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

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Preconference: *In N' Out*
Reaching OUT to the community from withIN our student body

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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

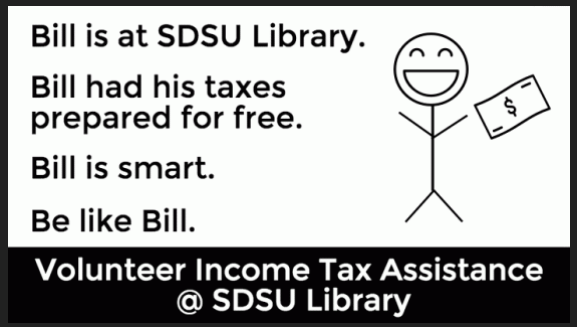
Service learning defined

Differentiated from other forms of experiential learning

Endgame for student, university and community

Service Learning

Accounting class, Volunteer Income Tax Assistance



Internships

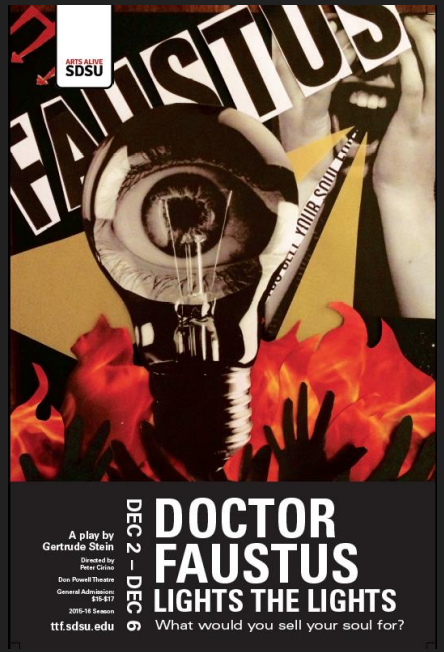
Cal Poly Pomona Engineering & Business students interning on NASA Commercialization Projects

