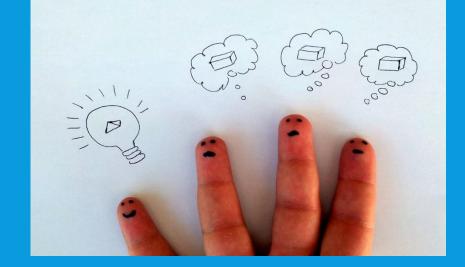
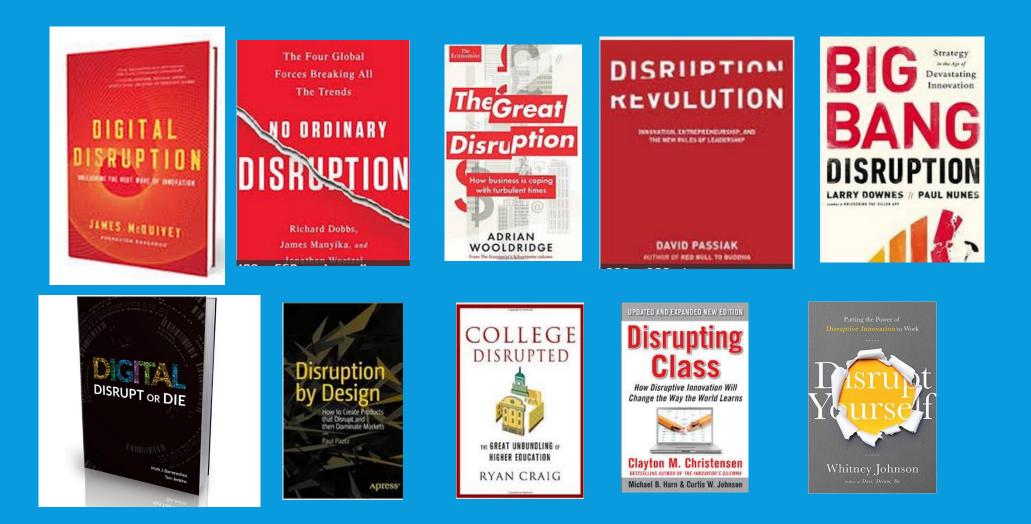
## "DISRUPTING" ILL SERVICES... IN A GOOD WAY!

Silvia Cho, The Graduate Center, CUNY Philip Mui, The New York Public Library Beth Posner, The Graduate Center, CUNY

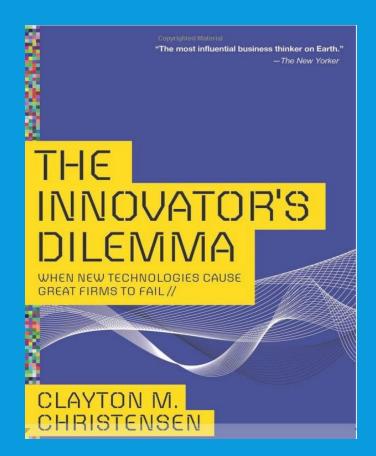
#### https://www.flickr.com/photos/86979666@Noo/7829098984



### **A THEORY OF INNOVATION**



### It began in 1997...



*Good management* leads to failure when *disruptive technologies* come along.

Good management leads to failure when disruptive technologies come along...

### But what is good management?

- Listening to your customers to identify need
- Go for the "biggest bang for the R&D buck"
- Aim for innovations that target a broad customer base, not the fringe



http://www.system-concepts.com/articles/health-and-safety-articles/2012/meaning-business.html

### And what are *disruptive technologies*?

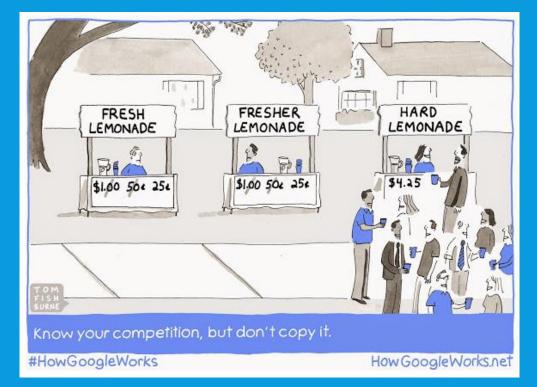
#### First, some definitions...

- *Technology*: "processes by which an organization transforms labor, capital, materials, and information into products and services of greater value" (xiii).
- Innovation: "change in one of these technologies" (xiii).

