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

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A THEORY OF INNOVATION
Good management leads to failure when disruptive technologies come along.

It began in 1997...
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

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.

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.

...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.
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
Sustaining Innovations for Resource Sharing...

**ALA Forms**

- Only way to send request was by postal mail
- Now: fax or email attachment
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 Intellibary 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\textsuperscript{th}, 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
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

I am a writer.
DISRUPTIVE IDEAS IN ILL...
...OPEN ACCESS
DISRUPTIVE IDEAS IN ILL...

...ASK FOR WHAT WE NEED – STAFF, BUDGET
BIBLIOGRAPHY


On education:


An influential critical piece:

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

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