Engaged University

One Book, One San Diego

Engaged University

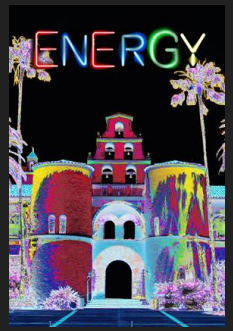
Common Experience: Energy, Movement

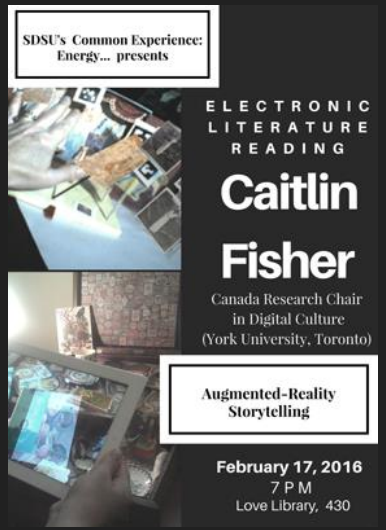


DIVISION OF UNDERGRADUATE STUDIES

ACADEMIC ENGAGEMENT PROGRAMS

Experience ENERGY





Engaged University

Community Engaged Course Required as part of GE

Community Based Social Marketing

MKT 3950 - Community Based Social Marketing

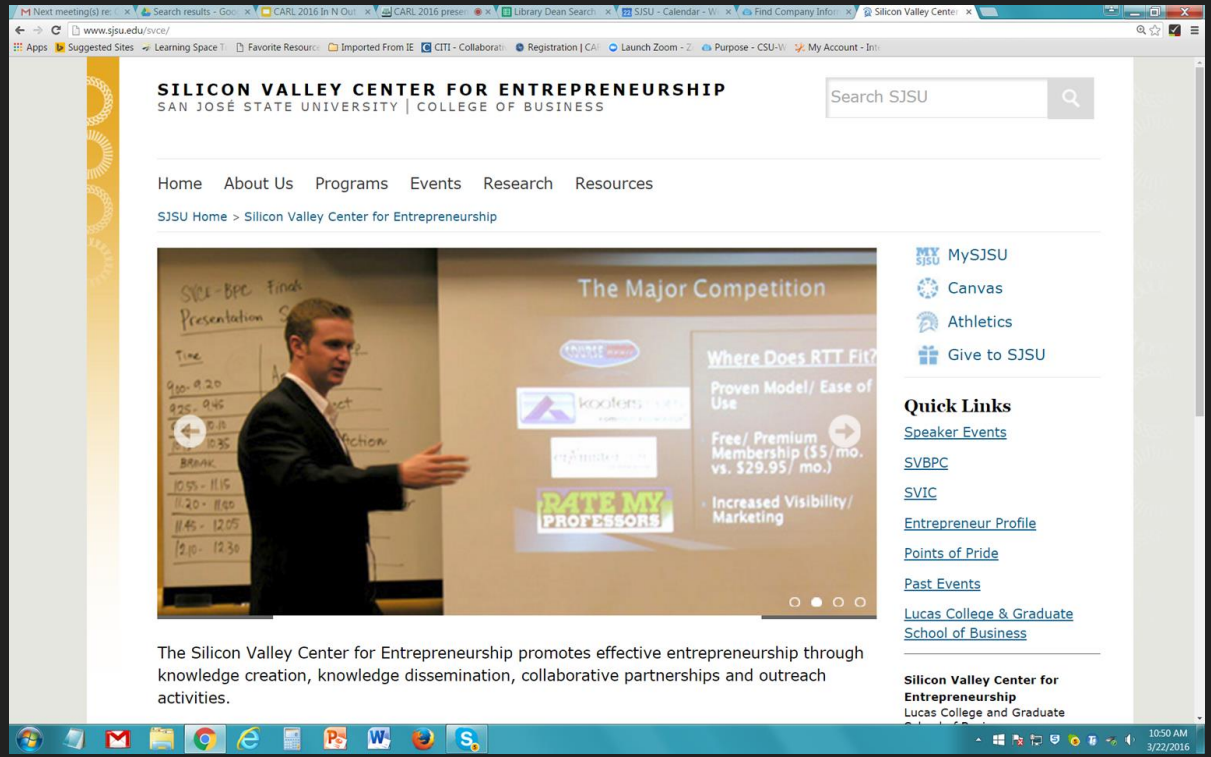
(3)
Prerequisite: Completion of GE blocks A and B4, an additional course from block B, and at least one course each from blocks C and D. Applies the marketing process to building, and developing community based programs in the surrounding Cal State LA community. Considers the role of local business, non-profits and government utilization of marketing to engage and shape community behaviors for collective good.

GE D (cl)