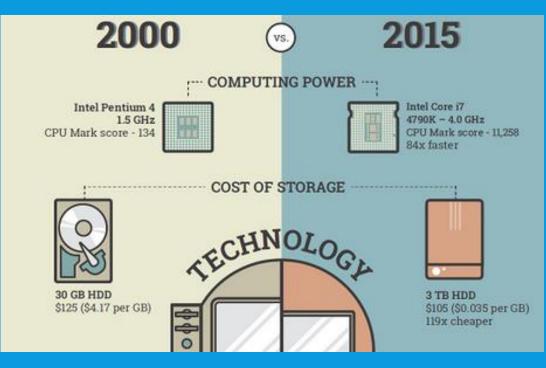


### **Types of technological innovations**:

- Sustaining: Improves performance along accepted measures of performance.
- *Disruptive*: Definition of performance differs substantially from previous measures of performance



https://www.linkedin.com/pulse/20140902102721-35338609-how-google-works, taken from Schmidt, Eric & Rosenberg, Jonathan. How Google Works: The rules for success in the Internet Century. (2014), available at howgoogleworks.net



http://community.spiceworks.com/blog/1852-tech-time-machine-a-look-at-the-evolution-of-it-from-2000-2015



Apple.com/watch

# Good management principles help you lead with sustaining technologies:

- Top companies are top because they are very good at introducing innovations their customers want.
- They are already ahead of the curve in the technology they are leaders in, they know what they need to improve, and have the resources to continue investing in R&D.



http://www.car-revs-daily.com/2013/12/17/retrospective-mercedes-benz-s-class-1904-present-100-photos/s-class-retrospective-1904-to-present-19/#main

# ...But they can lead you to failure when disruptive technologies come along.

- Existing, successful products and its context shape perceptions.
- Rational resource allocation decisions favor investing in sustaining technologies, not disruptive technologies.

			Silvia Gma	il Images
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Government     Polities [Xtra1], Agencies, Law, Military,	<ul> <li>Social Science Anthropology, Sociology, Economics,</li> </ul>			
• Health Medicine, Drugs, Diseases, Fitness,	• Society and Culture People, Environment, Religion,	www.google.com, July 23 2015		
Text-Only Yehoo	- Contributors			

## Implications & food for thought

So, should we STOP listening to our users?

Are there people in your community that you aren't serving, and what innovation do you need to serve them?

## SUSTAINING INNOVATIONS IN LIBRARY RESOURCE SHARING

<u>18</u> U.L. Rowell permissio Interlibra	n (Birtl	h of	00	CLC Ter	273 minal duced			<u>19</u> expand ord Univ				
	<u>1967</u> OCLC was founded			<u>1996</u> Planning process for ILL manager began		October 2000 OCLC became the primary ILLiad licensee distributer						
<u>1886</u> U.L. Rowell s permission begin new program ca Interlibrary l	Rowell seeks OCLC: First mission to catalog records egin new were added gram called		5	<u>March 17, 1997</u> Atlas Systems developed and launched ILLiad exclusively at Virgir Tech University				<u>2004</u> IDS Project was founded by 12 New York University library directors				
	ALA R Forms	94 equest s were ated		allow	OCLC s ving or aries t	<u>78</u> started ut-of-s o becc obers	state			<u>ag</u> er w ager w	as	

### Sustaining Innovations for Resource Sharing... ALA Forms

- Only way to send request was by postal mail
- Now: fax or email attachment

#### ALA Request Form:

DEMCO Madison, Wis. Fresno, Calif.	Date of request:	Not needed after	A REQUEST Requester's order no.	Request for <b>LOAN</b> or <b>PHOTOCOPY</b> According to the A.L.A. Interlibrary Loan Code	
NO. 65-250	CALL NO.			REPORTS: Checked by	
BORROWING	0004000000			SENT BY: Library rate	
LIBRARY				Charges \$Insured for \$	
FILL IN LEFT HALF OF FORM				Date sent	
INCLUDING				DUE	
BOTH LIBRARY ADDRESSES				RESTRICTIONS:  For use in library only	
IN FULL	For use of	Status	Dept.	Copying not permitted	
	Book author: OR periodical	title, vol. and date			
FOLD HERE				NOT SENT BECAUSE:	
	Book Title, edition, place, y	year series: OR periodical article author, title, pages.	This edition only	Non Circulating	
SEND SHEETS				Request of	
A, B AND C TO LENDING					
LIBRARY, AND ENCLOSE				Estimated Cost of:  Microfilm	
SHIPPING	Verified in: OR: item cited in	n		Hard copy	
LABEL	ISBN, OR ISSN, or LC card	, or OCLC, or other number if known	BORROWING LIBRARY RECORD:		
	If non-circulating, & cost d	loes not exceed \$, please supp			
			,	Date received	
LENDING				Date returned	
LIBRARY				By Library rate	
FLL IN PER- TINENT ITEMS				Postage enclosed \$ Insured for \$	
UNDER REPORTS.				RENEWALS: No renewals	
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LIBRARY	Request complies with	AUTHORIZED BY: (full name)		(or parind of represent)	
REV 6/77 ①	108(g)(2) Guidelines (	(CCG) TITLE		Note the receiving library assumes responsibility for notification of	
	other provisions of co	pyright law (CCL)		-1	

