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Review of Adding Value to Libraries, Archives, and Museums: Harnessing the Force That Drives Your Organization's Future

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ADDING VALUE TO LIBRARIES, ARCHIVES, AND MUSEUMS: HARNESSING THE FORCE THAT DRIVES YOUR ORGANIZATION'S FUTURE. Joseph R. Matthews. *Santa Barbara, CA: Libraries Unlimited (An Imprint of ABC-CLIO, LLC), 2016, 271 pp., ISBN: 978-1-4408-4288-7, softcover, \$70.00.*

Access to information is growing exponentially and the empowerment of individual information users is growing. Are libraries still relevant? This question has been asked for some time now, and the concern about remaining relevant stretches across cultural heritage organizations. Joseph R. Matthews, information management consultant and professor emeritus of library information science at San Jose State University, explores solutions to this pervasive topic in his most recent book, *Adding Value to Libraries, Archives, and Museums: Harnessing the Force That Drives Your Organization's Future*.

Matthews applies business models for adding value to libraries and outlines the areas that galleries, libraries, archives, and museums (GLAMs) can focus on to add value: content, context, connection, collaboration, and community. A majority of this 12 chapter book is dedicated to exploring these "5 Cs" with valuable examples and details about related tools and technology.

Not surprisingly, GLAMs are urged to focus digitization and access efforts on unique content to differentiate themselves. Matthews outlines ways to remedy the resulting problem of siloed digital collections and leveraging user-contributed and library-contributed content.

In order for GLAM collections to have value for users, they must understand the context of individual items. Adding context to catalogs and digital collections is expensive, and Matthews makes an argument for allowing (and encouraging) users to add context by tagging and reviewing GLAM collections.

The chapter on connection focuses on the true reason users visit GLAMs. Users do not visit a cultural heritage institution for the content, but for what they can accomplish with the

content. Along these lines, Matthews outlines several outreach and community engagement ideas.

Collaboration is so significant that Matthews devotes 2 chapters to the topic. By leveraging collaboration, GLAMs can encourage users to become invested by engaging them in useful and meaningful ways. From crowdsourcing to gamification to interactive websites, Matthews offers multiple examples and insight into how to keep virtual users coming back.

Taking the previous Cs into consideration, it is imperative that efforts coincide with the individual GLAM's community. Because there are a variety of communities served by any one institution, the chapter includes examples for platforms reaching out to physical and virtual communities and asks readers if their cultural organization has identified key segments of their community.

The book includes practical figures, tables, and illustrations. However, a set of color illustrations are lost at the center of the book. While much more useful in color, these duplicate black and white illustrations and are not referenced from the relevant sections. There are also a handful of editing errors including a duplicated paragraph and proper name typos. Each chapter closes with a summary including questions for open debate and a checklist for adding value if relevant. A business model workbook is included as an appendix, and there is a list of recommended readings and author and subject indexes.

Matthews encourages GLAMs to embrace “constant re-imaging to adapt to, or outsmart, the forces of constant change” in order to achieve relevance (p. 237). Continuing the theme of adding value in an increasingly digital GLAM experience without compromising personal connections with users, the book concludes with a chapter focusing on adding personal value for professionals to reflect on how they add value on an individual level. Although a majority of the

book's' examples are derived from libraries, information professionals from GLAMs will find ideas to inspire discussion and application.

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