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In N Out — Reaching OUT to the community from withIN our student body

Ann Fiegen

California State University, San Marcos

Michael Germano

California State University, Los Angeles

Julie Shen

California State Polytechnic University - Pomona

Jordan Nielsen

San Diego State University

Yuhfen Diana H. Wu

San Jose State University, diana.wu@sjsu.edu

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Preconference: *In N' Out*

Reaching OUT to the community from withIN our student body

Ann Fiegen, Business & Economics Librarian, CSU San Marcos

Michael A. Germano, Business Librarian, CSU Los Angeles

Julie Shen, Business & Computer Science Librarian, Cal Poly Pomona

Jordan Nielsen, Entrepreneurship, Marketing, and Business Data Librarian, San Diego State

Diana Wu, Business Librarian, San Jose State University

Agenda

1. Definitions of community engagement
2. How to measure up: community needs & academic libraries
3. Library resources to support community engagement
4. Big idea to workable concept

Outcomes

Identify opportunities for librarians to provide direct and indirect support to local communities;

Compare and contrast the different resources that support local communities; and

Demonstrate the usefulness of resources such as census data, geographic information systems (GIS), and subscription-based databases to local communities.

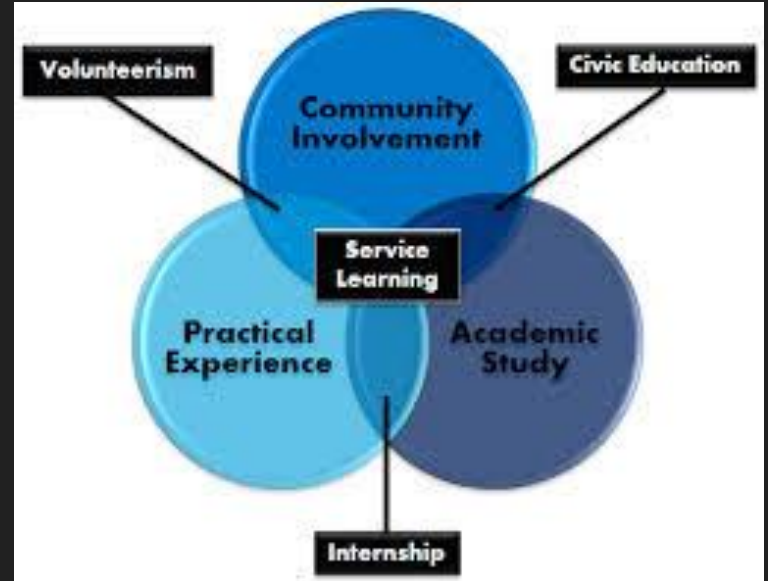
Definitions of Community Engagement

Service Learning

Service learning defined

Differentiated from other forms of experiential learning

Endgame for student, university and community



Service Learning

Accounting class, Volunteer Income Tax Assistance

Bill is at SDSU Library.

Bill had his taxes
prepared for free.

Bill is smart.

Be like Bill.



**Volunteer Income Tax Assistance
@ SDSU Library**



Internships

Cal Poly Pomona
Engineering & Business
students
interning on
NASA
Commercialization
Projects



Engaged University

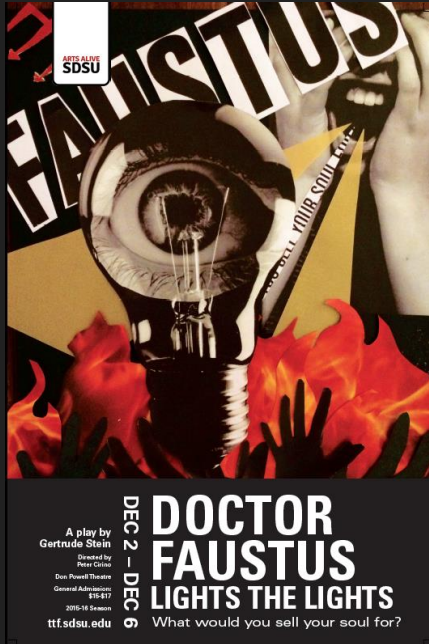
One Book, One San Diego

The logo for "One Book One San Diego" is centered on a solid blue square. The words "One Book" are written in a large, white, sans-serif font. Below them, the words "ONE SAN DIEGO" are written in a smaller, white, all-caps, sans-serif font, with wide letter spacing.

