

Outreach to Entrepreneurs: Four Librarians, Four Contexts

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...a community college.

Marlinda Karo



...a community college.

- Houston Community College (HCC) has 23 commuter campuses in Houston, Missouri City, Katy, and Stafford Texas.
- Offers singularly-accredited, open-admission, classes, offering associate degrees, certificates, workforce training and lifelong learning opportunities.
- Has three centers for entrepreneurship with 3 directors across Houston.
- The campuses are: Southeast College, Southwest College, and Northwest College
- Various programming is offered throughout the 9 main campuses.





Entrepreneurship Education

- HCC offers a Business Management - Entrepreneurship Certificate Level 1
- Program Length: 32 weeks
- About 10 students at a time are enrolled in this program.
- Provides students with instruction in entrepreneurial skills, business principles, accounting, and real life experiences through cooperative education. The program is designed to assist students in starting their own businesses.





Small Business / Entrepreneurship

- The Office of Entrepreneurial Initiatives:
- Established to build and sustain the Houston business community through effective and relevant educational initiatives to help businesses grow in revenue, personnel and business opportunities.
- Leads and coordinates all business and entrepreneurial initiatives by providing system wide support, and leadership to fulfill HCC's Strategic Agenda to "Cultivate and Entrepreneurial Culture Across the Institution."



Programs are for existing small business owners



Goldman Sachs 10,000 Small Businesses is a program for small businesses that links learning to action. Through the program, participants will gain practical skills in topics such as negotiation, marketing, and employee management that can immediately be put into action. In addition, they will receive the tools and professional support to develop a strategic and customized growth plan that will take their business to the next level.



The Houston Minority Business Development Agency is operated by HCC and is part of a national network of centers established to assist existing minority-owned businesses and has been hosted at HCC since September 2013. Services are designed to improve access to capital, procurement opportunities, and domestic and international markets, to make their business more profitable, create jobs, and make their company sustainable.



Past Entrepreneurship events

- April 19: “Brand Yourself” Opportunity workshop at HCC Stafford Campus
- April 26: PreOccupied Workshop at HCC Stafford Campus
- April 27: Shark Tank at Spring Branch, Eagle room
- May 2nd SCORE Awards Luncheon, Westin Galleria, 11:30-1:30pm
- May 2rd – Online Marketing (SCORE workshop) at HCC Missouri City Campus – 1pm to 3pm
- May 3rd MBDA Business AFTER Harvey: Disaster Recovery
- May 5: Lemonade Day stand exhibition with Mading Elementary School
- May 5: Black Girls Code – Parent Daughter Workshop @ Missouri City Campus (7 to 17 year students)





Upcoming Entrepreneurship events

- May 18: IDEAS Pitch Competition (Pitch Day – (11am to 1pm @ 3100 Main St.)
- May 24: Goldman Sachs Deadline for Fall 2018 (Sept 12, 2018)**
- May 25-27th – Comicpalooza (Summer Camps during the Summer Session)
- May 30th- November: LiftOff competition pitch & mentor workshop sessions
- Two Entrepreneurial Boot Camps this summer for women (tentative date for June)
- Four summer computer science boot camps for high school students (TBA)



Outreach to Entrepreneurs



- Partner with the Economics professor who is the advisor for the Entrepreneurship Club
- Partner with the Office of Entrepreneurial Initiatives
- Offer room, space, and resources that coincides with the event(s) if applicable



...a small university without
a business school.

Ash E. Faulkner

- Entrepreneurship education out of the Engineering School
 - 2005: Center for Innovation in Engineering Education founded
 - 2009: becomes 'Keller Center', entrepreneurship courses increase (listed under 'engineering')
 - 2012: First eLab summer accelerator
 - 2014: Princeton Entrepreneurship Advisory Committee convened (recommendations)
 - 2016: Undergraduate Certificate Program in Entrepreneurship (cap 20)
- Two librarians



PRINCETON
ENTREPRENEURSHIP
COUNCIL



- Outreach
 - Entrepreneurship LibGuides portal (linked from eLab, Keller Center web pages)
 - Email outreach to entrepreneurship course professors, related programs (e.g. 'Tiger Challenge')
 - Attendance (incubator workshops, eLab Demo Day, Keller Center social events)
- Instruction
 - Class visits
 - Campus incubator instruction sessions
- Collection Development
 - No business school = different available resources
 - Business plans and marketing particular areas of need
 - Funding from Economics, Engineering, Marketing
 - Licensing and vendors; free resources

Successes and Challenges

- + Established relationships with Keller Center, eLab, entrepreneurship courses
- + eLab information sessions well attended
- + Discussions with vendors re: licensing
- Number of students involved in entrepreneurship still small
- Traditional resources cover traditional industries; most projects technical and innovative
- Growing interest in social media marketing and crowdfunding; resources still needed



Ideas to expand



- Embedded librarian hours at incubator
- Technology-specific entrepreneurship LibGuide(s)
- Support for 'Tiger Challenge' startup competition
- Partnerships with incubator 'mentors'

...a large university with a
business school.

