IMLS in the 21st Century

Susan Hildreth, Director
## 21st Century Societal Shifts

<table>
<thead>
<tr>
<th></th>
<th>20th Century</th>
<th>21st Century</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number Jobs / Lifetime</td>
<td>1-2 jobs</td>
<td>10-15 jobs</td>
</tr>
<tr>
<td>Job Requirement</td>
<td>Mastery of one field</td>
<td>Simultaneous mastery of many rapidly changing fields</td>
</tr>
<tr>
<td>Job competition</td>
<td>Local</td>
<td>Global</td>
</tr>
<tr>
<td>Work Model</td>
<td>Routine, hands-on, fact based</td>
<td>Non-routine, technical, creative, interactive</td>
</tr>
<tr>
<td>Education Model</td>
<td>Institution centered, formal degree attainment is primary goal</td>
<td>Learner centered, self-directed and lifelong knowledge, and skill acquisition are primary goals</td>
</tr>
<tr>
<td>Organizational Culture</td>
<td>Top down</td>
<td>Multi-directional (bottom-up, top down, side to side, etc.)</td>
</tr>
</tbody>
</table>
## The 21st Century Library Shift

<table>
<thead>
<tr>
<th>20th Century Library</th>
<th>21st Century Library</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primarily print driven</td>
<td>Combination of print and electronic</td>
</tr>
<tr>
<td>One-way/gatekeeping</td>
<td>Multi-directional/navigation/facilitation</td>
</tr>
<tr>
<td>Acts independently</td>
<td>Acts in highly collaborative partnerships</td>
</tr>
<tr>
<td>Learning outcomes assumed, implied</td>
<td>Learning outcome purposeful</td>
</tr>
</tbody>
</table>
Vision

A democratic society where communities and individuals thrive with broad public access to knowledge, cultural heritage and lifelong learning.

Mission

The mission of IMLS is to inspire libraries and museums to advance innovation, learning, and cultural and civic engagement. We provide leadership through research, policy development and grant-making.
1. Engaging, empowering learning experiences
2. Community anchor institutions
3. Discovery of knowledge and cultural heritage
4. US policies sustain access to knowledge
5. Excellence in public management
Goal 1: Learning

IMLS places the learner at the center and supports engaging experiences in libraries and museums that prepare people to be full participants in their local communities and our global society.
Goal 1: Learning — Objectives

- Promote and support inclusive and accessible learning opportunities
- Support communities of practice based on research-based impactful experiences
- Facilitate partnerships among libraries, museums, and other learning providers
- Support library and museum leaders to meet the needs of diverse communities in rapidly changing environment
Recognition of Lifelong Learning

Museums, Libraries, and 21st Century Skills report

Report

Community Learning Scan

Self-Assessment Tool

www.imls21stcenturyskills.org
National grant competition to fund the creation of up to 30 learning labs in libraries and museums across the country

Based on Chicago Public Library’s YOUmedia Center.
Goal 2: Community

IMLS promotes museums and libraries as strong community anchors that enhance civic engagement, cultural opportunities, and economic vitality.
Goal 2: Community — Objectives

- Invest in projects that strengthen libraries and museums as core components of community infrastructure
- Partner with other federal agencies to leverage library and museum resources
- Ensure that public/private sector leaders know value of libraries and museums
National Broadband Plan: Connecting America

- Expand digital educational content
- Expand online learning systems
- Promote digital literacy
- IMLS Framework – Building Digital Communities
Framework

- Help community leaders
- Initiate community discussions
- Conduct asset mapping
- Foster digital inclusion
Goal 3: Content

IMLS supports exemplary stewardship of museum and library collections and promotes the use of technology to facilitate discovery of knowledge and cultural heritage.
Goal 3: Content — Objectives

- Support care and management of nation’s collections to sustain and expand access
- Develop and implement a nationwide strategy to expand public access to information, meaning and content found in museum and library collections
Big Data
Expanding Public Access
Goal 4: Equitable Access to Knowledge

IMLS advises the President and Congress on plans, policies, and activities to sustain and increase public access to information and ideas.
Goal 4: Equitable Access to Knowledge — Objectives