One Book
ONE SAN DIEGO

Engaged University

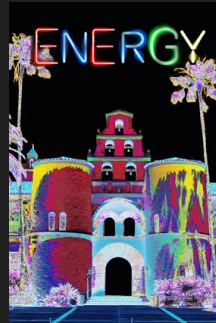
Common Experience: Energy, Movement



DIVISION OF
UNDERGRADUATE STUDIES

ACADEMIC
ENGAGEMENT
PROGRAMS

Experience
ENERGY



SDSU's Common Experience:
Energy... presents

ELECTRONIC
LITERATURE
READING

**Caitlin
Fisher**

Canada Research Chair
in Digital Culture
(York University, Toronto)

Augmented-Reality
Storytelling

February 17, 2016
7 P M
Love Library, 430

The poster features a collage of images related to digital culture and augmented reality. It includes a hand holding a tablet displaying a map, a hand holding a smartphone displaying a map, and a hand holding a tablet displaying a map. The text 'SDSU's Common Experience: Energy... presents' is at the top. The text 'ELECTRONIC LITERATURE READING' is below it. The name 'Caitlin Fisher' is in large letters. Below the name is the text 'Canada Research Chair in Digital Culture (York University, Toronto)'. The text 'Augmented-Reality Storytelling' is in a box. At the bottom is the date and time 'February 17, 2016 7 P M' and the location 'Love Library, 430'.

Engaged University

Community Engaged Course Required as part of GE

Community Based Social Marketing

MKT 3950 - Community Based Social Marketing

(3)

Prerequisite: Completion of GE blocks A and B4, an additional course from block B, and at least one course each from blocks C and D. Applies the marketing process to building, and developing community based programs in the surrounding Cal State LA community. Considers the role of local business, non-profits and government utilization of marketing to engage and shape community behaviors for collective good.

GE D (cI)

Engaged University: Campus-wide Business Plan Competition

San Jose State
University

<http://www.sjsu.edu/cob/svbp>
<http://www.sjsu.edu/cob/svbp>
[c/http://www.sjsu.edu/cob/svbp](http://www.sjsu.edu/cob/svbp)
[pc/c](http://www.sjsu.edu/cob/svbp)

SILICON VALLEY CENTER FOR ENTREPRENEURSHIP
SAN JOSE STATE UNIVERSITY | COLLEGE OF BUSINESS

Search SJSU

Home About Us Programs Events Research Resources

SJSU Home > Silicon Valley Center for Entrepreneurship

The Major Competition

Where Does RTT Fit?

Proven Model/ Ease of Use

Free / Premium Membership (\$5 / mo. vs. \$29.95 / mo.)

Increased Visibility/ Marketing

The Silicon Valley Center for Entrepreneurship promotes effective entrepreneurship through knowledge creation, knowledge dissemination, collaborative partnerships and outreach activities.

Quick Links

- [Speaker Events](#)
- [SVBPC](#)
- [SVIC](#)
- [Entrepreneur Profile](#)
- [Points of Pride](#)
- [Past Events](#)
- [Lucas College & Graduate School of Business](#)

Silicon Valley Center for Entrepreneurship
Lucas College and Graduate

10:50 AM
3/22/2016

Winners from 2015

The screenshot shows a web browser window with multiple tabs open. The active tab is 'Past Winners | Lucas College and Graduate School of Business | San Jose State University'. The address bar shows the URL 'www.sjsu.edu/cob/svbpc/pastwinners/index.html'. The page header includes the Lucas College and Graduate School of Business logo and a search bar labeled 'Search SJSU'. The navigation menu includes links to Home, Discover Us, Students, Faculty, Schools & Departments, Graduate, Centers & Institutes, and Alumni. The breadcrumb trail reads 'SJSU Home > Lucas College and Graduate School of Business > SVBPC Home > Past Winners'. The main content area features the title 'Past Winners' and a congratulatory message for the winners of the 2015 Silicon Valley Business Plan Competition. The winners are listed as follows: 1st prize: Storsh - 1st Prize: Bill Barton award of \$10,000; 2nd prize: EZ-Stem - 2nd Prize: Solon Suarez award of \$5,000; 3rd prize: EasyReader - 3rd Prize: Dan Doles award of \$2,500. The right sidebar contains links to MySJSU, Canvas, Athletics, Give to SJSU, and Facebook. The bottom of the page shows a Windows taskbar with various application icons and a system clock indicating 4:42 PM on 3/25/2016.

