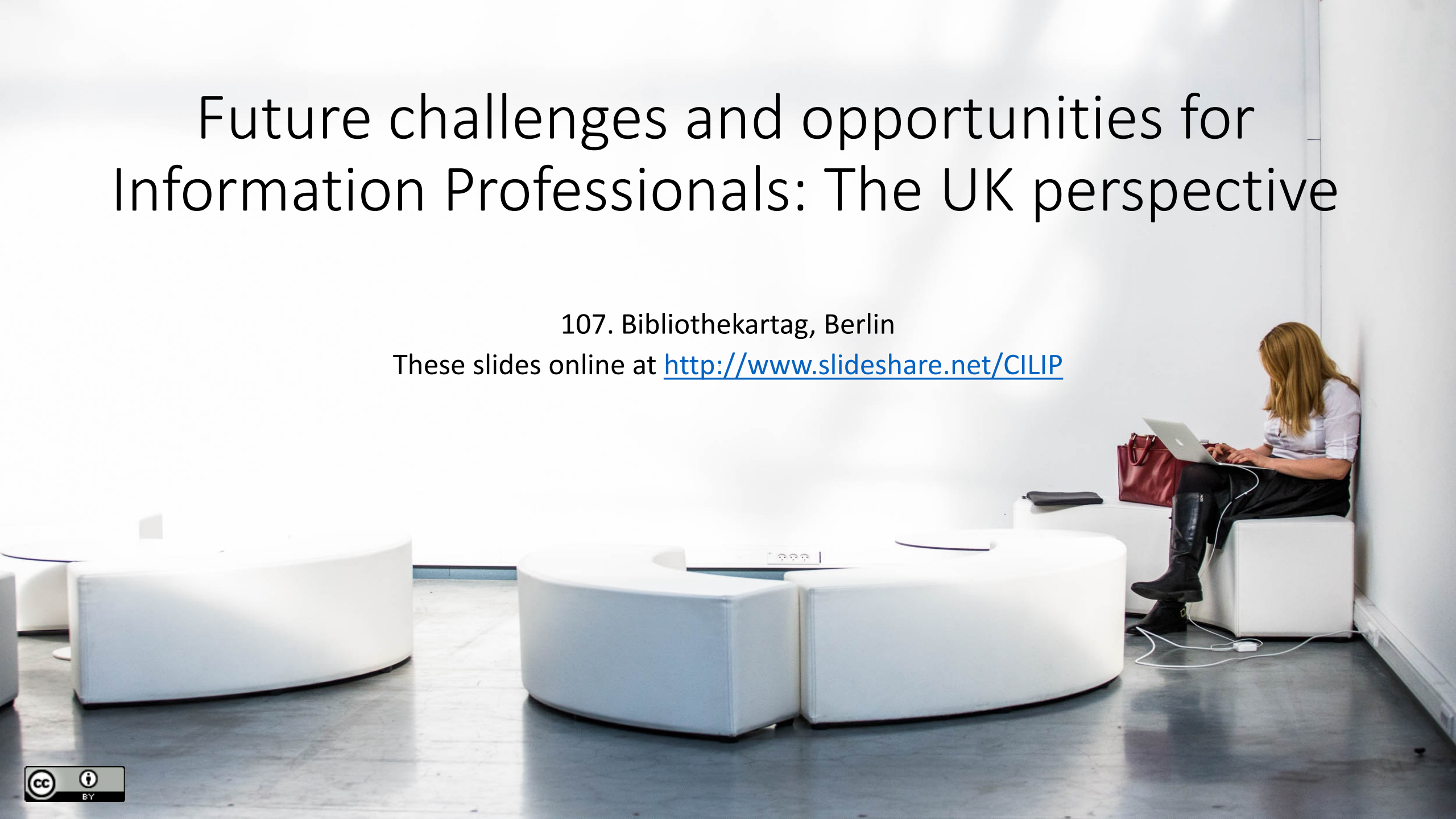


Future challenges and opportunities for Information Professionals: The UK perspective

107. Bibliothekartag, Berlin

These slides online at <http://www.slideshare.net/CILIP>



Introducing CILIP

CILIP is the UK's information and library association, representing a UK workforce of 87,000 Information Professionals and a membership of 11,000.