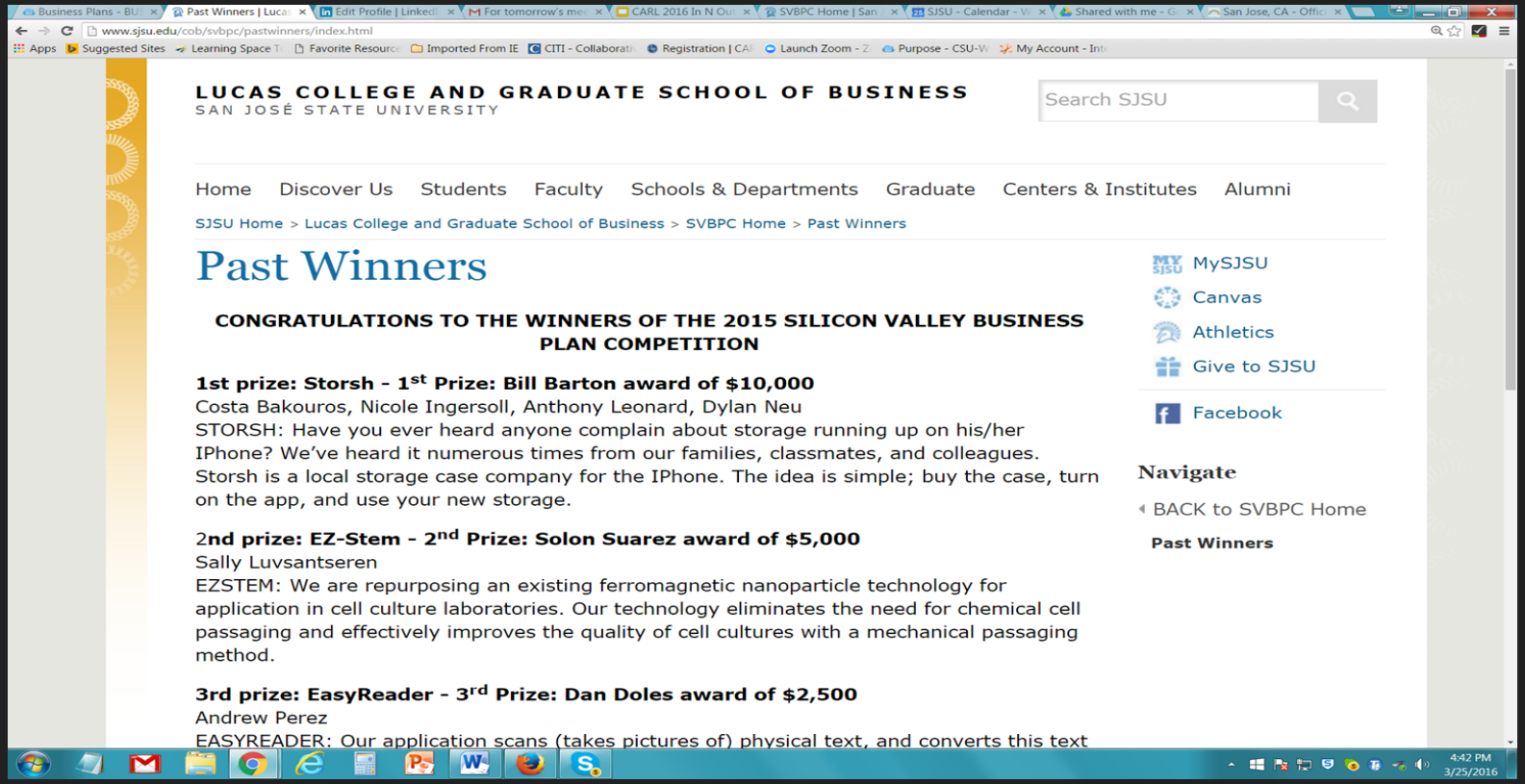
Engaged University: Campus-wide Business Plan Competition

San Jose State University

http://www.sjsu.edu/cob/svbp
http://www.sjsu.edu/cob/svbpc/http://www.sjsu.edu/cob/svbpc/c



Winners from 2015