LUCAS COLLEGE AND GRADUATE SCHOOL OF BUSINESS
SAN JOSÉ STATE UNIVERSITY

Search SJSU

Home Discover Us Students Faculty Schools & Departments Graduate Centers & Institutes Alumni

SJSU Home > Lucas College and Graduate School of Business > SVBPC Home > Past Winners

Past Winners

CONGRATULATIONS TO THE WINNERS OF THE 2015 SILICON VALLEY BUSINESS PLAN COMPETITION

1st prize: Storsh - 1st Prize: Bill Barton award of \$10,000
Costa Bakouros, Nicole Ingersoll, Anthony Leonard, Dylan Neu
STORSH: Have you ever heard anyone complain about storage running up on his/her iPhone? We've heard it numerous times from our families, classmates, and colleagues. Storsh is a local storage case company for the iPhone. The idea is simple; buy the case, turn on the app, and use your new storage.

2nd prize: EZ-Stem - 2nd Prize: Solon Suarez award of \$5,000
Sally Luvsantseren
EZSTEM: We are repurposing an existing ferromagnetic nanoparticle technology for application in cell culture laboratories. Our technology eliminates the need for chemical cell passaging and effectively improves the quality of cell cultures with a mechanical passaging method.

3rd prize: EasyReader - 3rd Prize: Dan Doles award of \$2,500
Andrew Perez
EASYREADER: Our application scans (takes pictures of) physical text, and converts this text

MySJSU
Canvas
Athletics
Give to SJSU
Facebook

Navigate
BACK to SVBPC Home
Past Winners

4:42 PM
3/25/2016

Engaged University

Past winners: <http://www.sjsu.edu/cob/svbpc/pastwinners/index.html>

LibGuide for “Introduction to Entrepreneurship” at SJSU

<http://libguides.sjsu.edu/entrepreneurship>

LibGuide for Entrepreneurship

Webpages - starting x M Inbox (17,236) - dia x Microsoft Word - S x SJSU - Calendar - W x CARL 2016 In N Out x

libguides.sjsu.edu/c.php?g=230204&p=1527670

Apps Suggested Sites Learning Space Favorite Resources Imported From IE CITI - Collabora Registration | CA Launch Zoom - Z Purpose - CSU-W My Account - Int

SJSU DR. MARTIN LUTHER KING, JR. LIBRARY

Library / SJSU Research Guides / BUS5 181: Introduction to Entrepreneurship / Websites - starting a business

BUS5 181: Introduction to Entrepreneurship: Websites - starting a business

Resources to help understand the characteristics of entrepreneurs, including development of business plans and new venture opportunities.

Enter Search Words Search

Find Company Information Find Industry Information Find Books Business Plans **Websites - starting a business** Copyright & Patents

Effective Presentations Elevator Pitch Need Help?

Foundations & Associations

- National Venture Capital Association
- Angel funding in Silicon Valley
- Resources from Field
FIELD is one of the leading sources of knowledge and information about the U.S. microenterprise field.
- Ewing Marion Kauffman Foundation
- Aalto Entrepreneurship Society
- Foundation Directory Online
Updated weekly, FDO Professional gives you the flexibility to search grantmakers, companies, grants—and to keyword-search across all IRS 990s in the database. This edition includes full text access from IRS 990 forms, detailed funder profiles, awarded grants, RFPs, key staff affiliations, publications, news and job postings.
- Associations Unlimited
Descriptions of associations, professional societies, and nonprofit organizations, at local, state, national and international levels.

Starting a Business -- National, State and Local Information

- National
 - BusinessUSA
 - Starting a Business- U.S. Small Business Administration
 - Starting a Business – Tips from the IRS
 - Young Entrepreneurs
- State
 - Starting a Business in California
- Local
 - Starting a Business in San Jose
- Silicon Valley Small Business Development Center

Using Social Media

Social media is a major force in marketing and growing new businesses. Find how-to tips and more at [Entrepreneur.com](#).

- Social Media Marketing from Entrepreneur

Trends and funding information for startups

- Springwise
Springwise scans the globe for smart new business ideas, delivering instant inspiration to entrepreneurial minds.
- Startups in Silicon Valley
A wealth of information on newly startups, their founders, where investors meet startups, marketplace jobs, etc.
- Business Development Bank of Canada
Provides services exclusively for entrepreneurs, including samples of business plan, funding sources, webinars, etc.

Entrepreneur.com

- 5 Startup Naming Rules From SXSW
- Indiegogo's Slava Rubin on the Myths of Entrepreneurship

CARL 2016 In ...pptx rev DRAFT_Me...doc IMG_1827 (1).MOV IMG_1827.MOV Show all downloads...

2:42 PM 3/29/2016

Engaged University

Cal Poly Pomona
Marketing and
Agribusiness
classes working with
community business
partners



Engaged University

Cal State San Marcos
College of Business
Senior Experience

Real World
Consulting Projects



Share Your Examples!

