

Start Something New



How libraries support cross-campus entrepreneurship education, commercial and nonprofit start-ups, and entrepreneurial thinking

How this panel is going to function...



Questions: #ACRL2019EntreLibs

Ash Faulkner

3 contexts:

Large, public university with business school, separate business library

Small, private institution, no business school (entrepreneurship out of engineering school)

Large, public university with business school, one business librarian



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Marlinda Karo

Public Services Librarian

Houston Community College

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Liaison for: Business, International Business, Culinary Arts,
Marketing/Marketing Management, & Hospitality Administration

Houston Community College System (HCCS) is a community college system that operates community colleges in Houston, Missouri City, Greater Katy, and Stafford in Texas.

Genifer Snipes

Business & Economics Librarian

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University of Oregon; 23,000 FTE

- Business students = 20% UO total
- Campuses in Eugene & Portland
- UO is (mostly) a pure science and liberal arts school
- Liaison to Lundquist College of Business, Department of Economics, & interdisciplinary BUS/ENT



Steve Cramer

Business Librarian | Coleman Fellow for
Entrepreneurship Education

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<https://liaisonlife.wordpress.com/>

UNC Greensboro: 20K FTE

- Created as the women's college for NC
- Now coed, but 67% female
- Recently became minority-majority (the business school already was)
- 4K in the business school plus a large cross-campus ENT program



Topic 1: Outreach

Outreach - Ash



- Providing library support (and serving as part of judging panels) for pitch competitions and innovation challenges
- Partnership between Engineering Librarian and Data Librarian for outreach
- Entrepreneurship LibGuides portal
- Attending entrepreneur events on campus

Outreach - Genifer

- Connect with non-academic units & co-curricular programs like Technology Transfer and Law Clinics
- Workshops connected with campus events increase visibility
- Pay attention to **your** campus landscape & where entrepreneurship happens
- Know what you can (and can't) offer as support

Questions: [#ACRL2019EntreLibs](#)



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Outreach- Marlinda



Partner with the Economics Professor who is the advisor for the entrepreneurship club

Provide library support to the entrepreneurial club (i.e. workshops, seminars, featured classes, & events)

Partner with the Office of Entrepreneurial Initiatives and attend on campus and off-site programs and events

Offer room, space, and resources that coincides with the event(s) if applicable

Questions: #ACRL2019EntreLibs

Outreach - Steve

- Embedding into core required class as co-teacher and research consultant
- Serving as Associate Director of UNCG Coleman Fellows for Cross-Campus Entrepreneurship Education
- Building relationships with the Entrepreneurship Center, Vice-Chancellor for Economic Development, other non-academic parts of campus
- Instruction, libguides, consultations for the cross-listed classes



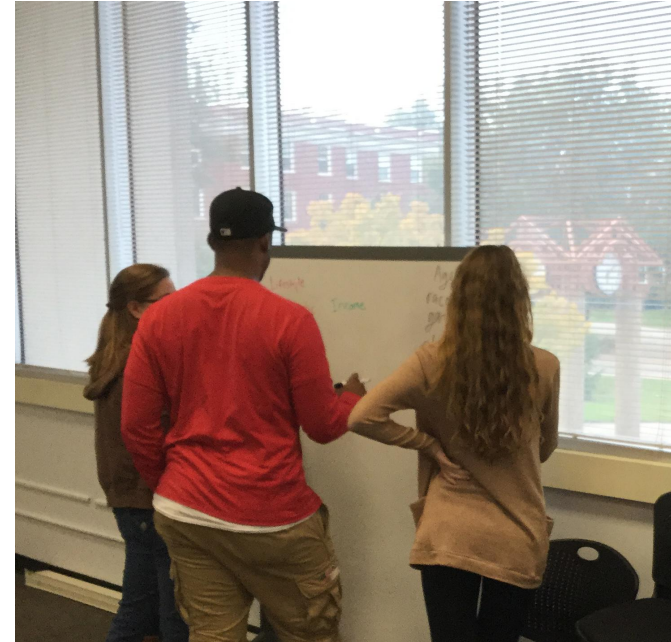
Topic 2: Instruction

What has been your experience with instruction for entrepreneurs on campus?

What do you think are the biggest challenges, and the most important elements for success?

Instruction - Steve

- Teaching a 500-level (graduate and upper-level undergrad), 3-credit entrepreneurship/economic development research class
- Embedding as a co-teacher of a required class (ENT 300, Feasibility Analysis)
- **Usually team projects in experiential, problem-based learning environment**
- Emphasis on **using data to make decisions**
- Challenge of teaching business research (industries, markets, financial benchmarking, competitive intelligence, etc.) to **non-business majors** in cross-campus ENT program



Instruction - Genifer



- The disciplines ENT students are drawn from makes a huge difference in the pre-existing knowledge you can assume
- Balancing teaching the tools vs. teaching research processes is a constant consideration
- Content of library instruction **very** dependent on student's progress in the rest of the class
- Maximize the amount of time you have to address student questions & assume individual consultations will be necessary

Instruction - Marlinda

- Embedding into core business classes
- Libguides for the cross-listed classes
- Teaching business research to the business, economics, marketing, and finance classes
- Business Management-Entrepreneurship Certificate Level 1 course (32 weeks)
- Entrepreneurship courses provides education and training for startup and existing small business owners and their employees.



