

The Power of Public Libraries to Guide Small Businesses through Tech Disruption

Presented by Nick Tanzi | the-digital-librarian.com

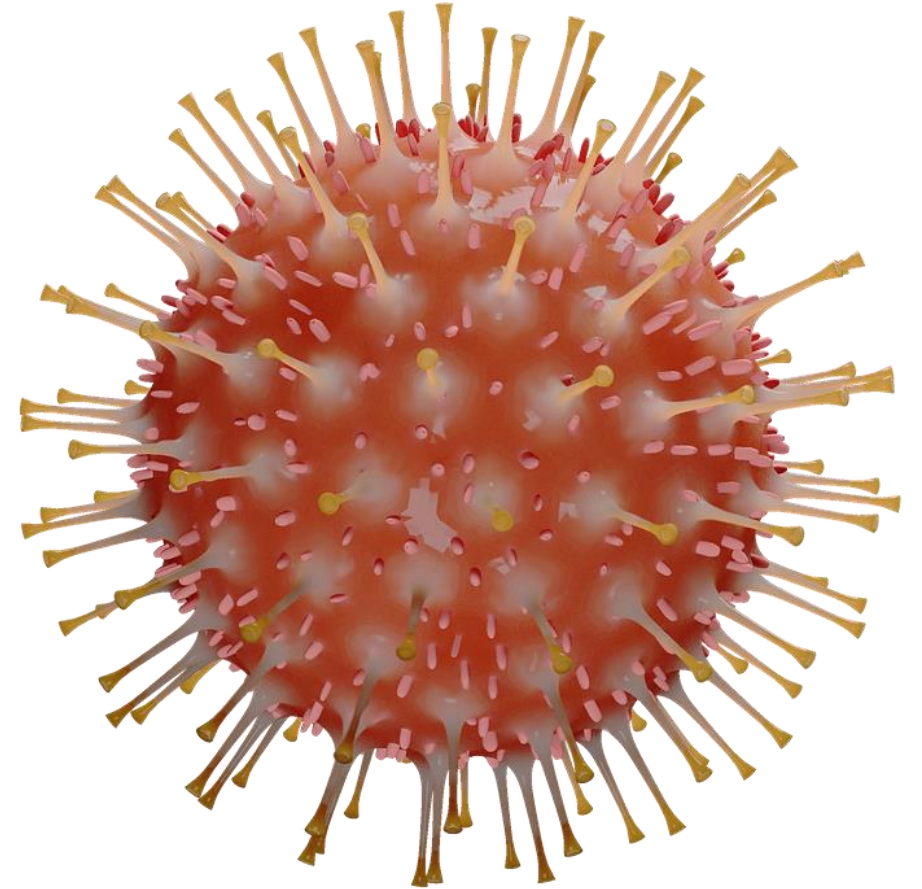
Libraries Navigate Disruption

- Libraries as an equalizer.
- Access to information.
- Understanding.
- Technological change = disruption.
- Impacts job market, specific industries.

A Look at Small Business Disruptors

The COVID-19 Pandemic

- Accelerated existing tech trends.
- Increased virtualization.
- Remote work.
- Increased reliance on web presence.
- Job loss & need for new skills within the workforce.



Shifting Workforce Trends

- Gig Economy.
- Great Resignation.
- Shift to remote & hybrid work environments.



