

3-31-2016

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

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.

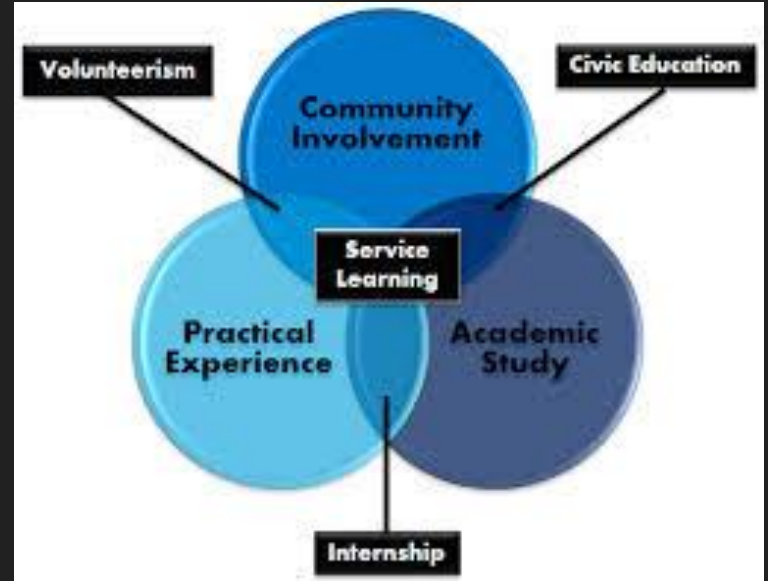
Definitions of Community Engagement

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 blue square background. 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.

One Book
ONE SAN DIEGO

Engaged University

Common Experience: Energy, Movement



ARTS ALIVE
SDSU

**DOCTOR
FAUSTUS**

What would you sell your soul for?

DEC 2 - DEC 6

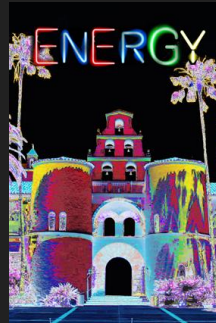
A play by
Gertrude Stein
Directed by
Peter Chinio

Don Powell Theatre
General Admission: \$15-\$17
2015-16 Season
ttf.sdsu.edu

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

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 (c1)

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)



The screenshot shows the website for the Silicon Valley Center for Entrepreneurship at San Jose State University. The main content area features a video player with a man in a suit pointing to a presentation slide titled "The Major Competition". The slide lists several business models: "Entrepreneur", "Koozems", "MyMajor.com", and "Rate My Professors". It also includes the text "Where Does RTT Fit?", "Proven Model/ Ease of Use", "Free/ Premium Membership (\$5/ mo. vs. \$29.95/ mo.)", and "Increased Visibility/ Marketing". To the left of the video is a whiteboard with a schedule for "SVCE-BPC Finals Presentation".

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

Home About Us Programs Events Research Resources

SJSU Home > Silicon Valley Center for Entrepreneurship

The Major Competition

- Entrepreneur
- Koozems
- MyMajor.com
- RATE MY PROFESSORS

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.

MySJSU
Canvas
Athletics
Give to SJSU

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

Silicon Valley Center for Entrepreneurship
Lucas College and Graduate

Winners from 2015

The screenshot shows a web browser window with the URL www.sjsu.edu/cob/svbpc/pastwinners/index.html. The page header includes the logo for Lucas College and Graduate School of Business, San José State University, and a search bar labeled "Search SJSU". A navigation menu lists: Home, Discover Us, Students, Faculty, Schools & Departments, Graduate, Centers & Institutes, Alumni. Below the menu is a breadcrumb trail: 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

On the right side of the page, there is a sidebar with social media and utility links: MySJSU, Canvas, Athletics, Give to SJSU, Facebook, and a "Navigate" section with a link to "BACK to SVBPC Home".