Community Engagement

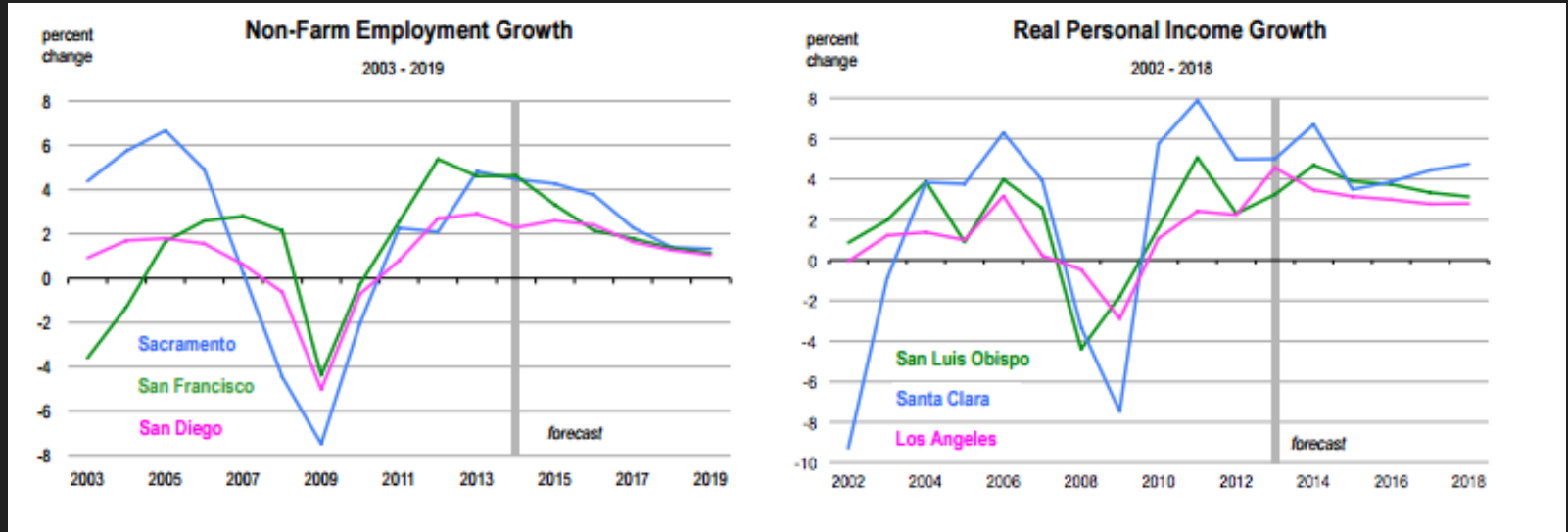


5 MINUTE BREAK



How to Measure Up: Community Needs & Academic Libraries

CA county level economic forecast



Small Business Centers and Academic Library Engagement

BENEFITS

Research assistance
Training
Access to databases
Classroom space

CHALLENGES

Parking
License restrictions
Time of Academic Librarian
Presentation skills
Unmet expectations for summary
and analysis
Lack of time and interest of
business to research

L. Feldmann (2015). Small business
development centers and libraries: a survey.
RSR 43(3) 369-378

Collaboration Opportunities In N' Out

1. Build awareness, informal collaboration and referral
include public libraries
2. Workshops -- Careful planning and joint presentations
3. Location -- Not on college campuses
4. Develop referral and interest of business to community
engaged courses and programs

Survey of Business & Community Needs

Business age, revenue

Professional service needs --

Participation in networking groups

Financial

Competitor data

Legal

Industry and market trends

Tax / Accounting

Customer data

What can't you find

Human Resources

Where do you look for info?

Your Turn: Case Studies of Community Engagement

Marketing project for San Diego County Casino

Sales for Social Impact

Marketing plan and advertising budget branching into home improvement market

Community based social marketing GE class analyze local community

Your Turn!

Case studies of community engagement

1. What questions would you ask in this scenario to get more information?
2. What are some reference sources that would be useful in this scenario?
3. What special considerations do we as librarians have when working with real world scenarios like this?

