-based Library, Information, and KM/Knowledge Services Solutions**

Measuring Knowledge Services: Critical Success Factors

Key Performance Indicators (KPI) Key Success Indicators (KSI)

❑ Key Performance Indicators are quantifiable measures, commonly agreed to, and reflecting the organization's critical success factors

❑ KPIs

- differ depending on the organization
- are always quantifiable (measurable)
- usually relate to long-term considerations

❑ Do not change often (unless corporate goals change).

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Knowledge Services

Knowledge Services

- Information Management
- Knowledge Management
- Strategic Learning

Strengthened Research

Contextual Decision-Making

Accelerated Innovation

Successful Knowledge Asset Management

Roles

Information Professional

Information Facilitator / Consultant

Strategic Knowledge Professional

Knowledge Thought Leader

Approaches

From *Reactive* to

***Proactive* to**

Interactive* and *Integrated

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Knowledge Services: What's Expected?

"The L word": Do you (and your colleagues working in the library with you) speak the same language as organizational management, with respect to the role and purpose of the library? What about your clients?

We define a special (or specialized) library as a library maintained by an organization, a business association, or a government agency to collect materials and provide information of special relevance to the work of the organization.

- How is your workplace defined by others in your organization?
- How does their definition affect their expectations about what you do?

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Knowledge Services: What's Expected?

A special library, sometimes referred to as an information center, is a library set up to cater to specific professional or academic subjects and activities. You can find special libraries in a number of settings including academic, government agencies, professional organizations, large corporations, research centers and non-profit organizations. A good example is a law library. Setting objectives for a special library has to revolve around the needs of the organization setting up the library.

- Kenneth W. Michael Wills

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POLL

Polling Question # 1: What is the "official" designation for the functional unit in which you and your co-workers work?

- ❑ Library or Special Library   [58%]
- ❑ Information Center (or similar title)   [18%]
- ❑ Research Department (or similar title)   [13%]
- ❑ None of the above   [13%]

[Results added post-webinar – 80% of participants responded]
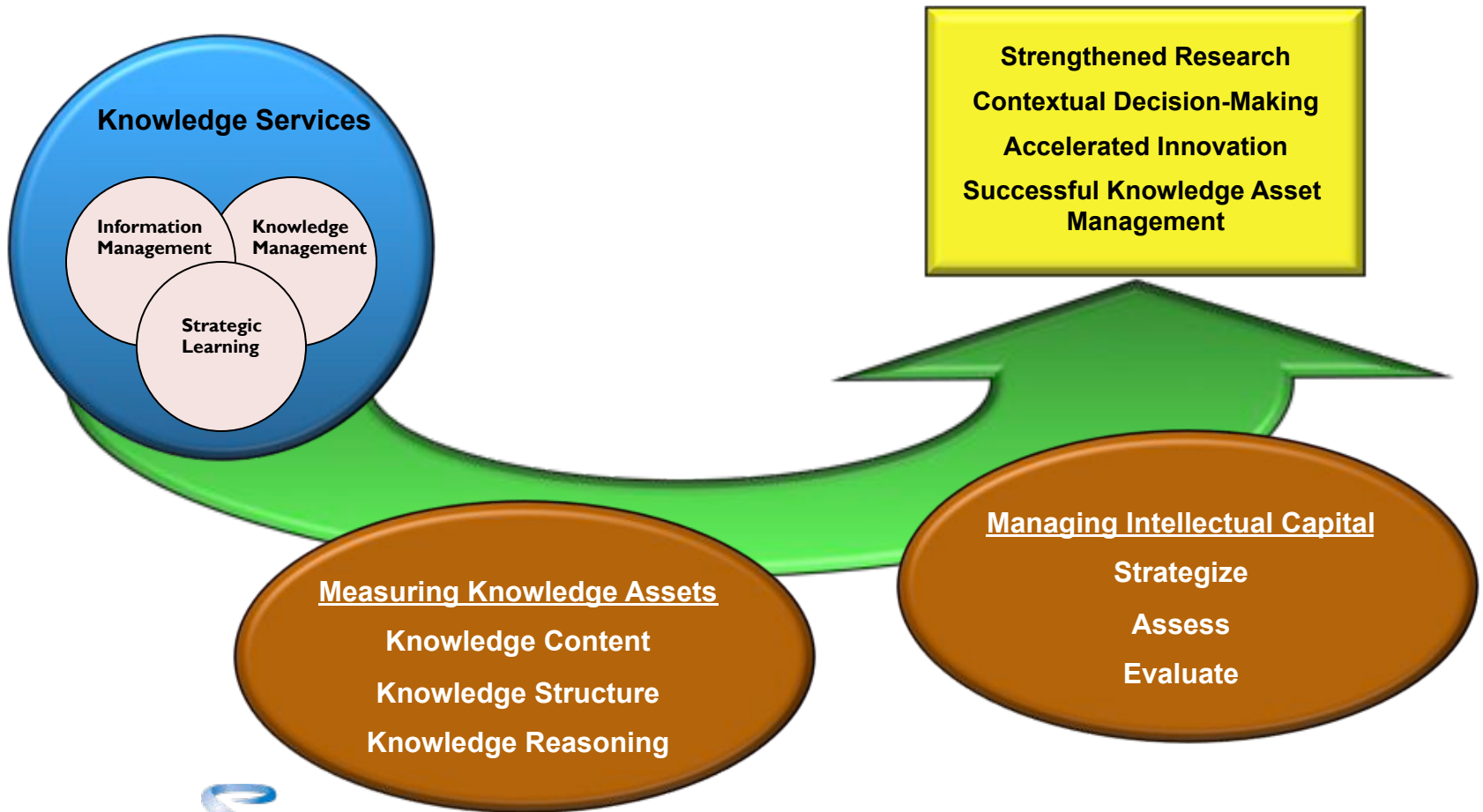
Knowledge Services: What's Expected?

