

Library professions in change

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Tampere City Library · Pirkanmaa Regional Library

Tampere is in the heart of Finland

Suomi – Finland

- Population 5 475 918
- Over 800 Public Libraries

Tampere

- Fastest growing region in Finland
- 220 000 inhabitants
- The Tampere city library includes the main library Metso, 13 branch libraries, 4 institutional libraries and two mobile libraries
- 4 756 000 loans and 2 481 00 library visits in year 2014





Finlayson

Tampella

ROSSO

TERRAZZA

BAR



Top trends in the world

- Globalisation
- Aging of the population
- Development of technology
- Networking



IFLA Trends

The IFLA Trend Report identifies five top level trends which will play a key role in shaping our future information ecosystem:

- [TREND 1](#) New Technologies will both expand and limit who has access to information.
- [TREND 2](#) Online Education will democratise and disrupt global learning.
- [TREND 3](#) The boundaries of privacy and data protection will be redefined..
- [TREND 4](#) Hyper-connected societies will listen to and empower new voices and groups.
- [TREND 5](#) The global information environment will be transformed by new technologies.



Future technologies



Virtual realities



Google-glasses



Smart clothes



Health technology



Robotics



The change of the library paradigm



**Library for people –
not for books**

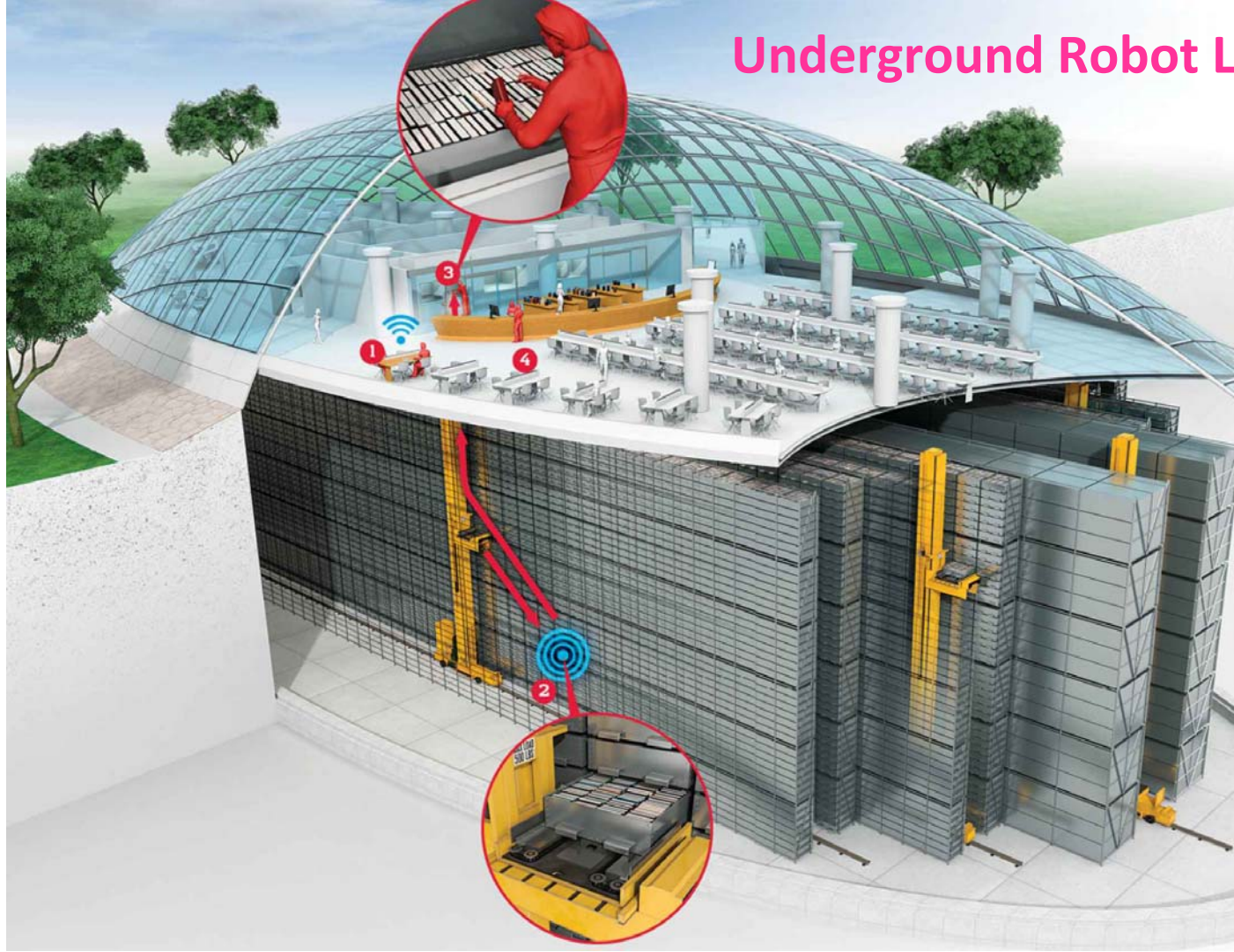




Mobile, e-books....

- Mobile technology
- Information retrieval has gone mobile
- E-books and other e-material
- Teaching people to use their tablets, mobile phones etc.

Underground Robot Library





Change of the profession

- The notion of change has been a topic of conversation in the library field for some time now; change pertaining to content, collections, services and facilities.
- Staff has listened to lectures about change, how they should react to it, how they experience change and how things change in the library.
- The profession is changing, whether we want it or not.





Situation in Tampere City Library

- Staff all together 200
- 83 % women, 17 % men
- Academic degree 46 % (middle age 51,1 years)
- Vocational library examination 33 % (middle age 51,1 years)
- Others 21 % (middle age 49,9 years)

- Retirement: 2015-2020 50 persons

- This is a rather normal situation for most of the libraries in Finland, as the Baby Boom generation will be retiring from the public sector around the same time.





- What types of professionals will libraries need in the future?
- The image of a steadfast library professional still holds strong
- An interest in literature and reading is one very favourable and desirable characteristic for library professionals - but it is not enough.
- However, for many people, it still is one motive for entering into the library field, which often surfaces during the recruitment process.



A "new librarian" ?

- creative
- flexible
- social skills
- a broad range of general knowledge
- skills in teamwork
- computer skills (including social media)
- the ability to adjust to change
- extrovert





- In the future, the library will employ an increasing number of professionals whose skills are related to youth and social work or the production of other services in the city or municipality