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 a business | Microsoft Word - S... | SJSU - Calendar - W... | CARL 2016 In N Out... | libguides.sjsu.edu/c.php?g=230204&p=1527670

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

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

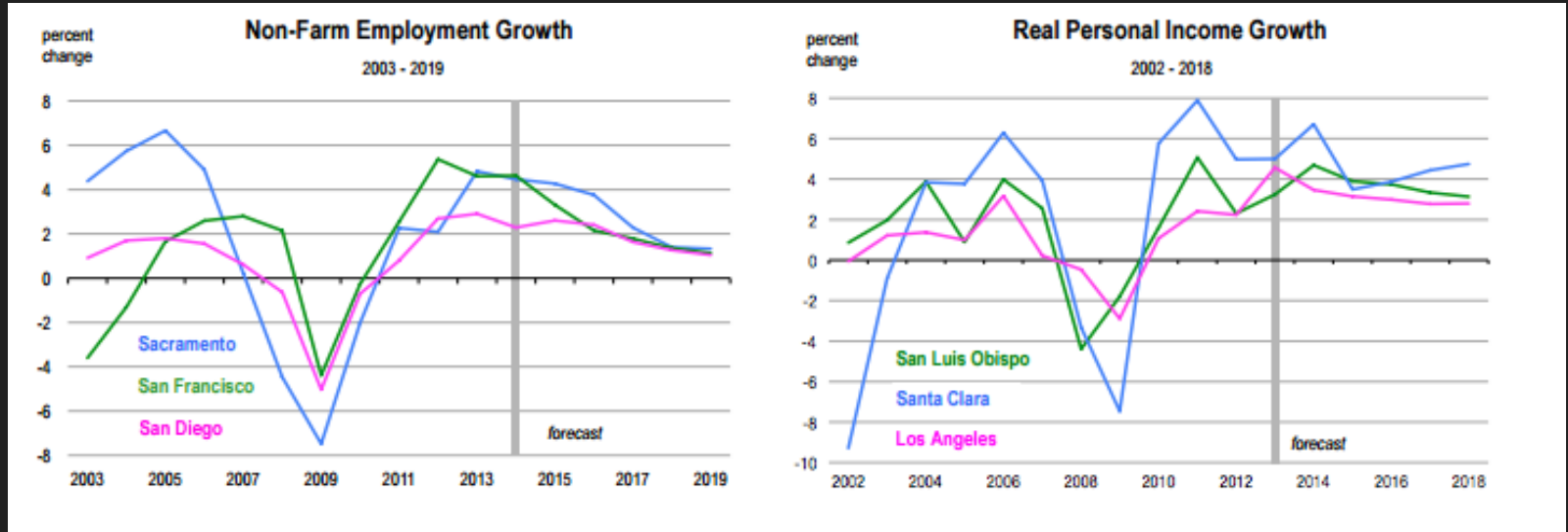


5 MINUTE BREAK



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](http://www.sba.gov): www.sba.gov

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

[National Venture Capital Association](http://nvca.org): 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 shows the SBA website interface. At the top, there are navigation links: 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 menu categories: Starting & Managing, Loans & Grants, Contracting, Learning Center, Local Assistance, and About SBA. The "Starting & Managing" section is expanded, showing sub-sections like "Starting a Business" (with links for How to Start a Business, Write Your Business Plan, etc.) and "Managing a Business" (with links for Running a Business, Leading Your Business, etc.). A prominent banner on the right asks "Thinking about starting a business?" and offers to follow 10 steps. Below this, there is a "7 Tips for Starting a Food Business" section with icons for a bowl, a pot, a fork, and a plate. Further down, a "Stay Connected" section includes a "BLOGS:" section with a featured article titled "6 Low Cost Ways to Test your Business..." by Caron Beesley, dated March 27, 2016. Another article titled "Empowering Women Veteran Entrepreneurs" is also visible, dated March 25, 2016. On the right side of the page, there is a yellow sign-up form for email updates from SBA, with fields for Email Address, Confirm Email Address, and Zip Code, and buttons for "NO, THANKS", "ASK ME LATER", and "SUBMIT". The browser's address bar shows "https://www.sba.gov" and the taskbar at the bottom displays various application icons and the system clock showing 10:15 AM on 3/29/2016.

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

The screenshot shows the website for Silicon Valley Angel Investors. The page features a navigation bar with categories like SYNDICATES, STARTUPS, FUNDS, STARTUP JOBS, and RECRUITING. Below the navigation, the site title is displayed along with statistics: \$5.1M AVERAGE VALUATION and \$104k AVERAGE SALARY. There are also social media icons for Twitter and Facebook. The main content area is divided into sections for 'All Locations', 'Parents', 'Children', and a list of investors. The investor list includes names, titles, and statistics such as the number of investments, followers, and a signal strength indicator.