Our goal is to put the skills and ethics of librarians and information professionals at the heart of a democratic, equal and prosperous society.

www.cilip.org.uk



Information Professionals

Librarians

Public Librarians

Health Librarians

Academic & Research Librarians

School Librarians

Govt Librarians

Subject Librarians

Library Managers & Assistants

Data Librarians

Other Librarians

Information Managers

Information Architects

Information Rights Managers

Analysts

Information Governance Managers

Data Protection Officers

Cyber-security Managers

Information Scientists

Taxonomy Specialists

Web Managers

Knowledge Managers

Change Managers

Chief Knowledge Officers

Knowledge Architects

KM Facilitators

Knowledge Advisers

Know-How Managers

Data Professionals

Data Scientists

Data Analytics Managers

Machine Learning Specialists

Artificial Intelligence Specialists

Our Charter

CILIP is the only organisation in the world operating under Royal Charter to unite, develop and promote the interests of all Information Professionals, with the support of our Patron, HM Queen.

Our Charter gives us the mandate to:

- Unite, support and develop information professionals
- Advance information science
- Advocate on behalf of the profession
- Ensure the adequate provision of services
- Scrutinise legislation
- Provide professional recognition and Chartership



Securing the Future

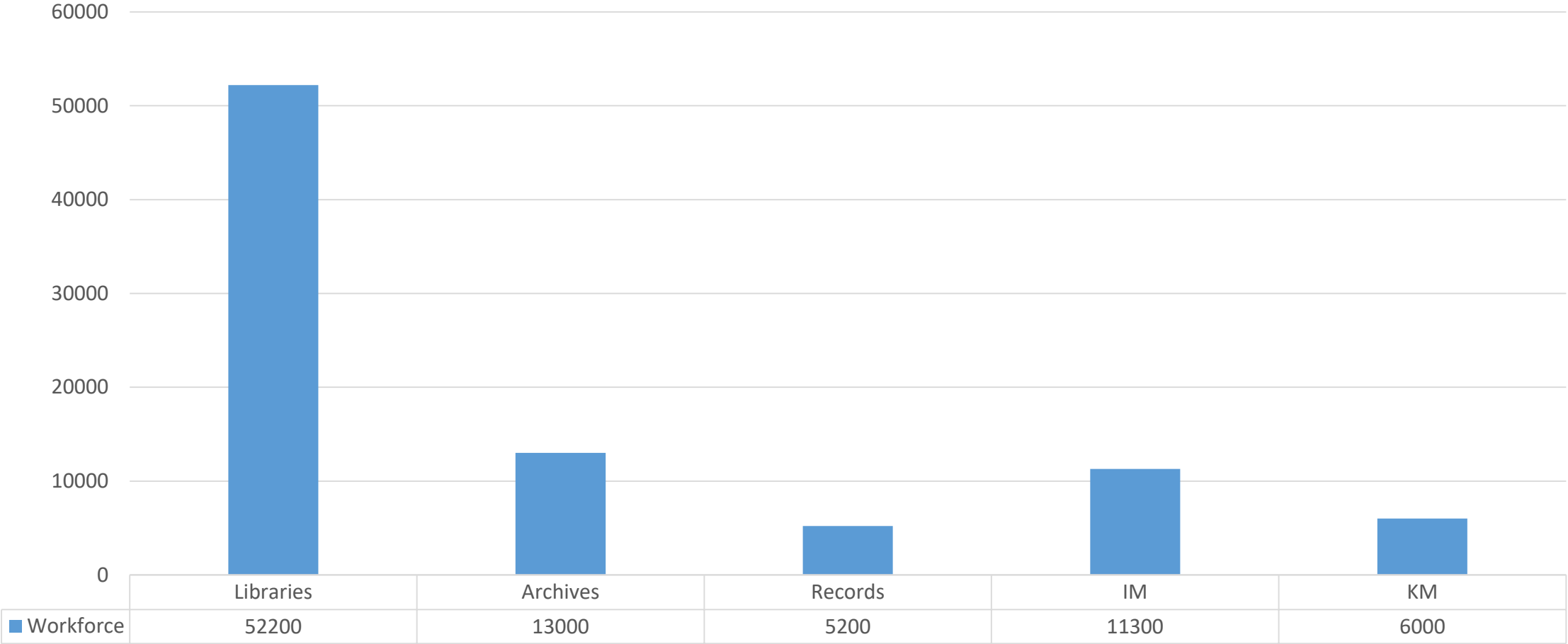
We are living and working in the early days of a society and an economy that are being transformed by knowledge, data and information. We want to ensure that Information Professionals are leading this transformation.