5 MINUTE BREAK



Library Resources to Support Community Engagement

Library Databases and Free Websites You Can Use

Google is a marketing tool

Search marketing impacts researcher
experience



Library Databases and Free Websites You Can Use

Free and fee-based mapping, demographic and lifestyles tools

Google Maps

Esri

ArcGIS (free public account)

Community Analyst

SimplyMap

Business data sets

Library Databases and Free Websites You Can Use

Small Business Administration: www.sba.gov

Silicon Valley Angel Investors: <https://angel.co/silicon-valley/investors>

National Venture Capital Association: nvca.org

Chamber of Commerce - find your local Chamber

Office of Economic Development:
<https://www.sanjoseca.gov/index.aspx?NID=194>

Silicon Valley Angels, American Association of Venture Capitalist, Chamber of Commerce, Business

SBA, Silicon Valley Angels, American Association of Venture Capitalist, Chamber of Commerce, Business Development Center/Office in the City

Small Business Administration: www.sba.gov

A wealth of
Information on:
How to
start a business,
business plan,
loans, and more

The screenshot displays the SBA.gov website interface. At the top, the navigation bar includes links for TRANSLATE, LOGIN, REGISTER, CONTACT US, FOR LENDERS, NEWSROOM, and SBA EN ESPAÑOL. The main header features the SBA logo and the text "U.S. Small Business Administration". Below the header, there are several sections:

- Starting & Managing**: A red button with white text.
- Loans & Grants**: A link to financial resources.
- Contracting**: A link to find business opportunities.
- Learning Center**: A link to educational resources.
- Local Assistance**: A link to find local support.
- About SBA**: A link to learn more about the agency.

Below these links, there are two columns of text:

- Starting a Business**: A list of links including "How to Start a Business", "Write Your Business Plan", "Choose Your Business Structure", "Choose & Register Your Business", "Choose Your Business Location & Equipment", "Business Licenses & Permits", "Learn About Business Laws", "Business Financials", "Finance Your Business", "Filing & Paying Taxes", and "Hire & Retain Employees".
- Managing a Business**: A list of links including "Running a Business", "Leading Your Business", "Growing Your Business", "Business Law & Regulations", "Business Guides by Industry", "Small Business Health Care", "Exporting", "Closing Down Your Business", "Cybersecurity", and "Forms".

To the right of these columns is a large image with the text "Thinking about starting a business? Follow these 10 steps".

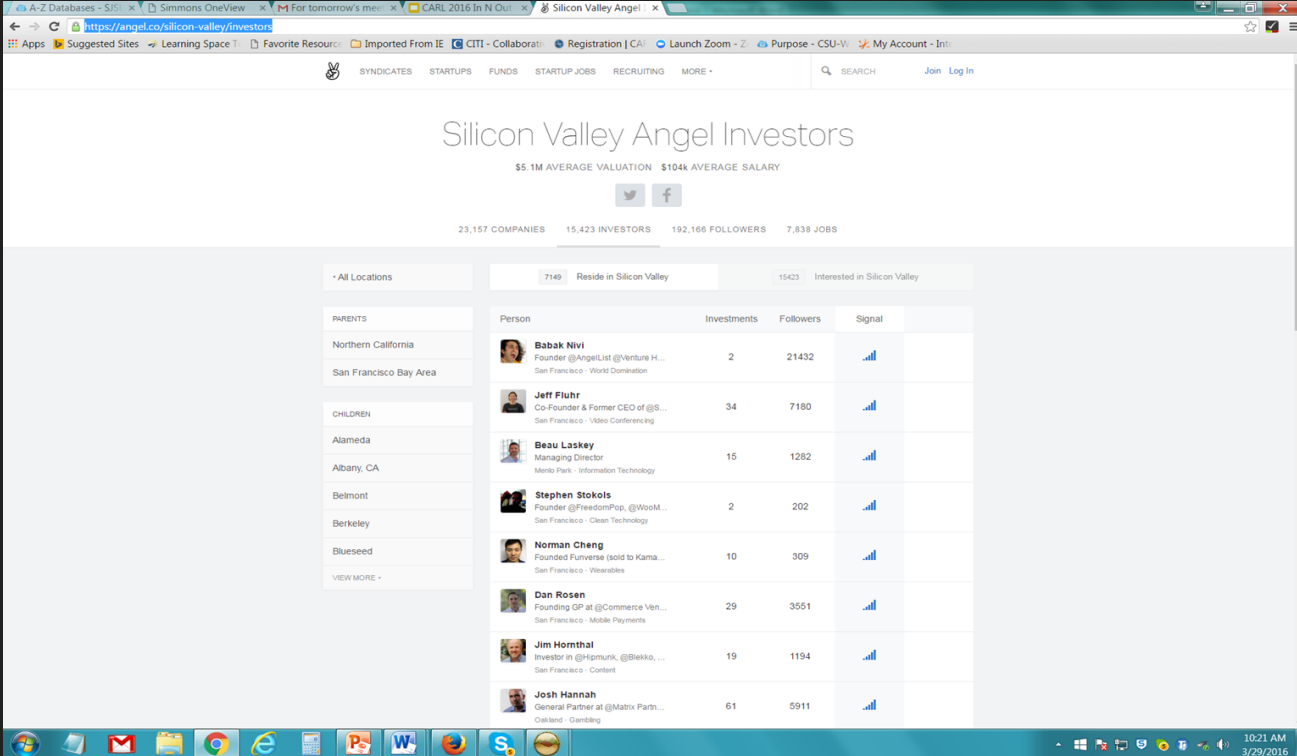
Below the main content area, there is a section titled "7 Tips for Starting a Food Business" with a red background and icons of food items.