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 Menlo 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, @Bleeko, ... 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.

[in](#)
[t](#)
[f](#)
[v](#)



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 >

+ 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

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CONNECTING STAKEHOLDERS.
SUSTAINING & GROWING OUR REGIONAL
ECONOMIC ADVANTAGES

Smart Buildings Transportation Trade Development & Manufacturing Health Technology

Chamber Membership

Participate Engage
Give Back Network & Connect

Become a member today →

Chamber Calendar



Upcoming mixers, seminars & more. →

Chamber Business Directory



Download directory here! →

Chamber Blog



Chamber Sponsors

Chamber Coupons



Donate Now

CHAMBER FOUNDATION
Supporting:
WOMEN IN LEADERSHIP
LEADERSHIP SAN JOSE
STRIVE SAN JOSE

Office of Economic Development, City of San Jose

The screenshot shows the website for the Office of Economic Development at sanjoseca.gov. The page features a navigation menu with categories: Community, Business, Visitors, Government, and Environment. The main content area is divided into three columns. The left column includes sections for 'Doing Business With the City', 'Business Incentives', 'Maps & Apps', 'Data & Demographics', 'Real Estate Development Services', 'Workforce Development', 'Economic Development Newsroom', and 'Super Bowl 50'. The middle column lists 'Economic Development', 'Environmental Regulations', 'Greening Your Business', 'International Relations', 'Permit Center', 'Core Services', and 'Business Development'. The right column contains 'Planning & Development', 'Start a Business', 'Small Business Resources', 'Tax Forms & Business Permits', 'Workforce Programs', 'Related Links', and 'FAQs'. A 'Contact Us' section on the left provides information for Kim Walesh, Director of Economic Development and Chief Strategist, including phone, fax, and hours. A central graphic features the text 'SAN JOSE THE CAPITAL OF OPPORTUNITY' and 'SAN JOSE OFFICE OF ECONOMIC DEVELOPMENT'. At the bottom, a 'Regional Workforce Development' section is visible. The browser's address bar shows the URL https://www.sanjoseca.gov/index.aspx?NID=194.

sanjoseca.gov

Office of Economic Development

Community Business Visitors Government Environment

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

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.

Economic Development
Environmental Regulations
Greening Your Business
International Relations
Permit Center
Core Services
Business Development
Helps companies locate, expand and thrive in San José. Learn more at [SJEconomy.com](#)

Planning & Development
Start a Business
Small Business Resources
Tax Forms & Business Permits
Workforce Programs
Related Links
Community Grants
Street Banner Program
View All
FAQs
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

