



Grow, Evolve, Lead

The 2018 Conference for Entrepreneurial Librarians

Wake Forest University
Downtown Campus – Innovation Quarter
October 12, 2018



WAKE FOREST
UNIVERSITY

Welcome!

About the conference:

Building on the success of previous conferences, the goal of the 2018 Conference for Entrepreneurial Librarians is twofold: to inspire entrepreneurial action among librarians and to create a community among those who do. This conference will provide a forum to share and celebrate the entrepreneurial accomplishments of librarians and information professionals to inspire each other to innovate and promote change, and to create a community to promote entrepreneurial practices.



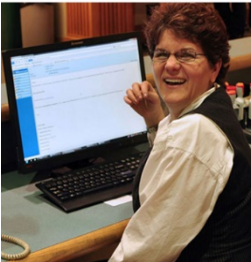
Website: entrelib.org

Twitter: @EntreLib (Conference hashtag: #entrelib2018)

Facebook: Entrepreneurial Librarian

Conference committee:

- Kathryn Crowe, *Associate Dean for Public Services, UNC Greensboro*
- Mike Crumpton, *Assistant Dean for Administrative Services, UNC Greensboro*
- David Gwynn, *Digital Projects Coordinator, UNC Greensboro*
- Brian Hart, *Deputy Director, Greensboro Public Library*
- Mary Beth Lock, *Assistant Dean and Director of Access Services, Wake Forest University*
- Mary Scanlon (co-chair), *Research and Instruction Librarian (retired), Wake Forest University*
- Kathy Shields, *Research & Instruction Librarian for History and Social Sciences, Wake Forest University*
- Hollie Stevenson-Parrish, *Director of Communications and Marketing, UNC Greensboro*



Conference Schedule and Presentations

8:30 - 9:00 REGISTRATION AND LIGHT BREAKFAST (LOBBY)

9:00 - 10:15 OPENING KEYNOTE AND WELCOME (AUDITORIUM)

Welcome

Mike Crumpton

Assistant Dean for Administrative Services, UNC Greensboro

Mary Beth Lock

Assistant Dean and Director of Access Services, Wake Forest University

Introduction of Keynote Speaker

Brian Hart

Deputy Director, Greensboro Public Library, and member of conference committee

Big Data, Advocacy, and Return on Investment

Patrick Sweeney

Political Director for EveryLibrary.

Political campaigns and national causes use big data to drive decision making and ensure that every tactic they use returns more resources to the campaign than it costs. In this presentation, PC Sweeney will discuss how libraries can use the same data and tactics to make decisions about how to engage their communities in ways that return resources to the Library and its advocacy efforts. We'll look at models from large scale Political Action Committees and Presidential campaigns as well as small local races to understand the underlying political theory that libraries can utilize when building the resources they need to increase community support for their organization.



Patrick "P.C." Sweeney is co-author of "Winning Elections and Influencing Politicians for Library Funding." He is the former Administrative Librarian of the Sunnyvale (CA) Public Library and Executive Director of EveryLibrary California, a statewide initiative to support library propositions. He currently works as the Political Director for EveryLibrary, the nation's first and only national Political Action Committee for Libraries and is a lecturer on politics at the San Jose State University iSchool. He is a 2015 Library Journal Mover and Shaker recipient for his advocacy work in California and across the country. He can be found online as PC Sweeney.

Beyond “Users:” Cultivating Community In and Around Libraries.

Location: Room 1615

Speaker: Patrick Tomlin—Virginia Tech University

Tags: Outreach/Collaboration, Profession(al) Development

This presentation challenges the transactional relationships libraries have utilized in the past and demonstrates how the product of such transactions is secondary to a larger undertaking: forging connections between individuals and institutions. Drawing upon current research in three areas—service design thinking, organizational knowledge, and theories of communities of practice—it explores the potential for creating a community invested in the library as a cultural hub, driven by reciprocal, dynamic relationships between librarians, students, and faculty. It will offer service design strategies for going beyond a transactional model and embracing a view of the library as a proactive partner in learning and creativity; identifies key organizational priorities that can help advance such an endeavor, and includes lessons learned from the recent implementation of learning spaces at Virginia Tech.