At the bottom, there is a "Stay Connected" section with a "BLOGS:" heading. It features two blog posts:

- 6 Low Cost Ways to Test your Business...** by Caron Beesley • March 27, 2016
- Empowering Women Veteran Entrepreneurs** on • March 25, 2016

On the right side of the page, there is a yellow sidebar with a sign-up form for email updates from SBA. The form includes fields for "Email Address", "Confirm Email Address", and "Zip Code", along with a "SUBMIT" button and a "NO, THANKS" button. There are also social media icons for Facebook, Twitter, YouTube, and Google+.

Silicon Valley Angel Investors: <https://angel.co/silicon-valley/investors>



The screenshot shows the website <https://angel.co/silicon-valley/investors>. The page features a navigation bar with links like SYNDICATES, STARTUPS, FUNDS, STARTUP JOBS, RECRUITING, and MORE. Below the navigation bar, the site title "Silicon Valley Angel Investors" is displayed, along with statistics: "\$5.1M AVERAGE VALUATION" and "\$104k AVERAGE SALARY". There are also social media icons for Twitter and Facebook. A summary bar shows "23,157 COMPANIES", "15,423 INVESTORS", "192,166 FOLLOWERS", and "7,838 JOBS".

The main content area is divided into two sections. On the left, there is a sidebar with filters for "All Locations" and "Parents". The "Parents" section lists "Northern California" and "San Francisco Bay Area". The "Children" section lists "Alameda", "Albany, CA", "Belmont", "Berkeley", and "Blueseed". On the right, there is a table of investors, filtered by "Reside in Silicon Valley". The table has columns for "Person", "Investments", "Followers", and "Signal".

Person	Investments	Followers	Signal
Babak Nivi Founder @AngelList @Venture H... San Francisco - World Domination	2	21432	
Jeff Fluhr Co-Founder & Former CEO of @S... San Francisco - Video Conferencing	34	7180	
Beau Laskey Managing Director Merito Park - Information Technology	15	1282	
Stephen Stokols Founder @FreedomPop, @WooM... San Francisco - Clean Technology	2	202	
Norman Cheng Founded Funiverse (sold to Kama... San Francisco - Wearables	10	309	
Dan Rosen Founding GP at @Commerce Ven... San Francisco - Mobile Payments	29	3551	
Jim Hornthal Investor in @Hipmunk, @Blekko, ... San Francisco - Content	19	1194	
Josh Hannah General Partner at @Matrix Partn... Oakland - Gambling	61	5911	



ABOUT NVCA ▶

ISSUES ▶

NEWSROOM ▶

RESEARCH ▶

ECOSYSTEM ▶

RESOURCES ▶

MEMBER PORTAL

Funding innovation. Empowering entrepreneurs.



Search

SEVENTY-SEVEN VENTURE-BACKED STARTUPS GO PUBLIC IN 2015

Technology companies, eight of the
during the fourth quarter
IPOs

LATEST NEWS

- BLOG: Recap: Corporate Venture Strategy Session on Measuring and Communicating Value
- BLOG: Strengthening our Capital Markets is Critical to a Healthy Entrepreneurial Ecosystem
- BLOG: A Busy Year for Venture Capital: NVCA's 2016 Yearbook Review
- PRESS RELEASE: 2016 NVCA Yearbook Captures Busy Year for Venture Capital Activity
- COLUMNING: The true impact of venture capital
- BLOG: Super Tuesday Ecosystems: Examining venture investment in each of the 13 Super Tuesday primary states
- BLOG: New Industry Partner Spotlight: Heads Apart

EVENTS CALENDAR

« MARCH 2016 »