LUCAS COLLEGE AND GRADUATE SCHOOL OF BUSINESS
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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

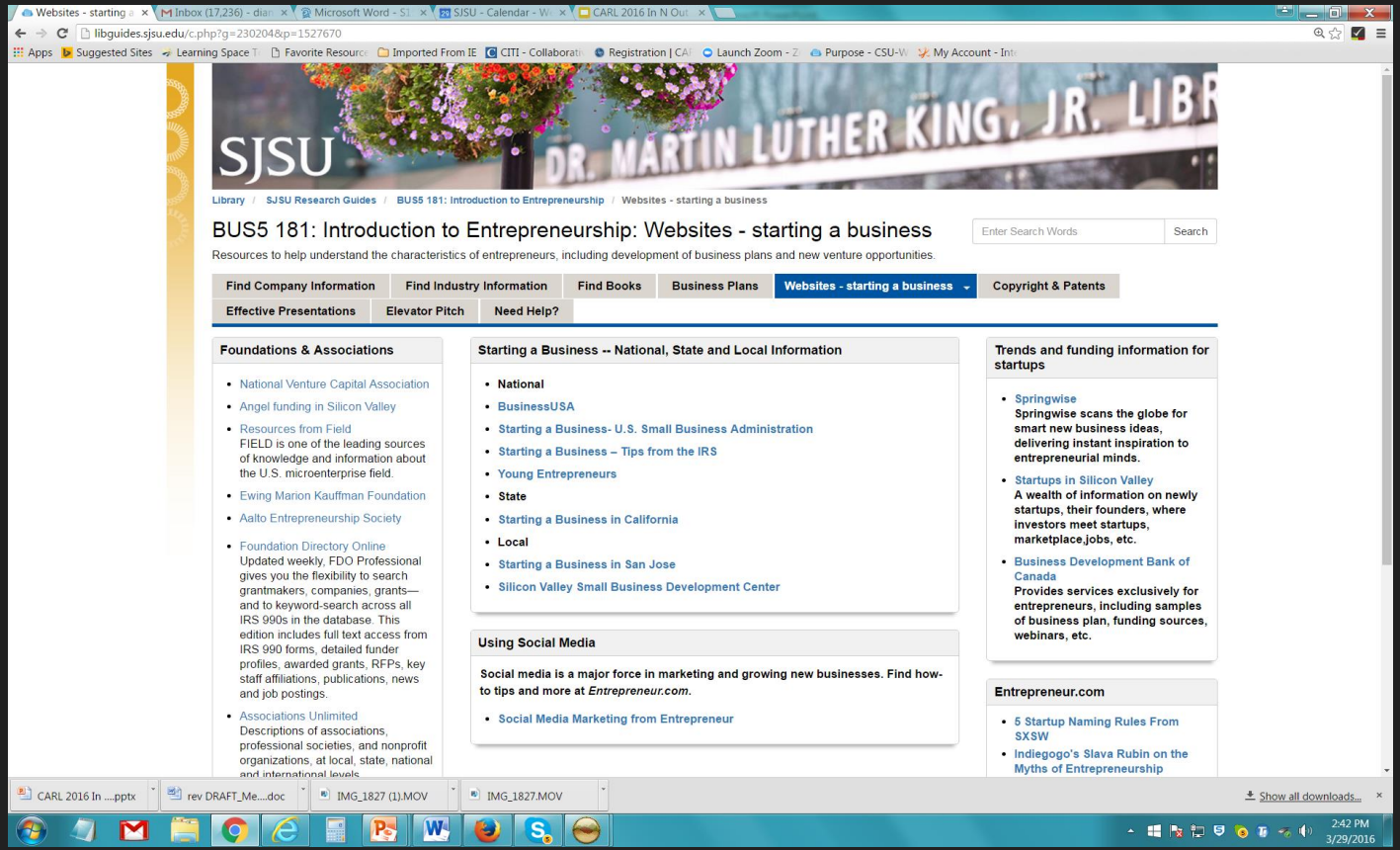
Navigate
BACK to SVBPC Home
Past Winners