It's all about the labels - how we're perceived based on what we're called. Knowledge Management is the same thing - for a long time we've known that "Information Resources Management" is basically librarianship, and "Knowledge Management" is basically "Information Resources Management."

From a survey respondent: *"I've discovered that our company's clients accept the value of work done by an Information Specialist, but balk at paying for a librarian's time, even if it's for the same work."*

"Librarians' views of public perception in the Internet age"
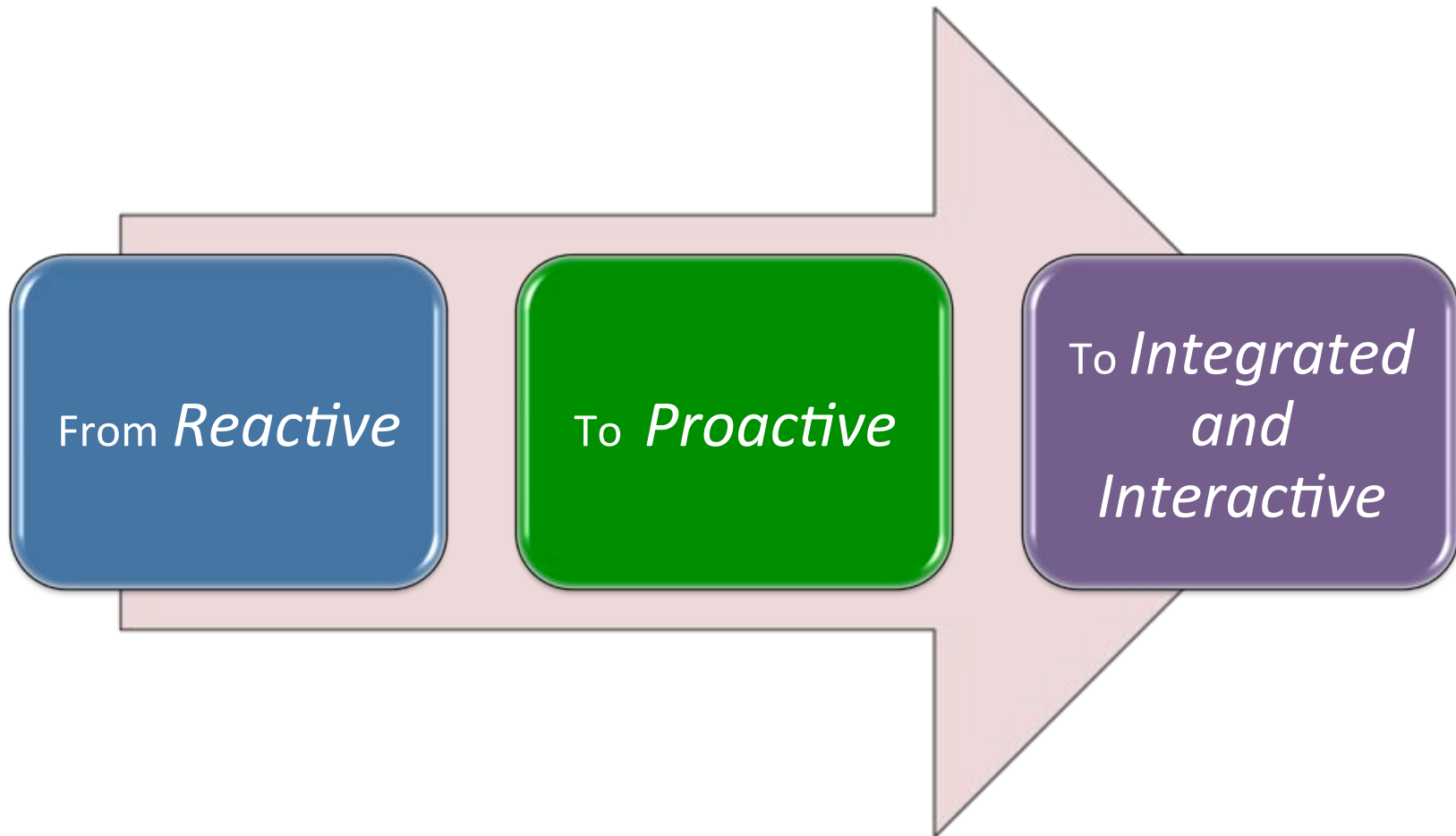*Ruth A. Kneale, Special Libraries Association, June 2002*