- Promote federal policies that improve access and remove barriers to information services for underserved communities.
- Identify trends and provide consistent and reliable data on museum and library services and use.
- Support and extend a national digital infrastructure that leverages libraries and museums as key providers of access to digital information and services.
Goal 5: Public Management Excellence

IMLS achieves excellence in public management and performs as a model organization through strategic alignment of its resources and prioritization of programmatic activities, maximizing value for the American public.
Goal 5: Public Management Excellence — Objectives

- Develop an exemplary mode of efficient Federal grants management
- Cultivate a culture of planning, evaluation and evidence-based practice to maximize the impact of public investments
- Promote greater transparency and accountability of IMLS operations
- Encourage and promote an engaged and energized IMLS workforce
# IMLS Performance Improvement Model

<table>
<thead>
<tr>
<th>Tools</th>
<th>Strategies</th>
<th>Assessment</th>
<th>Dissemination</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Engagement</td>
<td>• Public engagement</td>
<td>• Identify effective museum and library services through:</td>
<td>• Promote best practices in museum and library service</td>
<td>• Broaden access to museum and library services</td>
</tr>
<tr>
<td>Grant-making</td>
<td>• Promote and support effective practice</td>
<td>• Grants management</td>
<td>• Promote effective intergovernmental and public/private partnerships at the national, state, and local level</td>
<td>• Improve service delivery to the public</td>
</tr>
<tr>
<td>National Initiatives</td>
<td>• Build capacity in targeted areas</td>
<td>• Performance monitoring</td>
<td>• Assess progress on national initiatives</td>
<td>• Build stronger communities of practice</td>
</tr>
<tr>
<td>Research Program</td>
<td>• Invest in innovation and research</td>
<td>• Independent evaluations</td>
<td>• Design research in collaboration with stakeholders</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Promote and support effective practice</td>
<td></td>
<td>• Administer statistical collections</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Build capacity in targeted areas</td>
<td></td>
<td>• Monitor needs for museum and library services</td>
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<tr>
<td></td>
<td>• Invest in innovation and research</td>
<td></td>
<td>• Produce research reports/briefs</td>
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President Obama’s Budget Released to Congress provides:

- $232 million for IMLS:
  - $185 million of library programs
  - $31 million for museum programs
  - $2 million for research and data collection
  - $14 million for administration
Laura Bush 21st Century Librarian Program
Deadline: December 15

Categories of funding

- Categories: Research, Doctoral, Master’s Programs, Build Institutional Capacity, Continuing Education
- Award Amount up to $500,000, reduced from $1M
- 2010- $24.5M; 2013 $12.5M
- Modify grant timeline to better match institutional calendars
- Simplify/align to Strategic Plan
Activities will align with strategic goals, have national impact and generate widely adaptable or replicable models.

- Research
- Demonstration
- Advancing Digital Resources
- Library and Museum Collaboration
  - Community Focused; with FY2012-FY2013 special opportunity to support **Campaign for Grade-Level Reading**
- Award Amount up to $500,000, reduced from $1M
- 2010 - $12.4M; 2013 - $12M
Trends in Federal Funding

- Demonstrated impact of investments critical
- Use of Federal funds to leverage private funds- “Learning Labs” partnerships
- Expose highly-rated, un-funded federal projects to private funders
- Transparency in process
- Data management plans required
Competitive Positioning for Academic Libraries

- Play leadership role in collaboration of libraries, archives, and museums
- Share expertise to build models that can be replicated or scaled up
- Build capacity/flexibility in field to assure relevance
- Identify projects that have national impact
To Learn More About IMLS

- **Primary Source:** Free monthly e-mail update, sent to over 9,000 subscribers.
- **Twitter:** @US_IMLS
- **UpNext Wiki:** http://imlsupnext.wikispaces.com
- **IMLS RSS Feed:** www.imls.gov/rss.xml
- **IMLS Podcasts:** www.imls.gov/podcast.xml

Web site: [www.imls.gov](http://www.imls.gov)