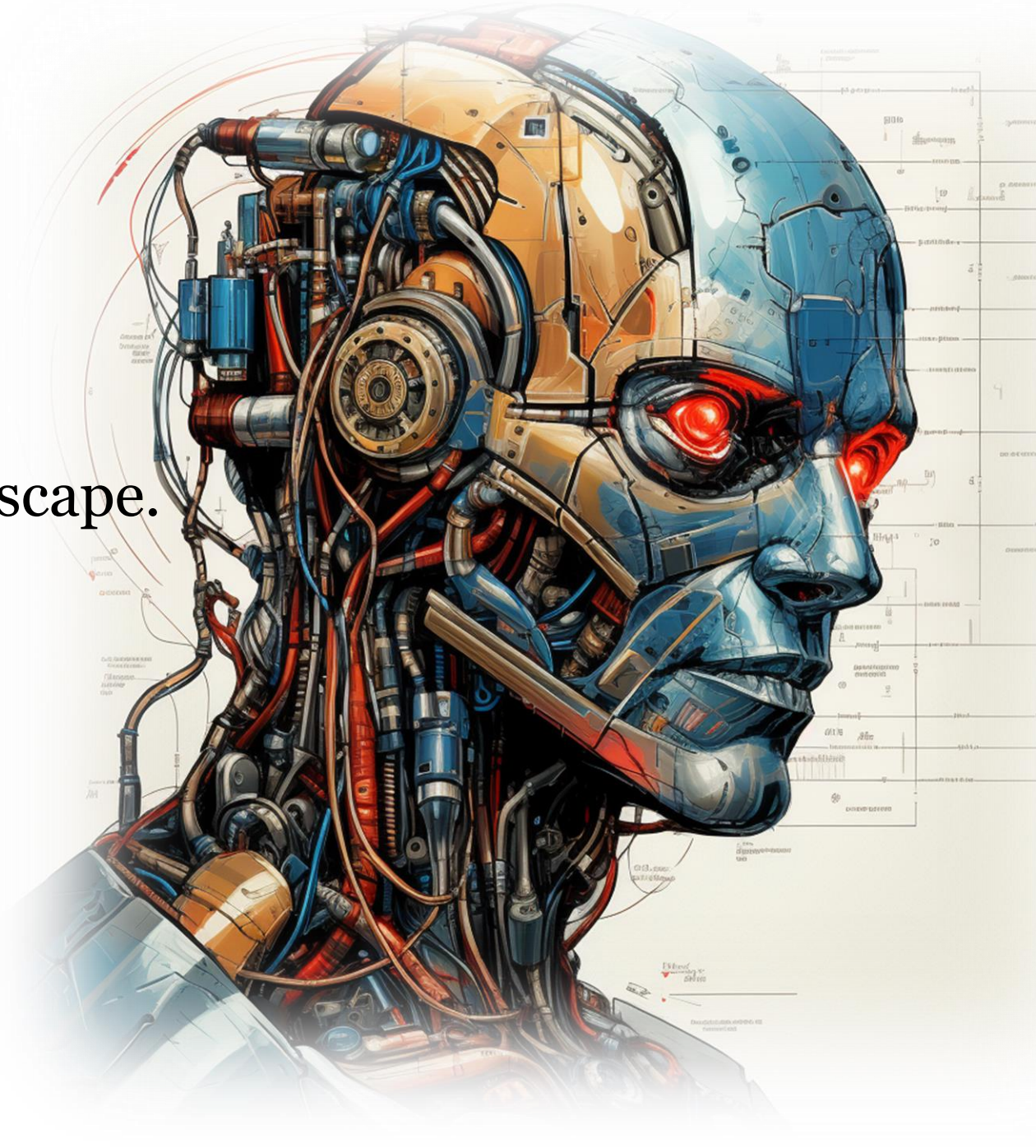
Web Trends

- Mobile has surpassed desktop.
- Social media disruption
 - End of infinite growth.
- Rise of “screenless” web browsing.
 - Smart speakers.
 - Voice assistants.



AI Disruption

- Potential job loss/obsolescence.
- Privacy implications!
- Uncertain legal / copyright landscape.
- Also opportunity.



How are Our Libraries
Responding?

Becoming Videoconference Friendly

- Reimagining our interior space.
 - Repurposing rooms.
 - Acquisition of quiet booths.
- Investing in our IT infrastructure.
 - Higher bandwidth needs.
 - Ensuring equipment is Zoom ready.
 - Backup generator.
- Considering our outdoor space.
 - Wireless access points.
 - Solar charging stations.



Quiet and Collaborative Space



StoryCorps Workshop
Wed., July 24 at 7 p.m.



Join us for a StoryCorps workshop on Wednesday, July 24 at 7 p.m. This workshop is designed for anyone interested in learning more about StoryCorps and how to use our services. We will provide an overview of our services and answer any questions you may have. The workshop is free and open to all. Space is limited, so please register in advance. For more information, please visit our website at www.storycorps.org.