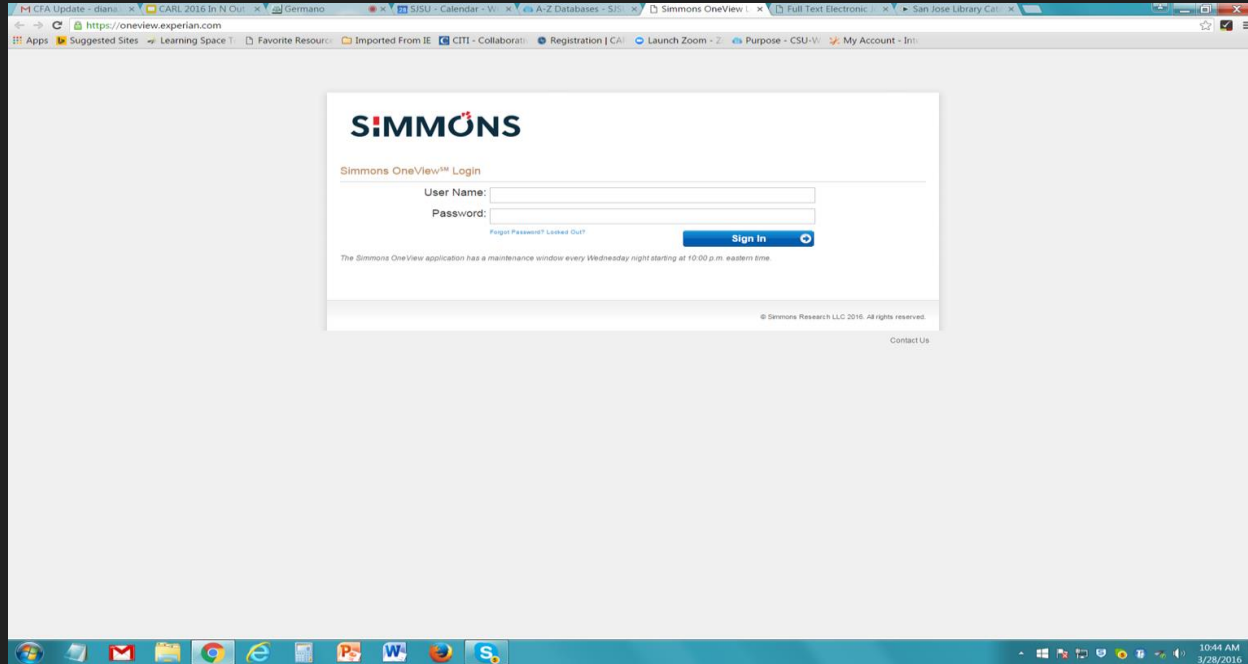
SAN JOSE THE CAPITAL OF OPPORTUNITY
SAN JOSE OFFICE OF ECONOMIC DEVELOPMENT

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

Library Database Licensing Restrictions



Simmon's One View



The screenshot shows a web browser window with the URL <https://oneview.experian.com>. The page features the **SIMMONS** logo at the top. Below the logo is the heading "Simmons OneView™ Login". There are two input fields: "User Name:" and "Password:". A blue "Sign in" button is positioned to the right of the password field. Below the input fields is a link that says "Forgot Password? Logout Out?". At the bottom of the login area, there is a small note: "The Simmons OneView application has a maintenance window every Wednesday night starting at 10:00 p.m. eastern time." The footer of the page includes the copyright notice "© Simmons Research LLC 2016. All rights reserved." and a "Contact Us" link. The browser's address bar shows several tabs, including "CFA Update", "CARL 2016 In N Out", "Germano", "SISU - Calendar", "A-Z Databases", "Simmons OneView", "Full Text Electronic", and "San Jose Library". The Windows taskbar at the bottom shows the time as 10:44 AM on 3/28/2016.

Searching Simmon's OneView

Select a
<Study>

The screenshot shows the Simmon's OneView web application interface. The browser address bar displays <https://oneview.experian.com/main/#>. The main navigation bar includes tabs for Profile, Plan, Administration, and Resources, with a Sign Out button. Below this, there are buttons for Crosstab, Quick Reports, MME, Correspondence, and Cluster. The central area features a 'Study' button and a 'Trend' button, with the text 'Spring 2012 NCS Adult Study 12-month Population' and a 'Get Results' button. A 'Questions' panel is open, showing a search dropdown, a list of categories (e.g., SPANISH LANGUAGE MEDIA - TOPLINE, LIFESTYLE (DEMOGRAPHICS)), and a search input field. Below the list are buttons for 'OR All Selections' and 'AND All Selections'. A 'Name:' field and logical operators (OR, AND, NOT, XOR, +, -, *, /, <, >, =, (,)) are also present. At the bottom of the panel are buttons for 'Move to Rows', 'Move to Columns', 'Move to Bases', 'Verify', 'Define', and 'Clear'. To the right, there are 'Columns and Rows' panels, each with a 'Bases' and 'Scratch' tab. The 'Columns' panel has columns for 'Column Name', 'Sample', and 'Weighted (000)'. The 'Rows' panel has columns for 'Row Name', 'Sample', and 'Weighted (000)'. The Windows taskbar at the bottom shows the time as 10:00 AM on 3/29/2016.

Choose demographics: age, gender, education, etc.

The screenshot shows the Simmons OneView web application interface. The main content area is titled "Spring 2012 NCS Adult Study 12-month Population" and is in "Edit" mode. The "Crosstab Name" is "Fast food".

The "Columns and Rows" section is active, showing a list of columns and rows with their respective sample and weighted counts.

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)	1,106	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	10,783
SOME OTHER RACE	2,705	15,485
NOT WHITE OR BLACK	3,462	26,267

The interface also shows a "Questions" panel on the left with a search bar and a list of demographic filters. The "Definitions" tab is active, showing a list of selected filters: WHITE, BLACK OR AFRICAN AMERICAN, ASIAN, SOME OTHER RACE, and NOT WHITE OR BLACK. The "Rows" panel on the right shows the resulting row definitions for the selected filters.

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