Engaged University

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

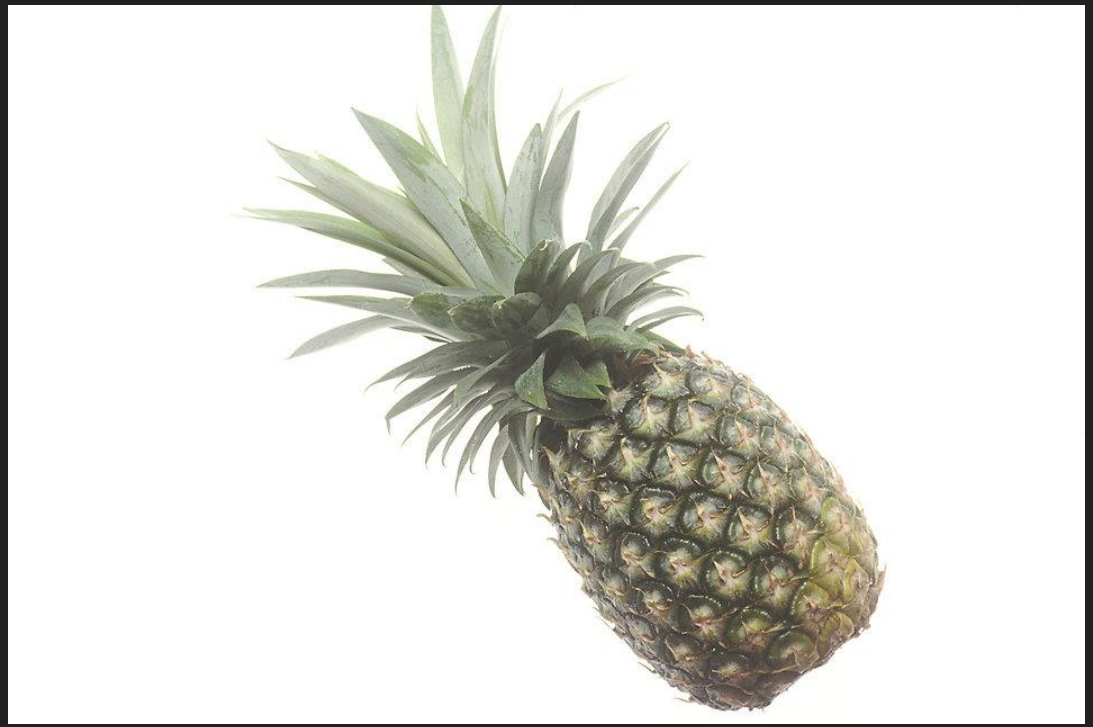
LibGuide for “Introduction to Entrepreneurship” at SJSU
http://libguides.sjsu.edu/entrepreneurship