Our Strategic Plan, *Securing the Future*, has 4 priorities:

- Advocating for the profession
- Developing a 'future-ready' workforce
- Driving standards and innovation
- Helping our members to succeed

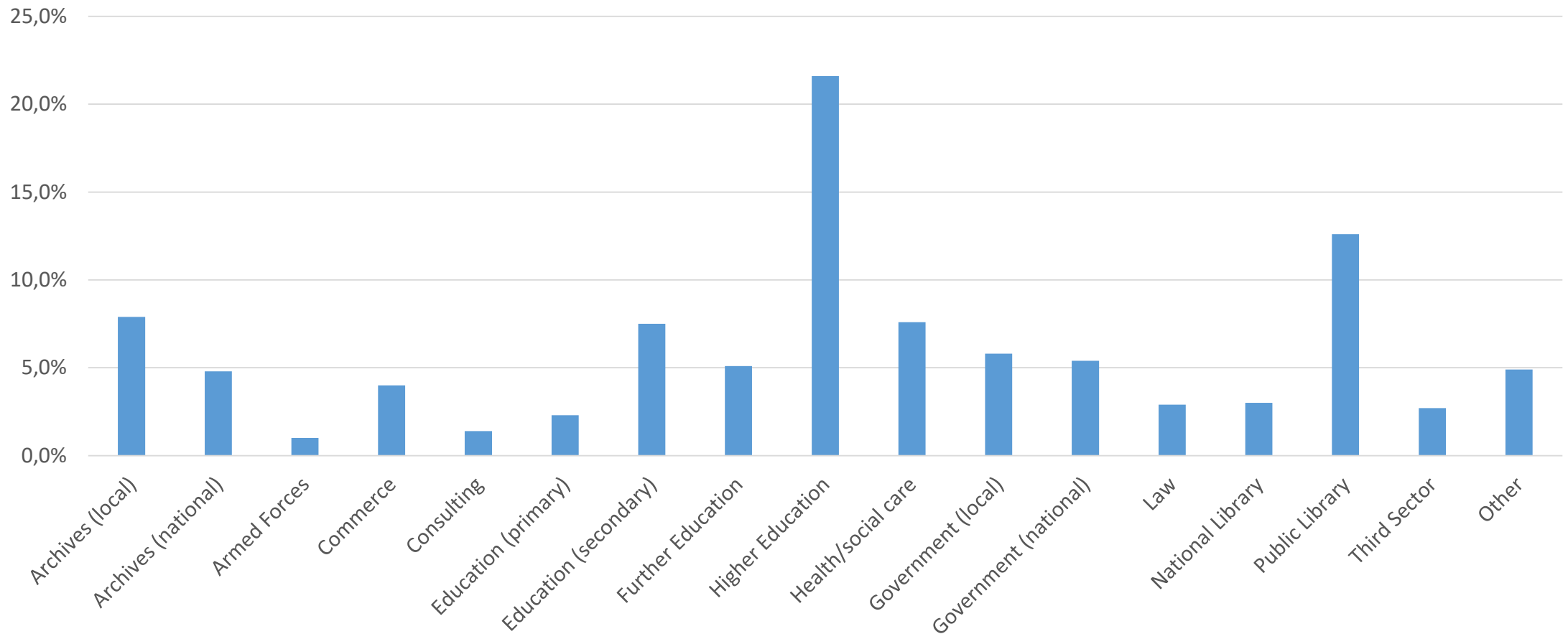


Distribution of UK library & information professional workforce*



* Source: CILIP/ARA 2015 Workforce Mapping

Distribution of Information Professional workforce by Industry Sector *



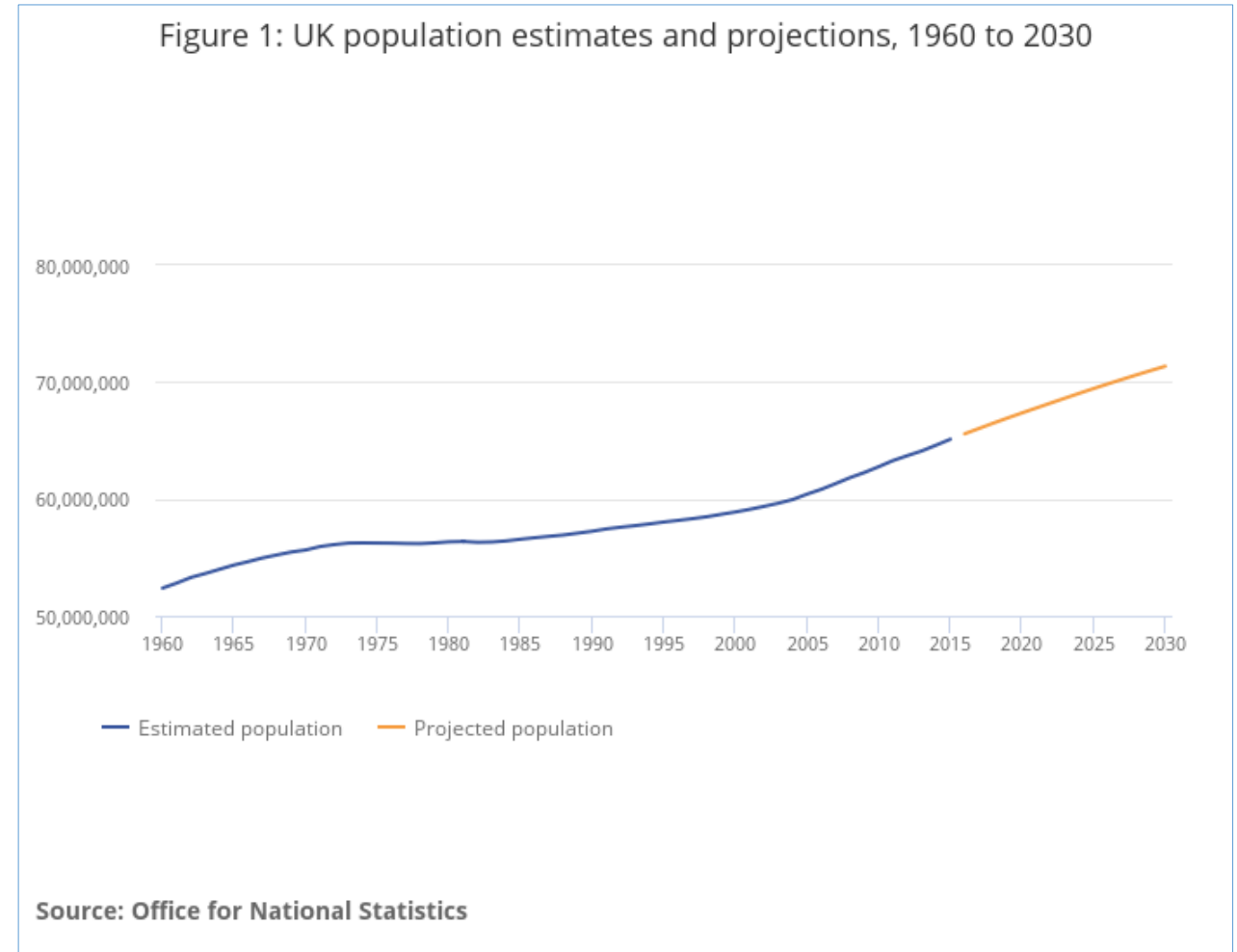
* Source: CILIP/ARA 2015 Workforce Mapping

Changing population

Based on current projections from the ONS, the population of the UK will reach 70m by 2030 – an increase of 10.5% since 2012

This higher-than-average growth will be driven by high (though declining) birth rates, longer life expectancy and positive net migration (although...)

83% of this population will be based in urban centres – higher than almost any other country in Europe.



Source: [ONS Demographic Projection](#) (2015-16)

What are the external, social and economic, technical and industrial factors that will shape our future as a profession?

Consumers are changing

Patterns of user behaviour, balancing leisure time, caring, family, learning, media consumption and civic participation are all changing.

Consumer expectations of the scale, quality, accessibility and 'agency' of the services they use has transformed.





Source: Photo by [Kaylah Otto](#) on [Unsplash](#)

Meaningful consumption

“Artisan producers are doing well because they’re tapping into what consumers want – the face and story behind the brand. They’re naming the farmers who raised their beef, stocking more artisan producers and changing the words they use.”

Holly Shackleton, Editor of Speciality Food Magazine



Source: Photo by Helena Lopes on Unsplash.com

Social prescribing

“The link between physical and mental health will continue to be developed in 2018 and healthcare providers will increasingly prescribe behavioural solutions, including advocating community involvement, to combat existing and future health issues. “

Dr Trudi Edginton, Psychologist, neuroscientist and mindfulness teacher



Source: Photo by [Benjamin Ashton](#) on [Unsplash](#)

Community spaces

"The store is evolving from a space to shop, to a space to explore and experience, and now a space to interact with others. Brands like ARKET and Lululemon are opening coffee shops and encouraging their customers to meet and spend time together in their space."