M	T	W	T	F	S	S
29	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

THU
31

Global Tech Symposium
March 31 @ 8:00 am - April 1 @ 5:00 pm

Next NVCA EVENT

FRI
01

Make a Greater Difference with Your Charitable Giving
April 1 @ 12:00 pm - 1:00 pm

SEE ALL UPCOMING EVENTS »

+ TELL US ABOUT AN EVENT



San Jose Silicon Valley
CHAMBER OF COMMERCE

- Login
- Membership
- Member Directory
- Economic Development
- Regional Economic Development Initiative
- Business Resources
- Events
- Chamber Events Calendar
- Community Calendar
- Public Policy
- ChamberPAC
- Community Advocacy
- Publications
- eNews
- About
- Groups, Affiliates, Stakeholders

SPONSORS



Save up to 60% on your

Learn More

CONNECTING STAKEHOLDERS.
SUSTAINING & GROWING OUR REGIONAL
ECONOMIC ADVANTAGES

Chamber Membership

Become a member today →

Chamber Calendar



Upcoming mixers, seminars & more. →

Chamber Business Directory



Download directory here! →

Chamber Blog



Chamber Coupons



Donate Now



Chamber Sponsors

Office of Economic Development, City of San Jose

A screenshot of the City of San Jose Office of Economic Development website, viewed in a web browser. The browser's address bar shows the URL <https://www.sanjoseca.gov/index.aspx?NID=194>. The website header features the sanjoseca.gov logo and a search bar. Navigation links include Home, City Services, Departments, Follow Us, and Sign up.

The main banner image shows a night view of San Jose with the text "Office of Economic Development". Below the banner are five tabs: Community, Business, Visitors, Government, and Environment. The "Business" tab is selected, displaying a grid of links:

- Doing Business With the City**
- Business Incentives**
- Maps & Apps**
- Data & Demographics**
- Development Services**
- Workforce Development**
- Economic Development Newsroom**
- Super Bowl 50**
- Contact Us**

On the left side of the "Business" tab, there is a sidebar with links: Home, Business, Office, Real Asset, Workforce Development, Economic Development Newsroom, Super Bowl 50, and Contact Us.

The "Contact Us" section lists:

Kim Walesh
Director of Economic Development and Chief Strategist
[Email Biography](#)
Ph: (408) 535-8181
Fax: (408) 292-6719
Hours
Monday - Friday
8:00 a.m. - 5:00 p.m.

The "Core Services" section includes:

- Economic Development**
- Environmental Regulations**
- Greening Your Business**
- International Relations**
- Permit Center**
- Planning & Development**
- Start a Business**
- Small Business Resources**
- Tax Forms & Business Permits**
- Workforce Programs**

The "Related Links" section includes:

- [Community Grants](#)
- [Street Banner Program](#)
- [View All](#)

The "FAQs" section includes:

- [Do I need to register my small business with your office?](#)
- [Can you tell me about office space in San Jose?](#)
- [How can I find employees?](#)
- [View All](#)

The "Regional Workforce Development" section includes:

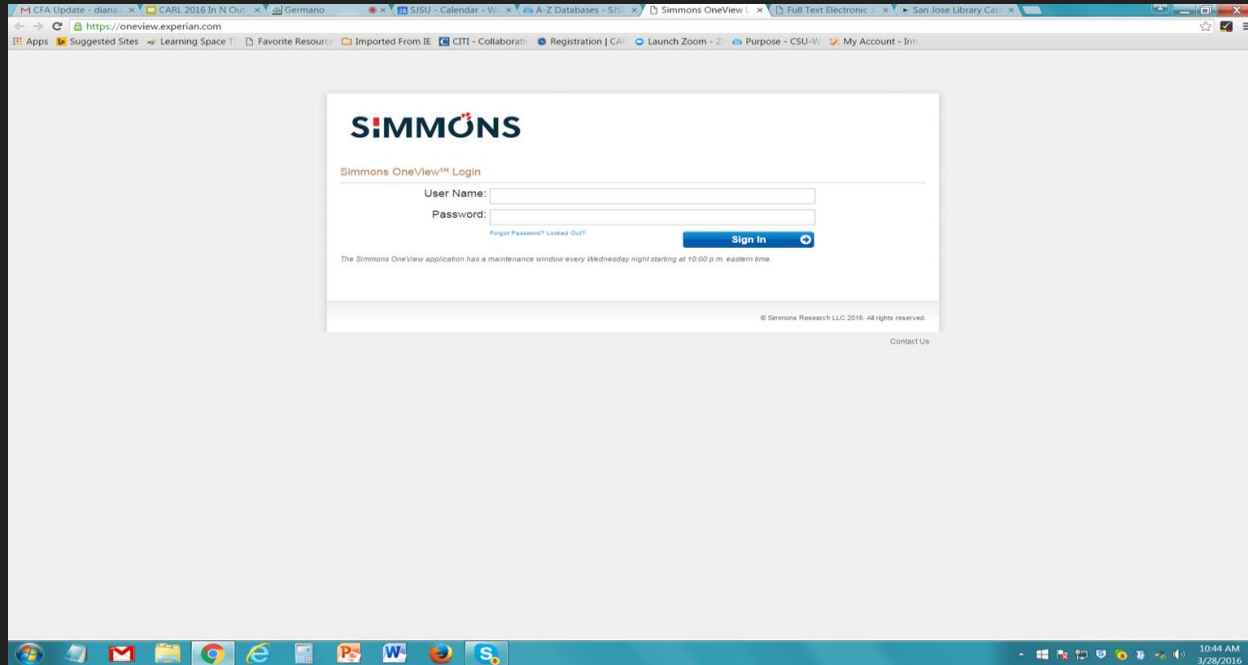
Regional Workforce Development
Provides workforce development services to businesses and job seekers in San Jose and South Santa Clara County.