Client/Provider Relationship: Library as Client & Art Students as Provider.

Location: Room 1616

Speaker: Jenna Rinalducci—University of North Carolina-Charlotte

Tags: Academic, Outreach/Collaboration, Spaces

What started as a discussion about how to bring more art into the library developed into a valuable collaboration with faculty and students to bring murals into the architecture library. The Arts & Architecture Librarian reached out to one of the painting professors to discuss showcasing student work in the branch library, and the result was an elaborate mural project. The librarian worked with two professors teaching a Print Media 3 and a Mixed Media class; intermediate studios exploring conceptual problems using color drawing media, painting, collage, lithographic printmaking techniques, and other alternative and traditional graphic methods. The presentation will cover how the project expanded, how we documented progress, the funding secured, the student’s real-world application of their scholarship, and how the project created an inviting space to inspire learning.

Writers’ Camp @ ZSR: Encouraging the Entrepreneurial Spirit in Young Writers.

Location: Room 1617

Speaker: Hu Womack—Wake Forest University

Tags: Academic, Public, Outreach/Collaboration

The Outreach Librarians in the Z. Smith Reynolds Library at Wake Forest University expanded both our outreach offerings and our collaborations across campus with a new event, Writers’ Camp @ ZSR. Selected from a group of applicants, 25 talented Wake Forest University students, participated in a 12 hour writing challenge that encompassed all phases from writing and revising to preparing for publication. By morning, they jointly created a cataloged

volume available in Kindle ebook or print on demand formats from Amazon. Join us as we discuss how librarians and student authors make logical partners for these types of events and learn the best practice we've discovered from publishing these volumes.

Designing Better Partnerships for Student Success.

Location: Room 4903

Speakers: David Woodbury—North Carolina State University & Joan Ruelle—Elon University

Tags: Academic, Outreach/Collaboration, Spaces

Librarians from two different libraries (NCSU and Elon) will share their experiences with planning to incorporate new academic success partners in library spaces. As more libraries move (or are forced) towards bringing other campus units into library spaces, we will offer our lessons learned about planning, logistics, and trends along with strategies to help library staff build successful partnerships with their new housemates. Elon's Belk Library brought academic advising and the office of disabilities resources into renovated and expanded library spaces. The NCSU Libraries and the NCSU Division of Academic and Student Affairs are partnering to create an Academic Success Center in the D. H. Hill Library opening in Fall 2020. Hear how each library partnered deeply to build successful collaborative working models, identified shared goals and managed different departmental cultures.



An Entrepreneurial Approach to Helping Entrepreneurs

Location: Room 1615

Speakers: Vicki Johnson, Kassie Ettefagh, & John Raynor—High Point Public Library

Tags: Public, Outreach/Collaboration, Spaces

The High Point Public Library was tasked with finding a way to help support the city's strategic plan to increase population, create new housing and employment, and create a vibrant downtown. Focusing efforts on entrepreneurs, job-seekers, and current small-business owners, HPPL designed a plan to provide personalized research sessions, one-on-one training with databases, social media usage advice, and space for job-related programming. Three Business Librarians work with Chamber of Commerce, small business expos, city council, and more. By changing its methods of providing information and trying to be more proactive, HPPL has evolved to better serve entrepreneurs, job-seekers and small-business owners.

Cultivating Connections: Growing Internationalization in Your University

Location: Room 1616

Speakers: Allison Sharp, M. Nathalie Hristov, & Manda Sexton—University of Tennessee, Knoxville

Tags: Academic, Outreach/Collaboration

As universities seek to bring their institutions to a new global age by offering multicultural and multinational perspectives to their course and program offerings, academic libraries should seize the unique opportunity to lead. Our panel will expound upon the role of the academic library in the international campus community to become a vital way to reach diverse student populations, assisting in both library perceptions and international student retention. Innovative ideas and creative solutions to engagement will be presented leading to lifelong relationships with faculty, students, friends, and scholars. Specific strategies for successful partnerships and programs will be examined. Attendees will experience a multimedia sampling of our offerings, and practical materials to guide them through their own outreach efforts.