- Library's function is changing – so the work has to change as well





- Multi-professional workplaces
- Traditional job descriptions will change, and this is an area on which training must concentrate
- Dialogue concerning the changes in library professions should take place between employers and educational institutions more often.



- The principle substance of libraries will also change.
- Smaller libraries, which are profiled toward a certain type of patron group or area, will emerge
- This type of development is already evident in some municipalities in Finland.
- Library 10 in conjunction with the Helsinki City Library and Entresse, which is a part of the library in Espoo, are good examples of well-profiled libraries





- The boundaries between school libraries and public libraries will also fade
- The Ritaharju and Kastelli combo-libraries in Oulu, and Pointti in Vantaa are good examples
- The information specialists are employed by both the school and the library and in this way crosses professional boundaries.
- The library's operations concept has been planned together with the school





- In the future, there will no longer be just one job description for librarians or library clerks
- Each job description will be tailored personally according to the duties in question and with consideration to the person's skills and characteristics.





- Automation in libraries has also changed library professions
- The borrowing and returning of material is self-service
- Material reservations are also self-service
- Patrons already renew their loans and pay their fees online - where then is a library clerk needed, for example?





- The concept of pro-action has reached the library as well
- Library professionals need to come out from behind their desk



- Library management is also faced with challenges – a crystal ball and the gift of foreseeing the future would be a welcome perk in the director’s tool arsenal, but there is hardly training available for those types of things.
- The aging and retirement of the staff, together with a weakening municipal economy, fluctuating costs, municipal mergers, and a decrease in the amount of loans are just a few of the challenges directors must deal with

Breaking of the work and demands of know-how

- New jobs and professions born and disappear
- The ways to do work are changing: remote work, part time jobs, entrepreneur work, people work in many places and get salary from many employees
- Work life is getting polarized
- Demands for professions change
- To answer these rapid changes require both strong base know-how and large possibilities to develop your profession during the whole job career



Library Spaces

- **Learning space**: Finding and learning. Courses, e-learning, book talk...
- **Inspiration space**: Adventure. Books, arts, music, entertainment, games, events...
- **Meeting place**: Based on commitment. Meeting with politicians, local reading and learning circles, communality, networking...
- **Esiintymistila**: Creativity and creation. Writing workshops, movie and play clubs, local bands, poem karaoke....