Lyndsey Dennis, Editor of Retail Focus



Keeping it local

Source: Photo by [Jack Gisel](#) on [Unsplash](#)

"Given today's social and political climate, we're seeing brands focus a lot more on local elements in their corporate responsibility and sustainability practices. The best way to show consumers that you're active in the community is for them to see it in local causes that matter to them."

Janek Seeveratnam, Corporate advisor, CAF Philanthropy

Education is changing

Demographic change and technology-driven disruption will continue to change the ways in which people learn and the relationship they have with education providers

Learning experiences seem likely to change and become more personalised with a continuation of blended learning, 'flipped' classrooms, BYOD and participatory course design.

The 'gearing' between learning and work is likely to change as the boundaries become more porous



Work is changing

Where and how people work and what they do for a living is changing fundamentally in response to social and technological innovation.

Every sector needs to ask “what will be the impact of AI and automation on my sector?”, “how do I harness the power of data-driven insight?” and “how do we ensure our use of technology doesn’t disempower people?”

Talent management, new models of work, meaningful work and the ‘gig economy’ will all impact on our role as employers.



Places are changing

‘Internet of Things’ technologies (sensors) and Data Analytics are changing the ways in which cities are managed and developed.

Increased population density places huge demand on infrastructure, services, transportation which can only be met by working smarter rather than bigger.

Smart cities are already driving increased demand for information, knowledge and data skills.

Increasing risk of a gap between rural and urban populations and the opportunities they have.



Source: Photo by [Kevin Grieve](#) on [Unsplash](#)

Society, consumers, education, work and places are all changing.

So should we.

Our key challenges

The main challenges we see ahead for Information Professionals

- The public does not have a functional idea of 'information' as a resource that must be managed, developed, preserved or structured
- Employers have a limited understanding of what a librarian or information professional does
- Government (Local or National) does not see the value of a public library network paid for by taxpayers
- We lost out in the first phase to structured search and the Web, and are at risk of losing out again to AI, data analytics and automation
- A fragmented approach across content-based sectors (publishers, authors, retailers, libraries) to digital disruption
- We tend not to be good at advocating for our value in hard economic terms (too many 'feelgood' stories, not enough business cases)



Photo by [Garrett Sears](#) on [Unsplash](#)

Advocating for the profession

CILIP is proud to be the independent UK voice for librarians and information professionals in all sectors.

- Developing networks and influence to secure recognition of our profession and the impact of our work in relevant policy and legislation
- Refreshing the media representation of information professionals, with the aim of informing the public about the modern face of our profession
- Engaging employers such as arms-length bodies and healthcare trusts to make a compelling case for hiring and developing information professionals