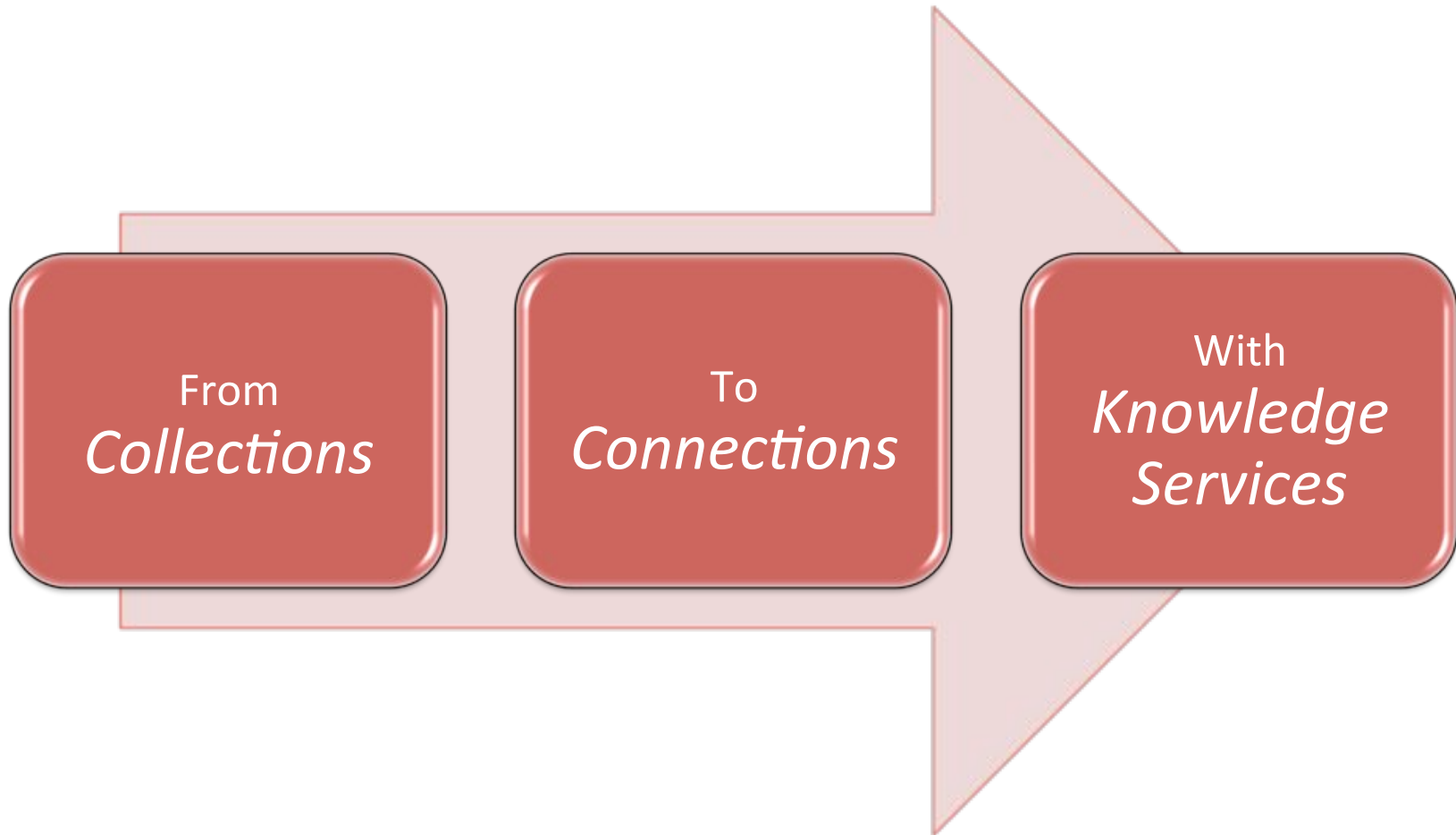But is it about "labels"? Or is it about what is required from us? Expected from us?

