Digital Strategies for Heritage (DISH) 2013
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Chefs' Table session

Table Number: 14
Table Session: 04
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Title: Change management in the Library sector

Introduction

The skills needed to lead and manage cultural heritage institutions change. There are different types of change management to cope with the challenges involved. Aim of this table session is to discuss these different types of change management.

Discussion

How does one adapt to change between analoge to digital structures?

Change
- Bureacratic
- Project management basis
- Change method or project manager
    - in order to execute change 'succesfully'
- Break point
- Distruptive
- Getting older generation on the digitisation boat (British Library)
- Digitisation
- Flexible conditions
- Ppen up to new ideas
- When putting data on a website, the content changes, and thus the context. This is something people are afraid of.
    - How to make content appealing to the 'general' public.
    - Content must be short and concise.
    - Losing the initial target group. Although, does one then gain a 'new' target group?
- How does the public perceive the data distributed through online media channels?
- Convincing staff and mangement that change needs to be executed
    - Communication
        - Top-down communication

Summary: Change is a rather tender subject. It seems that there are too many changes on the technological front for the people working in libraries to keep up with. People are scared that their initial target groups may disappear. However, one must realise, that through communicating and

publishing content on the internet, one also reaches new target groups. These are people who are accessible outside the 'traditional' target groups.

The next step is to hand over controle and management of change to the team. The key here is to not want to keep an overview of this process to yourself. Don't be afraid to communicate and share ideas and strategies with other people and/or departments.

It seems that not only are people 'afraid' of change on an intrinsic level, the fact that hardware also is prone to change can be confronting to a team and an individual's attitude. The key to execute change succesfully is to communicate. Communicate with all departments within an institution and make sure that everybody is on board. It is essential that everybody is aware what needs to happen and that one is flexible in nature and open to new ideas.