The footer shows the URL <https://www.sanjoseca.gov/index.aspx?NID=35> and the date 10:42 AM 3/29/2016.

Library Database Licensing Restrictions



Simmon's One View



Searching Simmons's OneView

Select a
<Study>

The screenshot displays the Simmons OneView web application. The top navigation bar includes tabs for Profile, Plan, Administration, and Resources. Below this, there are buttons for Study, Trend, and Run Crosstab. The main content area features a search bar and a list of categories. A large red arrow points from the text 'Select a <Study>' to the 'Study' button. The search results table has columns for Column Name, Sample, and Weighted (000).

Column Name	Sample	Weighted (000)

Row Name	Sample	Weighted (000)

Choose demographics: age, gender, education, etc.

Simmons OneView **SM** Profile Plan Administration Resources Sign Out

Crosstab Quick Reports MME Correspondence Cluster

Open Export Import SPC Study Save Clear Export SPC Trend Send To Spring 2012 NCS Adult Study 12-month Population Run Crosstab

Crosstab Name: Fast food

Questions Definitions Recycle

Search

SPANISH LANGUAGE MEDIA - TOPLINE

LIFESTYLE (DEMOGRAPHICS)

DEMOGRAPHICS (PERSONAL INFORMATION)

RESPNDNT-SPANISH/HISPANIC/LATINO ORIGIN

HOUSEHOLD IS HISPANIC?

GENDER

AGE

RACE

EDUCATION - HIGHEST LEVEL COMPLETED

FULL/PART TIME COLLEGE STUDENT CURREN

TECHNICAL/VOCATIONAL SCHOOL (RESPOND)

OR All Selections AND All Selections

WHITE

BLACK OR AFRICAN AMERICAN

ASIAN

SOME OTHER RACE

NOT WHITE OR BLACK

Columns and Rows

Columns [16]

Column Name	Sample	Weighted (000)
COLLEGE - 1 FULL YEAR	1,450	14,204
COLLEGE - 2 FULL YEARS	2,377	22,341
COLLEGE - 3 FULL YRS OR MORE(DID NOT GRAD)	1,196	12,406
COLLEGE - 4 YEARS (GRADUATED)	4,212	34,884
ATTENDED GRADUATE SCHOOL - NO DEGREE	761	6,291
ATTENDED GRADUATE SCHOOL - DEGREE	2,757	21,704

Rows [5]

Row Name	Sample	Weighted (000)
WHITE	19,832	173,738
BLACK OR AFRICAN AMERICAN	1,913	27,004
ASIAN	757	10,763
SOME OTHER RACE	2,706	15,485
NOT WHITE OR BLACK	3,462	26,267

Auto Format

Move to Rows Move to Columns Move to Base Verify Define Clear

Windows Taskbar: 10:10 AM 3/29/2016

Challenges

Keeping up with new trends in local industry

Entrepreneurship a growing trend

Cross discipline projects

Varied emphasis on business information literacy across campuses (AACSB accreditation does not include information literacy)

Your Turn!

What library resources do you use for community engagement ?

What works well ?

What challenges do you have ?

Recommendations to meet challenges ?

Big Idea to Workable Concept

Rubric for engaging a community

Marketing problem more than a
librarian or researcher one

Community engagement must put
community first

PESTLE provides a roadmap



Your Turn

Please evaluate this session !

Enjoy the rest of the CARL conference