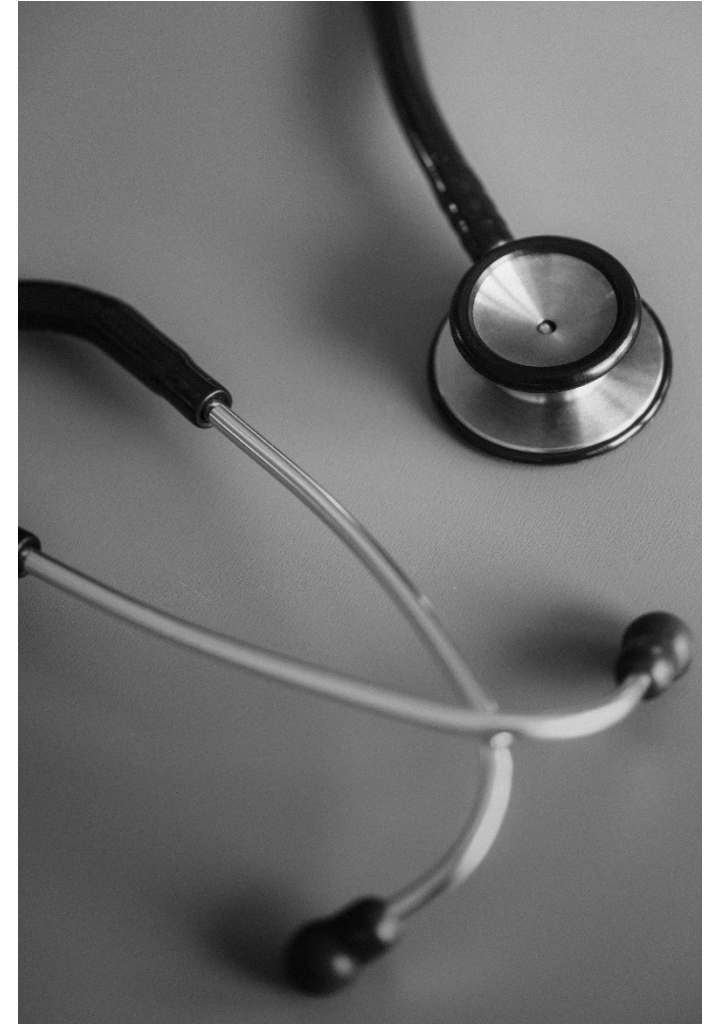


Photo by [rawpixel](#) on [Unsplash](#)

#AMillionDecisions

#AMillionDecisions is the joint CILIP/Health sector campaign to secure recognition of and engagement with Library and Knowledge Services by clinical staff and decision-makers

Every day, over 1m decisions are made across the National Health Service which have a profound impact on patients, their families and carers.

By law, those decisions have to be evidence-based, and the best way to ensure this in a timely and cost-effective way is to make use of your fantastic Library and Knowledge Service.



#FactsMatter

#FactsMatter is the ongoing campaign to highlight the importance of librarians and information professionals in evidence-based policy making

Focused on the General Election in 2017, we were able to highlight the importance of librarians in combating fake news and promoting health and information literacy.

An active ongoing programme of political and public engagement and new partnerships eg. with the Electoral Commission



#GreatSchoolLibraries

#GreatSchoolLibraries is the new campaign from the UK School Libraries Association and School Libraries Group which aims to ensure that every child has access to a great school library.

There is significant inequality in the UK, with private schools having professionally-run libraries and publicly-funded (state) schools losing an estimated 20-30% of their libraries (and many more librarians).

Our aim is to secure new law and funding to invest in and secure library provision for every child.



Every child deserves a
#GreatSchoolLibrary

www.cilip.org.uk/greatschoollibraries

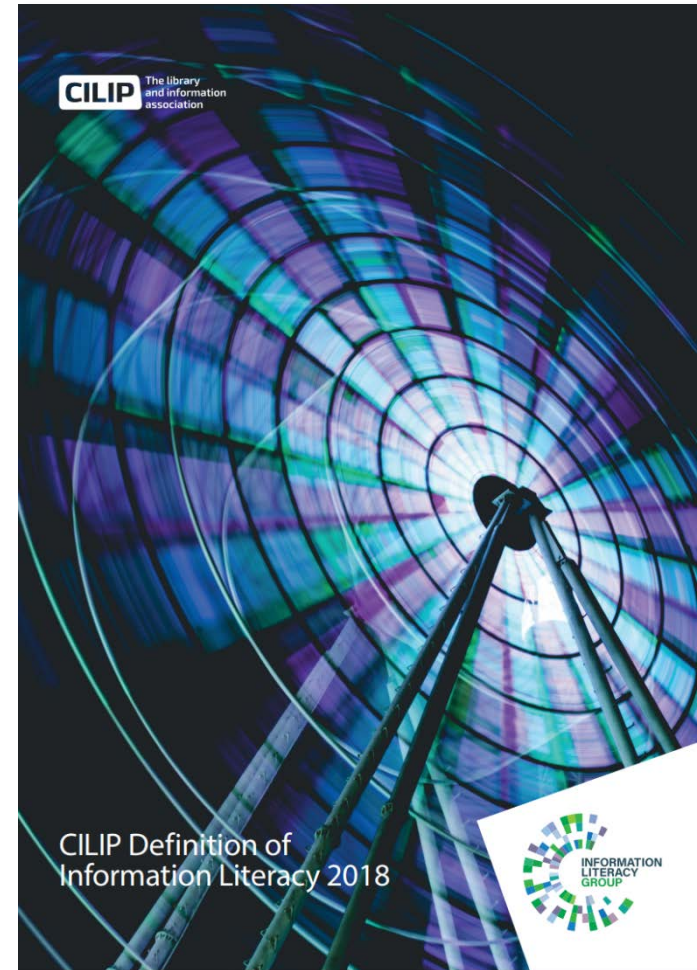
New definition of 'Information Literacy'

CILIP believes that Information Literacy is becoming as important as literacy or digital skills in enabling people to navigate the Information Society successfully.