Providing Uninterruptable Power

- Reliability is key!
- Library investment in solar.
- Backup diesel generator.
- 24 hour internet access.



The Makerspace as an Ideas Lab for Entrepreneurs

Emerging Tech with Business Applications

- 3D printers.
- Vinyl cutters.
- Laser engravers.
- 3D scanning.



Spotlight on Middle Country Public Library

- Mix of high tech and low tech.
- Regular formal classes.
- Opportunity for self-paced learning.
- Staff-mediated services.
- Business center.



Digital Media Lab as a Marketing Hub

- Video production.
 - Adobe creative suite.
 - High-def capture.
- High-quality photography.
 - Green screens.
 - Lighting tools.
- Audio production.
 - Recording booths.
 - Sound boards.



Social Media Marketing for Businesses

- Very turbulent landscape!
 - Regulatory environment.
 - Algorithmic changes.
 - New features.
- Classes focused on
 - Platforms 101.
 - Paid advertising.
 - Analytics.
 - Best practices.



Emerging Virtual Marketplaces

- 3D print repositories.
- Digital art sites.
- Non-fungible tokens (NFTs).



Job Market / Workforce Development

Virtual Reality Job Training

- New twist on an old mission.
- Bring the job training site to the library.
- Clayton County Library in Georgia.
- West Charleston Library in Nevada & Employ NV Youth Hub & Teen Zone.



The New Computer Literacy

- Traditionally rooted in desktop PCs, word processing.
- For employers and employees.
- Now—collaborative, mobile, and cloud-based.
- Libraries teach business-oriented software classes.
 - Google Workspace tools.
 - Office 365.
 - Accounting software.
- Mobile device programming.
 - Smartphones, tablets, Chromebooks.

Website Development Programming

- Popular content management systems.
 - WordPress.
 - Drupal.
- Website builders.
- Search engine optimization (SEO).
 - Changing market share.
- Evaluation.
 - Mobile friendly?
 - WCAG?

```
    selectedScopes = [];  
  
    scope.$watch(watchExpr, function ngSwitchWatchAction(scope, value, previousElements) {  
        var i, ii;  
        for (i = 0, ii = previousElements.length; i < ii; ++i) {  
            previousElements[i].remove();  
        }  
        previousElements.length = 0;  
  
        for (i = 0, ii = selectedScopes.length; i < ii; ++i) {  
            var selected = selectedElements[i];  
            selectedScopes[i].$destroy();  
            previousElements[i] = selected;  
            $animate.leave(selected, function() {  
                previousElements.splice(i, 1);  
            });  
        }  
  
        selectedElements.length = 0;  
        selectedScopes.length = 0;  
  
        if ((selectedTranscludes = ngSwitchController.cases[!!value])) {  
            scope.$eval(attr.change);  
            forEach(selectedTranscludes, function(selectedTransclude) {  
                var selectedScope = scope.$new();  
                selectedScopes.push(selectedScope);  
                selectedScope.$parent = scope;  
                selectedScope.$root = scope.$root;  
                selectedScope.$on('$destroy', function() {  
                    selectedScope.$remove();  
                });  
                selectedTransclude(selectedScope);  
            });  
        }  
    });  
};
```

Spotlight on Code Louisville

- Started by Louisville Free Public Library.
- Free career training on web development, software development, UX design, and more.
- Connects employers with graduates.
- More than 800 graduates have been hired by more than 300 employers!



Entering the Age of AI

Libraries Can Teach AI Literacy

- Teaching how AI works allows business to be proactive rather than reactive.
- Teaching privacy considerations.
- Demonstrating the capability of AI as a productivity tool.
- AI in a virtual office environment.
- Developing effective chatbots.
- Utilizing text-to-image tools.

Spotlight on DoSpace Omaha

- Implementing Chatbots, Artificial Intelligence, and Marketing Automation.
- How Small Business Can Apply Artificial Intelligence and Big Data to Drive Business Results.
- Boost Productivity and Provide Better Customer Service with Chatbots.
- The Secret to Making More Time in Your Day – Automate the Mundane Tasks Away.



Final Thoughts & Contact Info

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