Entrepreneurial Librarians and the Knowledge Economy: A look at Entrepreneurial Relationship Development (ERD) Perspective

Location: Room 1617

Speakers: Alexis Rittenberger & Shola Ajiboye—Case Western University

Tags: Profession(al) Development, Outreach/Collaboration, Research

The American Library Association identifies the continuing transformation of libraries as a key priority. This transformation will allow libraries to keep pace with, or ahead of evolving knowledge economy and socio-cultural change. Drawing from the entrepreneurial relationship development's (ERD) elements of entrepreneurship such as: partnership, opportunities, resources, structure and performance, this presentation will examine the ERD

perspective as a capability to enhance the transformational work of entrepreneurial librarians. It will link the elements of information behavior and interactive practice as antecedents of entrepreneurial librarians' actions for better service outcomes. Acquisition of ERD capability leads to better outcomes and improved community impact through stronger relationships with key partners, including institutional and community collaborators, policy makers and patrons, community advocates, volunteers and mentors.

Two Brief Sessions

Location: Room 4903

Reaching Campus and Community with Entrepreneurship Research Workshops

Speakers: Meghann Kuhlmann & Sara Butts—Wichita State University

Tags: Academic, Outreach/collaboration, Profession(al) Development

Wichita State University (WSU) has positioned itself as an “innovation university” with strong emphasis on invention, small business incubation, and economic development across the region. WSU Libraries launched the Entrepreneurship Research Series (ERS) of workshops in Fall 2016. Each semester since then we have offered 6-11 workshops on intellectual property and market research topics relevant to inventors and prospective business owners.

Workshops are open to students and the community. Successful outreach, with marketing beyond our traditional patron base, has led to increasing our visibility as a Patent and Trademark Resource Center (PTRC) and partner in innovation support and promoting use of our business and intellectual property resources. We'll discuss the opportunities and challenges of creating an entrepreneurship education initiative aimed at both campus and community members including alignment of the library initiative to university goals, community outreach, partnership creation, and managing multiple priorities in an academic setting.

How to Never Underestimate Librarians as New Commercialization Partners

Speakers: Yvonne Dooley & Steven Tudor—University of North Texas

Tags: Academic, Outreach/collaboration, Profession(al) Development

As higher education evolves and re-imagines information exchange with industry, an increasing number of universities are creating and expanding Technology Transfer Offices (TTO) to commercialize faculty created intellectual property. This exchange fosters technology-based economic development and entrepreneurial success. Conference attendees will learn about the successful alliance between UNT Libraries and the Office of Innovation and Commercialization, where the library moved outside its normal sphere to help create a patent internship program. Presenters will explain how this collaborative partnership works and provides win-win situations for all parties involved. Attendees will also learn new ways librarians can advance innovative community initiatives, position themselves as trusted partners, and create professional experiences to prepare students for valuable career opportunities.



entrelib

The Conference for Entrepreneurial Librarians

PAST CONFERENCES:

October 17, 2016

Imagine the NEXT! 2016 Conference for Entrepreneurial Librarians

October 17, 2014

Take Risks, Embrace Change! 2014 Conference for Entrepreneurial Librarians

May 16-17, 2013

Social Entrepreneurship in Action: The 2013 Conference for Entrepreneurial Librarians

March 10-11, 2011

From Vision to Implementation: The 2011 Conference for Entrepreneurial Librarians

June 3-4, 2009

Inspiration, Innovation, Celebration: The 2009 Conference for Entrepreneurial Librarians

Learn more: <http://entrelib.org/>



Introduction of Keynote Speaker

Kathryn Crowe

Associate Dean for Public Services, UNC Greensboro

Making Sense and Making Change

Timothy Owens

Assistant Librarian of the State of North Carolina

For libraries, the importance of telling a good story has never been more necessary. The overwhelming availability of data can present a challenge for many of us who need to package that data in a useful way. Timothy Owens will discuss strategies and best practices for working with and presenting data. His talk will also include some successful examples, and he will discuss sources, resources, and grant opportunities.