Our Information Literacy Group has developed a new definition:

"Information literacy is the ability to think critically and make balanced judgements about any information we find and use.

It empowers us as citizens to reach and express informed views and to engage fully with society."



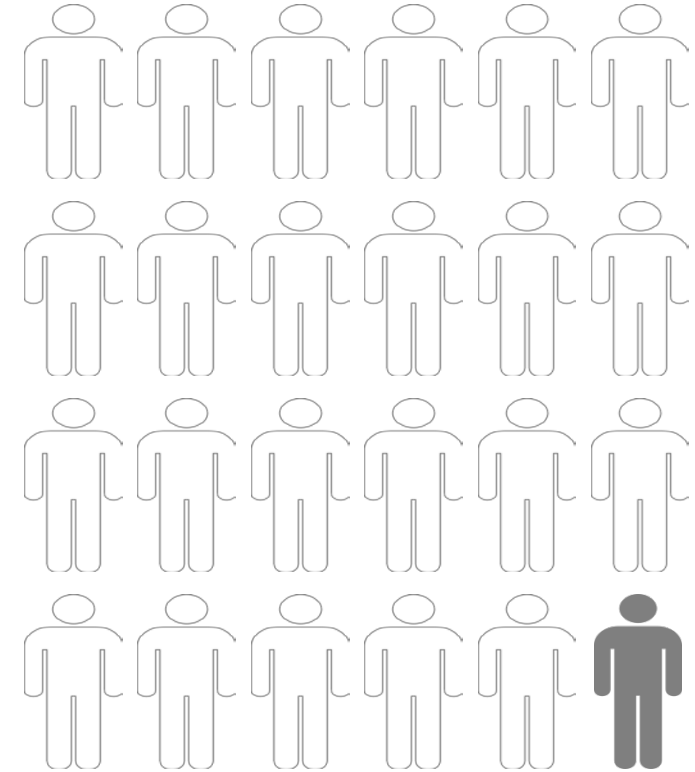
CILIP/LC *Public Library Skills Strategy*

1. Attracting, retaining and developing talent
2. Targeting inclusion, diversity, representation and equality
3. Investing in professional skills and ethics
4. Promoting leadership at every level
5. An open, inclusive approach to professionalism
6. Lowering the barriers to entry
7. A commitment to Continuing Professional Development
8. Valuing transferable skills

PUBLIC LIBRARY **SKILLS** STRATEGY

An open, inclusive profession?

- 97% of the UK information workforce self-identify as white (88% for the population overall)
- Gender pay inequality and a predominantly female workforce (sector is 80% female but 47% of leaders are men)
- 45% of the current workforce reach retirement age in the next 10-15 years
- Most librarians hold a degree-level qualification
- More people coming into the sector as a 2nd career (25-35) than through academic LIS routes



Diversifying the workforce

- As a profession, we should aspire to exemplify diversity & inclusion as a core strength
- We have published a [Diversity & Equalities Action Plan](#) and are regularly reporting progress
- Ensuring that working as an Information Professional is aspirational and accessible for everyone
- Launching the CILIP BAME Librarians & Information Professionals Network
- Taking a stand against Sexual Harassment in the Library & Information Sector
- Developing a new Apprenticeships Scheme (including learning from the model in Germany)

Leadership at every level

- We see leadership development (and diversity in leadership, including gender pay equality) as critical to the future health of the sector;
- Over 600 professionals have joined our 'Leaders Network' since January, with the most popular resources being networking & management support through our partnership with the Chartered Management Institute



Attracting, retaining and developing talent

- **We need to put down ladders to welcome the next generation of librarians and leaders, from all backgrounds**
- Ensuring that people are aware of the options and opportunities that come from a career in libraries
- Ensuring that we are an aspirational profession, which means working with employers to create jobs and opportunities to use our skills



Redefining 'professionalism'

- We will be launching a Professionalism Review to redefine what it means to be a professional working in libraries and information today
- Embracing a progressive and inclusive vision of a professional as someone who:
 - Champions the profession
 - Leads and instigates change
 - Behaves ethically
 - Aspires to excellence
 - Is a reflective practitioner
 - Maintains their skills



Reconnecting with Ethics

- Our 18-month *Ethics Review* has received more than 2,400 comments and representations, many from students and new professionals
- A real interest in and enthusiasm for Ethics as a ‘living’ framework, directly relating to practice and standards, not as an abstract set of principles
- An *Ethics Framework* including:
 - 7 Ethical Principles
 - A Code of Professional Conduct
 - A set of CILIP Commitments