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Knowledge Services

Knowledge Services

- Information Management
- Knowledge Management
- Strategic Learning

Strengthened Research

Contextual Decision-Making

Accelerated Innovation

Successful Knowledge Asset Management

Measuring Knowledge Assets

Knowledge Content

Knowledge Structure

Knowledge Reasoning

Managing Intellectual Capital

Strategize

Assess

Evaluate

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The *New* Knowledge Services: Connections not Collections

From *Reactive*

To *Proactive*

To *Integrated and Interactive*

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Knowledge Services: What's Expected?

From
Collections

To
Connections

With
Knowledge Services

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Knowledge Services: What's Expected?

Integration/interactive role of knowledge services

Value Creation – the fundamental keystone of our competitive economy.
                                                    -Tim Powell

The specialist librarian/information professional: knowledge value becomes the vehicle - the structure – through which you work as the enterprise-wide knowledge authority, becoming the knowledge thought leader for the entire company.

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Knowledge Services: What's Expected?

How does your job description – and those of any staff who work with you in the library – connect to management's expectations about the unit?

What's your job title?

- How do job titles – in your workplace – affect perception about the employee holding the title?

- Are there titles that are inappropriate, that should be changed?

Librarians Not Called Librarians:

45

Different Job Titles

For Specialist Librarians (Members of SLA):

200+

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Knowledge Services: What's Expected?

How does your job description – and those of any staff who work with you in the library – connect to management's expectations about the unit?
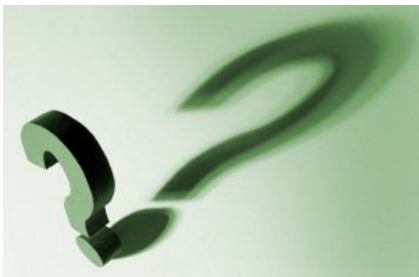
AIIM14 members' job titles:

- Records manager
- Records and information manager
- Information professional
- Information specialist
- Information governance manager
- Records technology officer
- SharePoint solutions specialist