Timothy Owens is Assistant State Librarian at the State Library of North Carolina.

A native of Harbinger, NC, he has worked in and on behalf of libraries at the local, state, and national level, including a term as president of the Association for Rural & Small Libraries. He began his library career at Neuse Regional Library in eastern North Carolina, followed by service at Perkins Library at Duke University and in Library Development at the State Library. Before returning to NC in 2017, he was a senior program officer at the Institute of Museum and Library Services in Washington, DC. He earned his MLS at UNC – Chapel Hill and he also holds a master's in music from Meredith College.

Grow, Evolve, Lead! Seed Libraries for Social and Environmental Change

Location: Room 1615

Speaker: Holly Dean—University of Tennessee Knoxville

Tags: Outreach/Collaboration, Resources/Collections

Seed Libraries have the power to facilitate social and environmental change through community engagement and cross-disciplinary conversations. They provide opportunities for personal growth among students, faculty, and administrators; for academic institutions and libraries to evolve and meet the needs of our changing climate; and enable us all to serve our communities in unexpected ways. Assistant Professor and Experiential Learning Librarian, Holly Dean, will share the potential for seed libraries in higher education to break down barriers across academic departments, creating opportunities for new partnerships, community outreach, food access, and experiential learning. Come learn how libraries can expand their mission through seed libraries, and continue to grow, evolve, and lead their communities in unexpected ways.

A Library's Deep Dive into the Residential Campus: Creating a Library Living Learning Community

Location: Room 1616

Speakers: Patrick Rudd & Joan Ruelle—Elon University

Tags: Academic, Outreach/Collaboration

Elon University has invested heavily in the academic and social benefits of a residential campus through Living Learning Communities (LLC). Elon's Belk Library created Library LLC for first-year students who love books, information, research, and scholarship, inviting them to participate more deeply in Belk Library, the academic heart of the residential campus. LLC students have the opportunity to develop research skills, build their academic toolkit, and foster strong relationships as they transition to college. This leap into residence life exemplifies a new opportunity for libraries to deepen involvement with intellectual and social life on campus. Hear our story of developing a Library LLC and our hopes for meaningful engagement with first-year students.

Librarians as Project Managers and the Internal Service of Library Project Management

Location: Room 1617

Speaker: Rebecca Miksch—North Carolina State University

Tags: Academic, Profession(al) Development

This presentation will address the creation of a new role at NCSU Libraries – IT Initiatives Librarian, i.e. project manager – and how, through this role, NCSU Libraries has been developing project management as a new internal proficiency and practice across all departments. It will examine: value of project management training to provide consistent

practice; creation of project management teams to monitor progress, cost, effort, etc; prioritizing projects to ensure alignment with strategic goals, importance of project management when working across departments; and more. Attendees will learn the benefits of project management and how to make the case for and implement it, and can share their own experiences with projects and project management at their institution.

Two Brief Sessions

Location: Room 4903

The ROI of ROI Outreach

Speakers: Amy Harris-Houk & Maggie Murphy—University of North Carolina-Greensboro

Tags: Academic, Public, Outreach/Collaboration, Resources/Collections

Liaison librarians in the Reference, Outreach, and Instruction (ROI) department of UNC Greensboro's University Libraries have collaborated on educational programming with regional high schools, the local chapter of the American Association of University Women, a nearby retirement community, and a grassroots political advocacy group in Greensboro. Through these collaborations, our information literacy programs have reached a range of audiences, from middle-schoolers to retirees. However, while these opportunities have raised the library's profile in the community, they are not without downsides. This session will discuss our collaborations, how these partnerships began, the lessons we have learned, and balancing the time commitment associated with community outreach with other duties to maximize return on investment.