LibGuide for Entrepreneurship



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

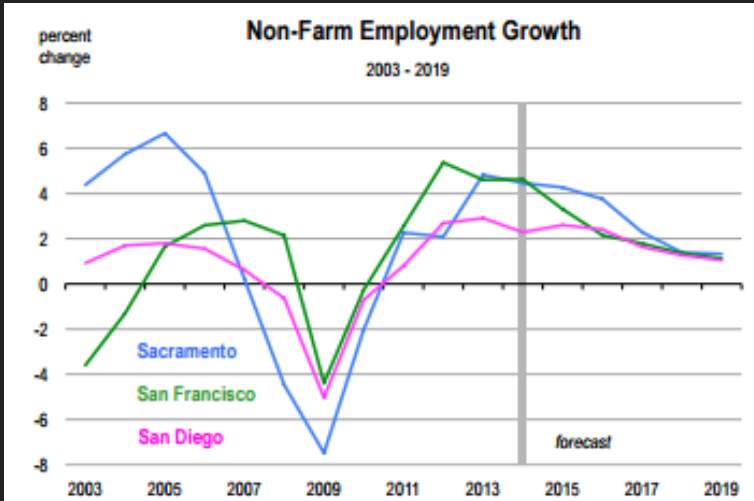
Share Your Examples!

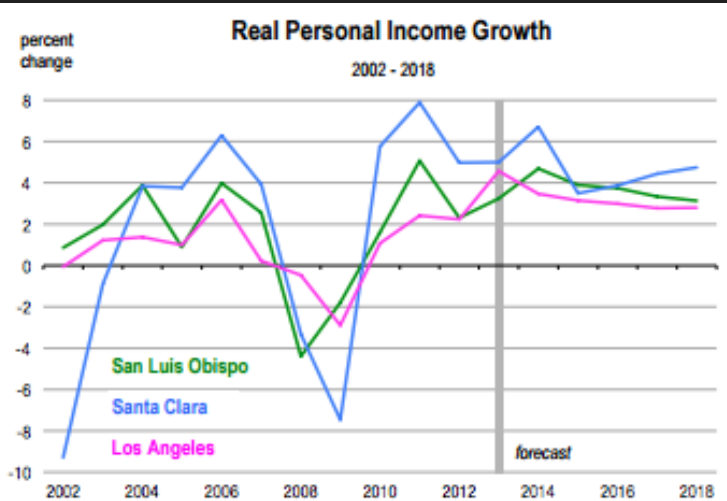
Community Engagement

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

Participation in networking groups

Competitor data
Industry and market trends
Customer data
What can’t you find
Where do you look for info?

Professional service needs --

Financial

Legal

Tax / Accounting

Human Resources

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:

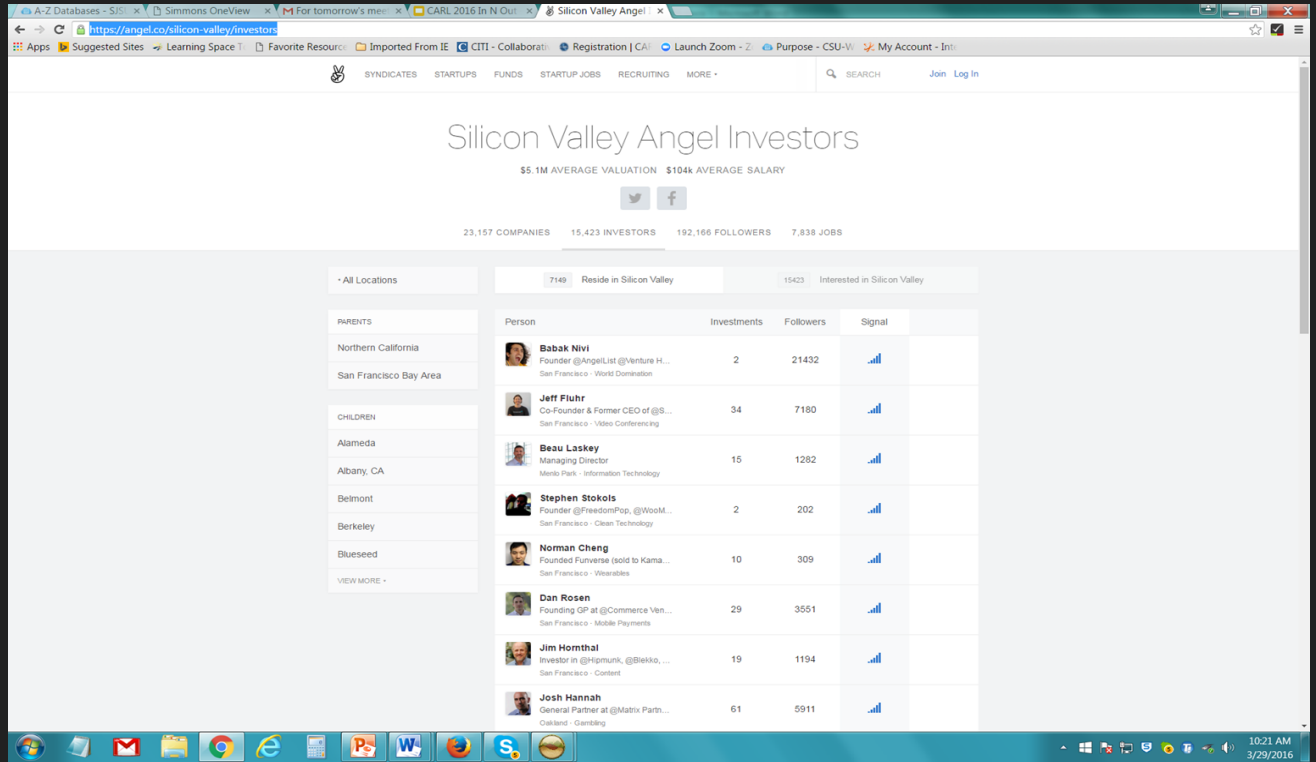
How to

start a business,

business plan,

loans, and more

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



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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
COLUMNS:	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 »

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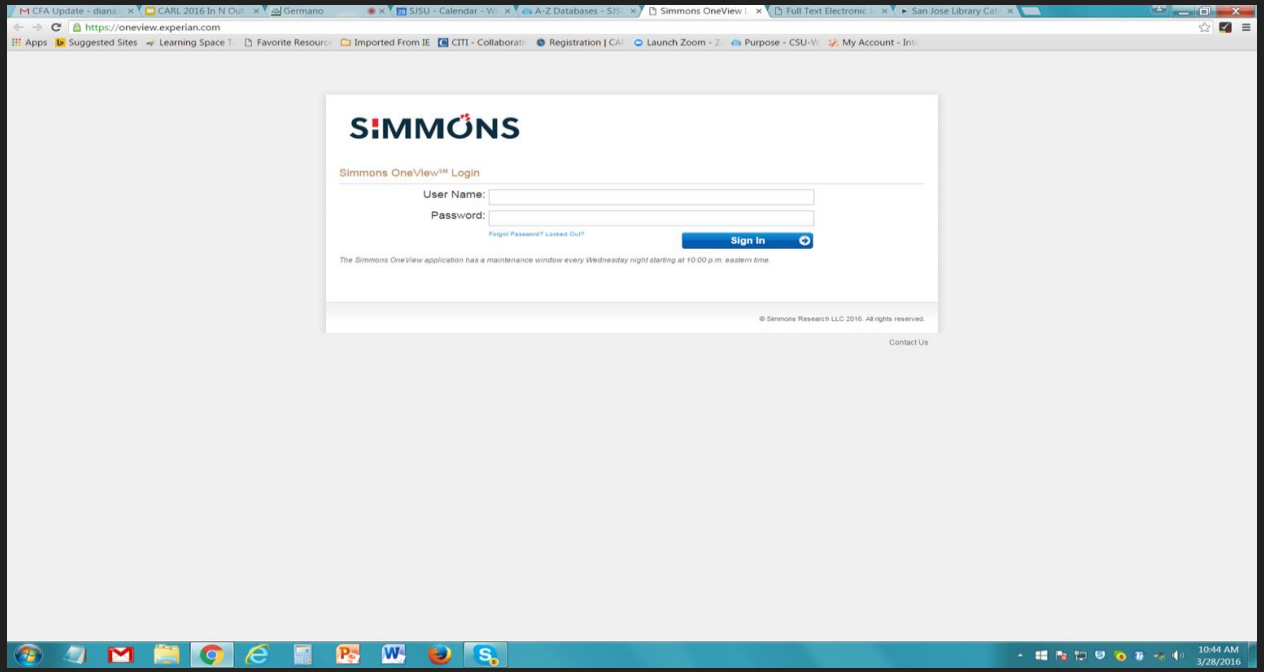
10:41 AM
3/29/2016