# SUSTAINING INNOVATION FOR RESOURCE SHARING... OCLC

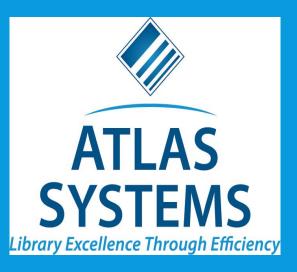
- Ohio College Library Center or Online Computer Library Center, Inc. (OCLC)
  - Founded in 1967 (for cooperative cataloging)
  - 1967-1977: Membership was limited only to institutions located in Ohio
  - 1978: Started allowing out-of-state libraries to become members
  - 1979: OCLC Intelibrary Loan Service was introduced
- OCLC Terminal (1973)
- OCLC WorldCat (1996)
- ILL Manager (2000)
  - Used RLIN database
- OCLC WorldShare (2011)



# SUSTAINING INNOVATION FOR RESOURCE SHARING... ATLAS

#### ILLiad

- Developed by Atlas Systems in 1996 and launched on March 17<sup>th</sup>, 1997
  - Originally exclusively used by Virginia Tech University
- 1998: The ILLiad program expanded for Radford University to use
- 1998-2000: 50 more institutions became licensees of the program



October 2000: OCLC became the primary licensee distributor

# SUSTAINING INNOVATION FOR RESOURCE SHARING... IDS PROJECT

- Mentoring Program
- ILLiad Training
- Best Practices/Workflow Toolkit
- User Groups and Annual Conferences
- ILLiad Enhancements
  i.e. IDS Logic, Data Services



## DISRUPTIVE INNOVATIONS IN LIBRARY RESOURCE SHARING

### DISRUPTIVE IDEAS IN ILL... ...THE IDS PROJECT

Ed's "scary" ideas!

My library is your library! Your library is my library!

My fate is in your hands! Your fate is in my hands!

### DISRUPTIVE IDEAS IN ILL... ...SHARED PRINT REPOSITORIES

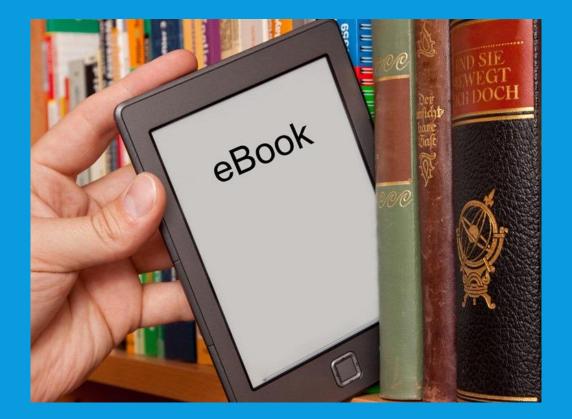




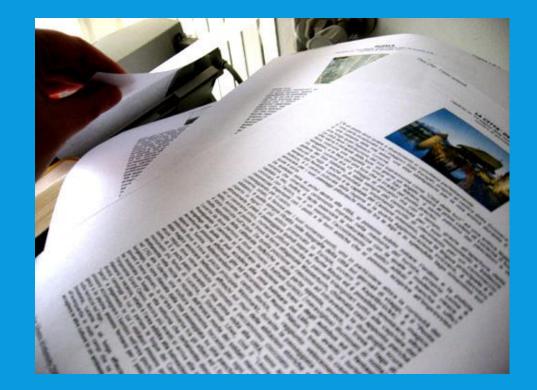




# DISRUPTIVE IDEAS IN ILL... ...SHARING E-BOOKS, DRM



### DISRUPTIVE IDEAS IN ILL... ...PURCHASING INDIVIDUAL ARTICLES DIRECTLY FROM PUBLISHERS



### DISRUPTIVE IDEAS IN ILL... ...CONTACTING AUTHORS ABOUT SHARING, FAIR USE



# DISRUPTIVE IDEAS IN ILL... ...OPEN ACCESS



### DISRUPTIVE IDEAS IN ILL... ...ASK FOR WHAT WE NEED – STAFF, BUDGET



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An influential critical piece:

• Lepore, J. (2014, June 23). The disruption machine: What the gospel of innovation gets wrong. *The New Yorker*.

# LET US KNOW... WHAT WOULD YOU DISRUPT?!

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