BETAL
VENLIGST
VED
BESTILLING

Örestad,
Kööpenhamina,
Klo 16





Örestad klo 17.30



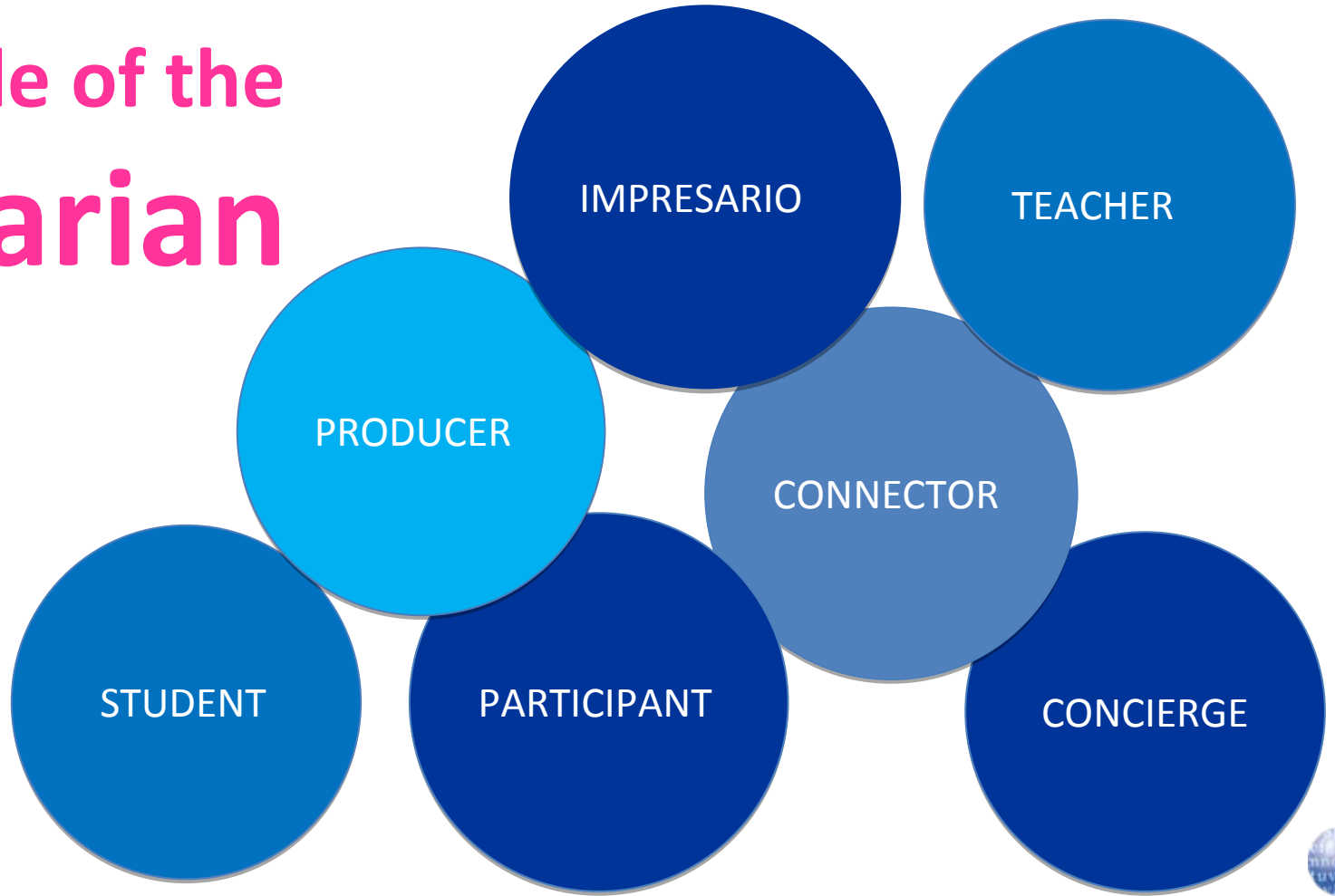


Working spaces

- Also working spaces are changing
- Open spaces, multiprofessional working
- Big challenge for management of change
- New leaderships is required



The role of the Librarian



**Some things I
like**

**GO OUT OF
THE LIBRARY**

**TRY NEW
THINGS,
THEY WON'T
KILL YOU**

**BE
BRAVE**

**MAKE
MISTAKES**

**DON'T
TRY BE
PERFECT**

SMILE





Thank you

Kiitos

Gracias

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