Topic 3: Campus and Community Engagement

Campus and Community Engagement - Marlinda



HCC IDEAS Pitch Competition - a bi-annual high school and college student competition fostering social innovation and entrepreneurship.

Inventathon@HCC - Learn something new, make something that the world has never seen before, and win some amazing cash prizes!

VeX Robotics Competition - Robotics Education & Competition Foundation - Inspiring students, one robot at a time.

SBA InnovateHER Competition - provides an opportunity for entrepreneurs throughout the U.S. to showcase products and services that have a measurable impact on the lives of women and families, have the potential for commercialization, and fill a need in the marketplace.

SCORE offers the nation's largest network of free, expert business mentors.

Campus and Community Engagement - Ash

- Public use policies
- Entrepreneurship Bootcamp for Veterans, LaunchpasOSU
- Academic class visits vs. incubator lab workshops
- Outreach to public library Business Librarian
- SBDC, SCORE, etc.



Campus and Community Engagement - Steve

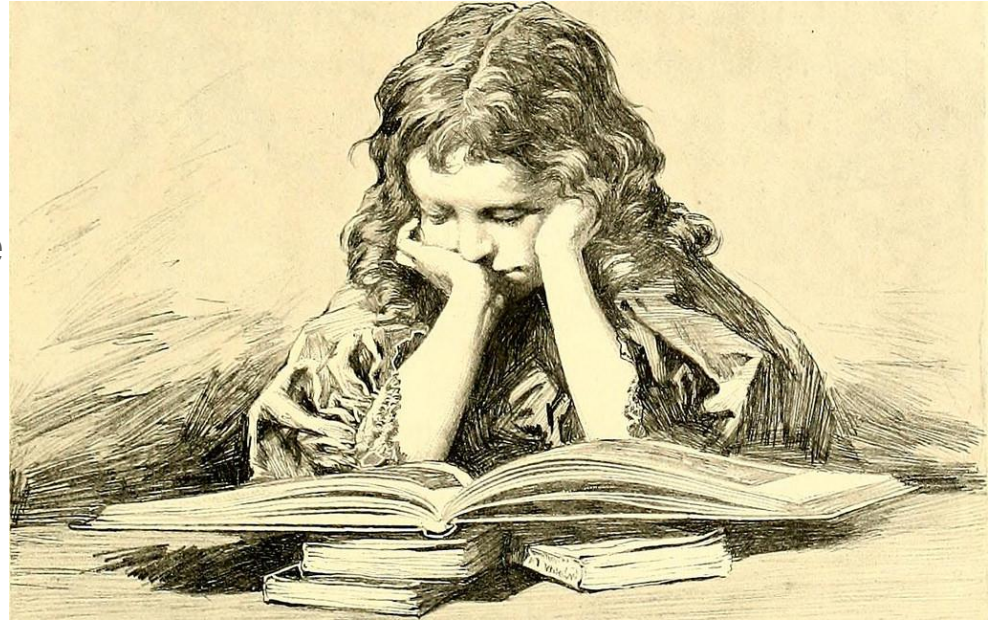
- Campus engagement through Coleman Fellows program and teaching
- Don't really do a lot of proactive community engagement in entrepreneurship:
 - Area public librarians have that as their core responsibility (don't step on their toes, but friends with all of them and work together sometimes).
 - But do get consultations from the community

Topic 4: Collections Issues

What are your top 3 challenges (besides limit funding) you face in collection development ?

Collections Issues - Ash

- No business school = less practical business databases
- Risk averse campus; administration reluctance to use business databases with entrepreneurship programs
- Reaching out to vendors directly
- Free/open data resources



Collections Issues

- Genifer

- ENT resources ≠ Business resources
- Keeping up with the landscape of available resources is challenging
- Market Reports are the unicorn of ENT research
- Explore joint funding agreements with non-library units

Questions: [#ACRL2019EntreLibs](#)



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Collections Issues - Steve

- Diverse and expensive content needs
- Academic licenses **do** allow for experiential, community-engagement learning projects by student teams in classes
 - Just make sure the teams are **summarizing** reports and data from the databases, not sharing the reports
- Ongoing need of helping other librarians get more comfortable with specialized research tools, especially the data tools

General Discussion & Q/A

See this libguide (??) for more OR something else online OR wait for our conference proceedings article to come out (?)