Genifer Snipes

Applied Sciences makes all the difference



- FTE: 23,634
- Tier 1 Research Institute

Lundquist College of Business

- Lillis Ctr for Entrepreneurship
- University Innovation Fellows
- New Venture Championship

942 Olive St.

- RAIN Network
- Taylor Invention Greenhouse
- Product Design LaunchLab

College of Arts & Sciences



- FTE: 28,409
- Tier 1 Research Institute

College of Business & Economics

- Brickstreet Center for Entrepreneurship

LaunchLab Network

- WVU Women's Business Ctr
- Health Sciences Innovation Ctr
- Patent & Trademark Resource Ctr
- WVU Extension

Applied Sciences, Agriculture, Medical, Dental, & Nursing

Outreach & Collaboration

- Check-ins w/ faculty & program leaders
- Attend public events & administrative meetings
- Judge VentureWell pitch competitions
- Awareness of resource network in community

Instruction

- MGMT 335 – Launching New Ventures
- MKTG 445 - Entrepreneurial Mktg
- In-depth research consultations

Collections

- Primary area of interest is consumer products
- Private company and localized marketing data of particular value
- Market research reports are never happening



Outreach & Collaboration

- Review WVU submissions to Statewide Business Plan Competition
- Office hours in business accelerator
- Coaching pitch competition participants
- Liaison to IDEA Steering Committee

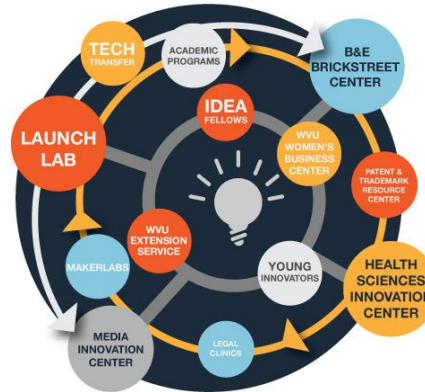


Instruction

- AGRE 421 – Rural Enterprise Development
- ENGR 493Y - Technical Entre/Enterprise Development
- ART324 - Graphic Design Entrepreneurship
- JRL 458 - Interactive Media & Audience Building

Collections

- Major interest is B2B products & activity
 - Supply chain, manufacturing, etc.
- Niche and emerging industry data is a nightmare



...a public library.

Morgan A. Perry

Outreach Philosophy



- Be where your customers are. Be where the business happens.
- Look for the balance between what YOU think they need, what THEY think they need, and what they'll ACTUALLY show up for.
- Be impactful. Address your customer with the right information when they feel the pain of the problem.

Square One Small Business Services

TEAM

- Mobile team of 3 Business Specialists and 1 Business Information Librarian

WHAT WE DO

- 1-on-1 meetings with small businesses, entrepreneurs, and nonprofits in their places of business (triage)
- Education opportunity formats include workshops, classes, and Bootcamps with strong community partners
- Online resources include research databases and online learning

TARGET CUSTOMER

- Small Businesses, Entrepreneurs, and Nonprofits with less than 15 employees



Strengths and Challenges



- Mobile
- Customer-centric Life
- Branding
- Community Partners
- Identity/Diversity
- Library Culture
- Funding

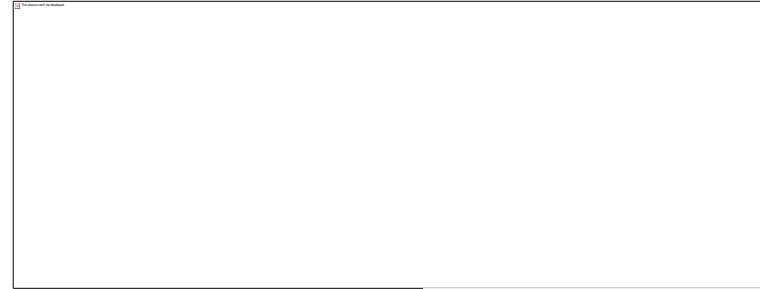
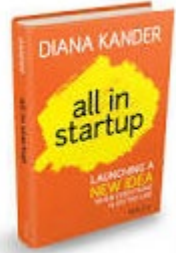


Best Practices

- Start with your customer
- Know your ecosystem
- Read *All In Startup* by Diana Kander
- Don't replicate, collaborate!
- Ask yourself why, relentlessly

All In Startup

Book by Diana Kander



1 MILLION CUPS
LIVESTREAM

**Kauffman is capping the
entrepreneurial nation**

every

Wednesday 9:00 a.m.

Woodneath Library Center



barista de casa

KAUFFMAN
Foundation

The Story Center

FAQ

- Are you a librarian or a business consultant?
- How do you staff these positions?
- Why does the library care about business?
- Who trains the staff?
- Is this service free?

INTERESTED IN DISCUSSING THIS FURTHER?

Contact Morgan Perry, Outreach Business Specialist

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