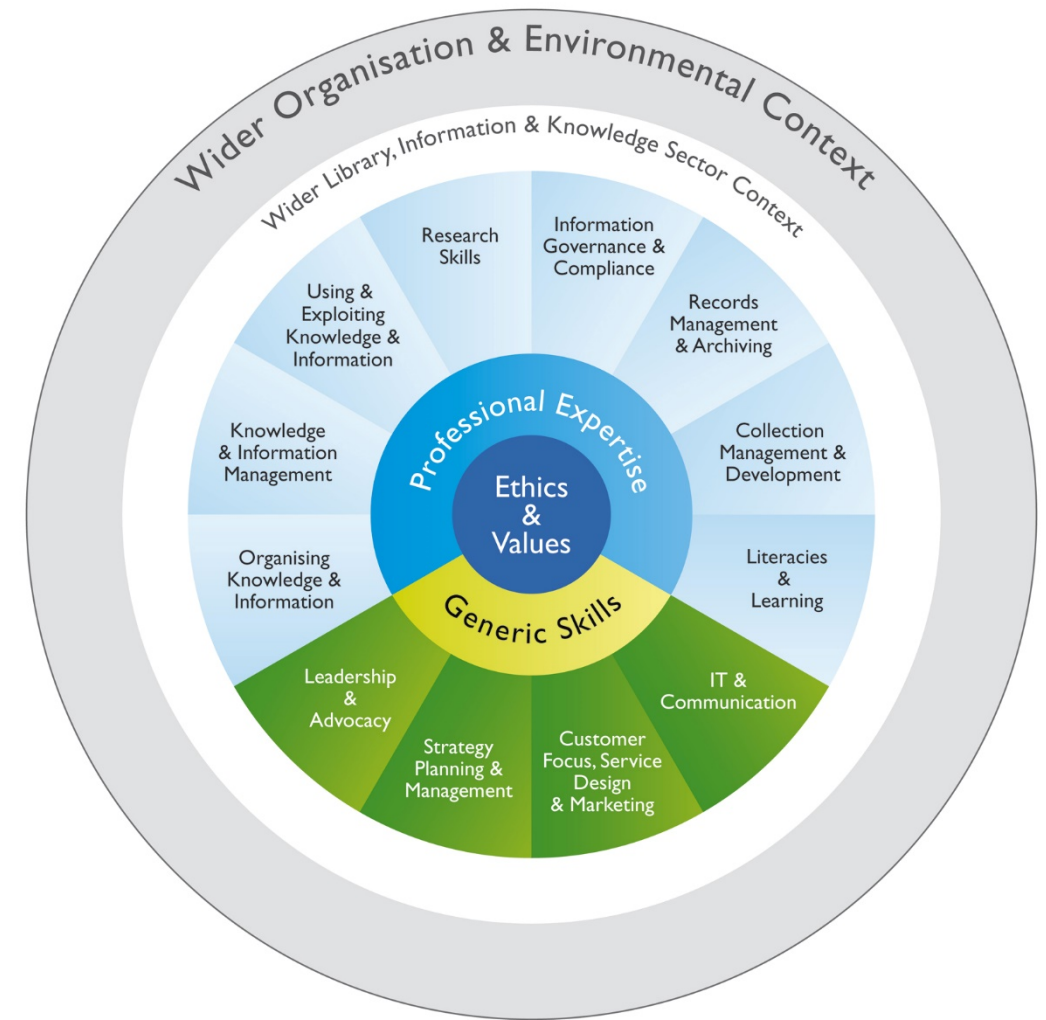
Photo by [Henrik Dønnestad](#) on [Unsplash](#)

Taking a fresh look at Skills

CILIP provides the Professional Knowledge and Skills Base (PKSB) – an online self-assessment tool for professional development

Ensuring that the current and future skills needs of employers are fed back into the 'curriculum' for information professionals.

Now thinking about 'specialisation' – how do you move from being a generalist information professional to a specialist who can work effectively in, for example, a healthcare context or business?



Emerging trends

- Embedded professionals
- “Hire for attitude, train for skills”
- Transferable skills matter
- Be ready to move
- Automation is our friend
- Helping our organisations learn and adapt
- Embracing perpetual change
- Be part of your community



Society, consumers, education, work and places are all changing.

So are we.

Thankyou!

Nick Poole
Chief Executive, CILIP

@NickPoole1
@CILIPinfo

<http://www.cilip.org.uk/join>