AIIM14: Enter Knowledge Strategy

Anne Kershaw and Guy St. Clair

ECM/IT → Knowledge Strategy
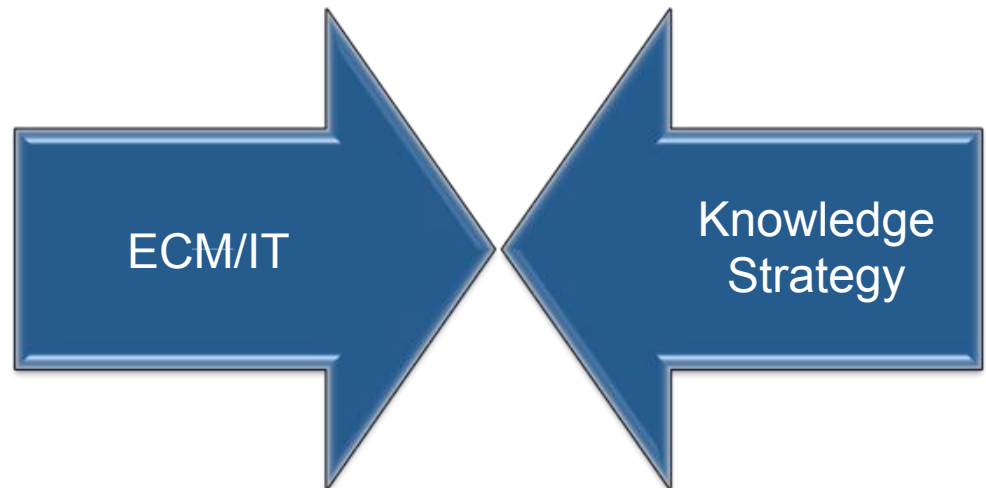
POLL

Polling Question # 2: What's your job title?

- ❑ Librarian/Special Librarian/Specialist Librarian   [37%]
- ❑ Some other "flavor" of librarian   [16%]
- ❑ Information- or Knowledge-related title   [26%]
- ❑ None of the above   [21%]

[Results added post-webinar – 80% of participants responded]

Knowledge Services: What's Expected?

What are the expectations of identified knowledge services users in the parent organization (your clients)? Do you have monitoring or assessment procedures in place, so you know their expectations?

Relationship Management

Values and Beliefs
Agreements and Understanding

Cultural Acclimatization

Expectations

Relationships

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Knowledge Services: What's Expected?

With the profession in such flux, is it even possible to manage expectations?

Is it "image" or "perceptions" we need to worry about?

Or is it our work:
- The quality of what we produce?
- Our contribution to success (individual, functional unit, the organization at large)?
- The organizational (or departmental) culture?

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Knowledge Services: What's Expected?

Did We Answer the Questions?

1. We've address "the L word": Do you (and your colleagues working in the library with you) speak the same language as organizational management, with respect to the role and purpose of the library? What about your clients?
   > The answer is ….

2. How does your job description – and those of any staff who work with you in the library – connect to management's expectations about the unit?
   > The answer is ….

3. Likewise, what are the expectations of identified knowledge services users in the parent organization (your clients)? Do you have monitoring or assessment procedures in place, so you know their expectations?
   > The answer is ….

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TRANSFORMING LIBRARIES:

THE 2014 SOUTRON GLOBAL WEBINARS WITH GUY ST. CLAIR (SMR INTERNATIONAL)

Coming May 13, 2014

Knowledge Services: Managing the User Experience

Talking Points for May 13:

1. *Are user needs clearly established in the organization where you are employed?*
2. *What is the role of customer service/user impact surveys in measuring the user experience?*
3. *How does your professional expertise and experience impact the user experience in the specialized library?*

Perhaps of Interest
THE SLA/SMR INTERNATIONAL KM/KS CERTIFICATE PROGRAM

The Courses

- KMKS103 Knowledge Strategy: Developing the Enterprise-Wide Knowledge Culture

  (SLA Annual Conference, Vancouver, British Columbia June 6, 2014)
- KMKS101 Fundamentals of KM and Knowledge Services

  (SLA Annual Conference, Vancouver, British Columbia June 7, 2014)
- KMKS102 The Knowledge Audit: Evaluating Intellectual Capital Use

  (online August 11-27, 2014)
- KMKS101 Fundamentals of KM and Knowledge Services

  (online September 8-24, 2014)
- KMKS105 Change Management and Change Implementation in the Knowledge Domain (online October 14-29, 2014)
- KMKS104 Networking and Social Media: Technology-Enabled Knowledge Sharing (online February 9-25, 2015)
- KMKS106 Critical Success Factors: Measuring Knowledge Services

  (online April 6-22, 2015)

Contact: http://www.sla.org/learn/certificate-programs/cert_knowledge_mgmt/

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Thank you

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