Growing and Evolving Education: Librarians Developing and Implementing Community Health Literacy Workshops

Speakers: Samantha Harlow & Lea Leininger—University of North Carolina-Greensboro Health Science

Tags: Academic, Public, Outreach/Collaboration, Resources/Collections

In order to align with the University Libraries strategic plan to increase both general information literacy and health literacy efforts in the community, UNCG Health Science librarians developed a series of workshops on "Finding Health Information on the Internet." In these workshops, librarians covered website evaluation, database recommendation, search strategies, and created a LibGuide for community members interested in finding health information. This presentation will cover outreach and marketing strategies when reaching out to community partners (such as churches, local hospitals, and university staff); successes and failures of presenting to community patrons; future plans for health literacy workshop expansion; and ways to further engage your community in information literacy workshops and conversations.

Retiring in 2055: Evolution and Education a Long Library Career

Location: Room 1615

Speaker: Ash Faulkner—Ohio State University Libraries

Tags: Profession(al) Development

As a librarian at the beginning of her career, the presenter has devoted considerable time to considering the future of libraries and librarianship. In this presentation she will discuss her views on the evolving roles of librarians and how she has prepared for these changing needs. Discussion will include the utility of basic business knowledge (gleaned from an MBA), the importance of understanding data and the growing need to understand statistical analysis and software, how to utilize professional organizations and personal networks to address learning gaps, and best bet resources for individual learning pursuits. The presenter will discuss her views of current and future librarianship, as well as those found in the literature and through conversations with other early-career librarians.

Enterprising Liaisons: Evolving Engagement

Location: Room 1616

Speaker: Jennifer Natale—Appalachian State University

Tags: Academic, Outreach/Collaboration

Liaisons have responsibility for multiple academic departments and/or student populations and are pulled in too many directions in the middle of the semester, leaving themselves unable to accomplish all the liaison activities. Enterprising librarians can stay ahead of the curve by building a profile of the academic departments or student populations they serve and developing an engagement plan for the year. In this workshop I will outline key concepts within a profile identifying ways liaisons can intersect with their departments or student populations. The profiles will then provide the foundation for generating an annual engagement plan and allow you to balance your workload throughout the year. Engagement plans, and some technology tools, can be implemented in part or in whole and as an individual or liaison team.

“The Future is Already Here”: Intern Training for Next-Generation Academic Librarians

Location: Room 1617

Speakers: Jenny Dale & Maggie Murphy—University of North Carolina-Greensboro

Tags: Academic, Profession(al) Development, Outreach/Collaboration

The Research, Outreach, and Instruction intern training program at the University of North Carolina at Greensboro strives to prepare interns for more than just staffing the desk. This program has evolved over time to take a holistic approach to training future library professionals, focusing not only on the skills and knowledge necessary to staff our desk but also on developing broader communication, problem-solving, and teaching skills crucial for

our field. The training program allows interns to get hands-on experience with disciplinary resources and research strategies, instructional design, outreach material creation, and classroom “micro-teaching.” Hear from the information literacy program coordinator and interns who will reflect on how their experiences have impacted their professional growth, confidence, and identities as future librarians.

Two Brief Sessions

Location: Room 4903

Content Liberation!: How Increasing the Institutional Repository Content Turned into Faculty Outreach Services

Speakers: Jennifer Solomon & Rebekah Kati—University of North Carolina-Chapel Hill

Tags: Academic, Outreach/Collaboration, Resources/Collections

In January 2016, the UNC-Chapel Hill faculty adopted the Open Access policy, encouraging faculty to deposit their articles into the Carolina Digital Repository (CDR). The UNC Libraries Open Access Implementation team was then charged with increasing the amount of content in the CDR and raising faculty awareness of the UNC Open Access Policy and author rights issues. In this presentation, we will discuss the challenges of locating and harvesting content, the outreach strategies we used with faculty from diverse departments, and the assessment of the overall project’s success. We will also share findings from our analysis of the content we collected and recommendations for replicating or scaling up similar projects.