Office of Economic Development, City of San Jose

Library Database Licensing Restrictions

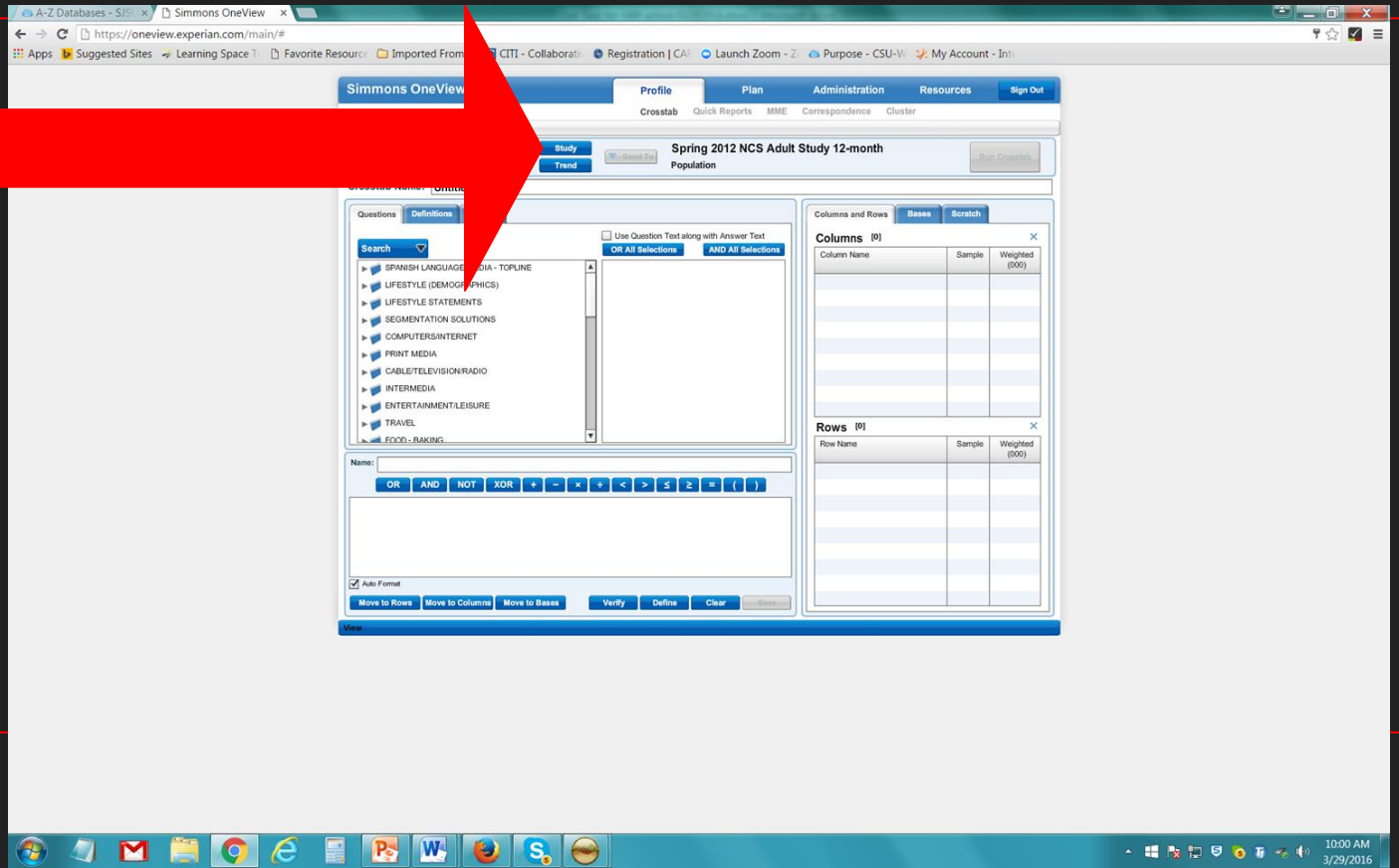
Simmon's One View



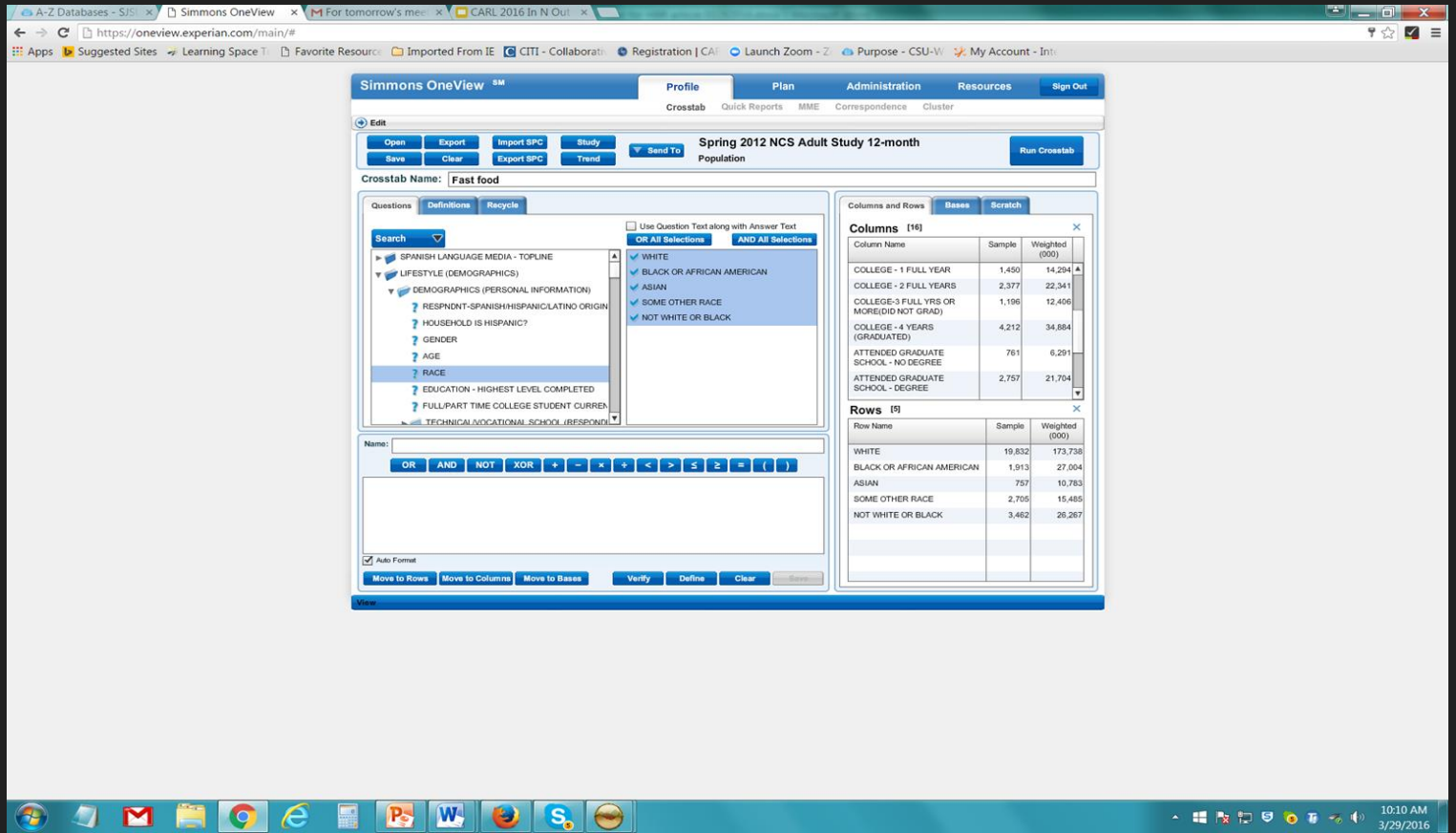
Searching Simmon's OneView

Select a

<Study>



Choose demographics: age, gender, education, etc.



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