

Dias 1

BRUKTILKSTYRELSEN

New Strategies for Children's Libraries

Jens Thorhauge

BS

Dias 2

BRUKTILKSTYRELSEN

Point of view: Danish National Library Authority

- Library agency
- in charge of national services
- advisory role to government



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Dias 3

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A new insight

- The speed of development

The essence of our mission:
learning & inspiration



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The nature of the change


- living conditions, media & access, cultural behaviour, values, organisation of learning



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Dias 5




Danish Survey on Cultural Activities an eye-opener and warning

- 82% of all children are public library users, but
- number of weekly users from 1998 to 2004 was reduced by 50%, and
- number of monthly users by 25%
- probably growth in 'drive-in-users'
- children spend more time on computergames and the internet

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Futures' research:

- Paperbased technologies tend to disappear and be replaced by virtual transactions
- related jobs and services shrink
- Librarians become 'zombies'
- Any alternative scenarios?

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Yes. We have been working with the hybrid library concept for 10 years!

- biblotek.dk-also for children
- DotBot
- Ask Olivia
- we do a lot projects and prototypes both in virtual & real space



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but.....Google, Amazon, iTunes, computergames and many other services have far more customers than the library web. And a better image...?



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Dias 9



2 major trends in innovation in children's libraries in DK


- Inspiration from Howard Gardner's theory on multiple intelligences
- The interactive library




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Dias 10




- **Kirsten Drotner's** strategy for a cultural policy for children:
- Freedom of expression and information
- access to a broad variety of media and artistic expressions
- cultural products for children of high quality
- space for childrens own cultural and artistic creativity



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Dias 11




Some achievements in recent years

- New model for library cooperation on producing virtual services
- new partnerships - the library as a facilitator of cross-sectorial activities and offers
- new concept for library service in kindergartens
- home-work cafés in libraries
- campaigns and contest:
 - children nominating and electing children's book of the year
 - reading (aloud) contest, knowledge quiz
 - workshops on writing and other creative activities

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Dias 12




Where will this experience lead us?

- To a new insight, that must make us try harder...to create a new concept for children's libraries. A concept that is faithful to the traditional mission of the library: to create access to a wealth of information in all kind of media, but at the same time find new ways to play and work, that enables children to get inspired, benefit and learn from it...

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Dias 13




Landmarks on the road to a new strategy

- **The library must become a boundless offer integrated in everyday-life**, on the web, in the school, at home, in the club and of course in the 'library'. The service must become more visible on the web- the librarian should pop up whenever needed, and the 'library' should be branded far more efficiently. It is virtual & real, it is selfservice, support, learning and a consult depending on your needs and wishes.

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Dias 14




Landmarks 2

- **Partnerships that are binding.** With parents, kindergartens, schools, clubs. The library always has and always should add value to its users and partners.

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Dias 15




Landmarks 3

- **Diversity and flexibility** and an offer to create 'my personal library'-service. Aim at different kind of family-segments, different age- and interest-profiles, create offers, that could be helpful in various contexts, where they might add value to the children.

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Landmarks 4

- **A new 'library' space.** Leave the structured book-deposit library of the industrial age and create a space with one strong ambition: to be inspiring. Changing all the time with exhibitions, displaying the newest offers, various learning opportunities, workshops for childrens own creativity, cultural events, exhibitions and contest - and as in the old library: peaceful corners....

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Landmarks 5

- **Reading-campaigns and contests** are still important, but they should find new forms. Childrens own activities should have high priority.

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How do we reach the promised land?

- A new understanding should lead us to a new identity and a clear vision to aim at
- Tools are
 - reports, articles, conferences, lectures
 - projects, experiments, test
 - a national programme for competence building and continuing education
 - new blood in the library, other professions, ethnic minorities,
 - new partnerships and better understanding for digital opportunities for instance among publishers

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Good luck

- And thank you for listening.

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