Capturing Gray Literature for the Institutional Repository

Speakers: Lee Richardson & Barbara Rothen Renner—University of North Carolina-Chapel Hill

Tags: Academic, Outreach/Collaboration, Resources/Collections

This presentation reports on several projects to deposit gray literature from health affairs schools at a large academic research institution into the institutional repository (IR). This important scholarship, produced by students, faculty and staff, may not be continued or disseminated in other ways. Therefore, capturing and preserving these materials in the IR ensures they will always be available. While each work is valuable on its own, collecting them together also provides researchers, faculty, prospective students and alumni the opportunity to examine this output as collections and in the context of other scholarly work from the university. Deposit workflows and challenges related to educating users about the IR, dealing with copyright issues and getting deposit agreements and materials will be discussed.

Additional Resources

CONFERENCE PROCEEDINGS



The *Proceedings of the Conference for Entrepreneurial Librarians* began publication with the fourth Conference for Entrepreneurial Librarians, held in October, 2014.

Presenters at this year's conference have been invited to submit papers for publication in the *Proceedings*.

The proceedings are available online at: <http://libjournal.uncg.edu/index.php/pcel>

Conference presenters who wish to submit papers will receive submission guidelines by email following the conference. The deadline for submissions is January 30, 2019.

THE ENTREPRENEURIAL SPIRIT LIVES IN LIBRARIANS

Scanlon, M. G., & Crumpton, M. A. (2017). The Entrepreneurial Spirit Lives in Librarians. In Antonucci, C. & Clapp, S. (Eds.). *The LITA leadership guide: The librarian as entrepreneur, leader, and technologist*. Lanham: Rowman & Littlefield.

RECONCEIVING ENTREPRENEURSHIP

Scanlon, M. G., & Crumpton, M. A. (January 01, 2011). Re-conceiving entrepreneurship for libraries: collaboration and the anatomy of a conference. (Conference news). *Collaborative Librarianship*, 3, 1.)

ADVANCES IN LIBRARY ADMINISTRATION AND ORGANIZATION

Supporting Entrepreneurship and Innovation

Series Editor: *Samantha Hines, Peninsula College*

Volume Editor: *Janet Crum, Northern Arizona University*

Includes "The status of entrepreneurship in libraries: Content analysis and assessment from the Conference for Entrepreneurial Librarians,; a chapter written by several members of the Entrelib conference committee.

Publication due 2019 from Emerald:

<https://www.emeraldinsight.com/series/alao>

AGAINST THE GRAIN, SEPTEMBER 2009

Steven J. Bell, "The Librarian Entrepreneur: Demystifying an Oxymoron"

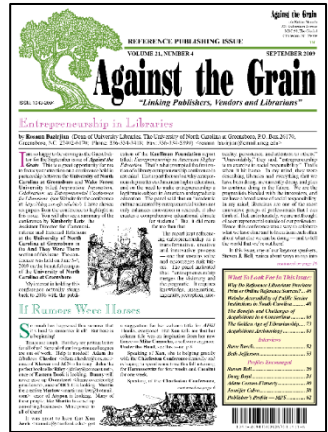
Doug Boyd, "Hoops and Horses: Innovative Approaches to Oral History in a Digital Environment"

Adam Corson-Finnerty, "Money, Money, Money"

Anita Norton, "Library Integration through Collaboration: Partnering in the Course Development Process"

Michael Crumpton, "Going Green in the Library: It's Not Just for Contractors"

Jennifer Calvo, "The Learning Commons After Dark Series"



THE ENTREPRENEURIAL LIBRARIAN

The Entrepreneurial Librarian: Essays on the Infusion of Private-Business Dynamism into Professional Service

Edited by Mary Krautter, Mary Beth Lock, and Mary G. Scanlon

Published by McFarland and edited by two of the conference planners. The book "chronicles how entrepreneurial librarians are flourishing in the digital age, advocating social change, responding to patron demands, designing new services, and developing exciting fundraising programs. Applying new business models to traditional services, they eagerly embrace entrepreneurship in response to patrons' demands, funding declines, changing resource formats, and other challenges.

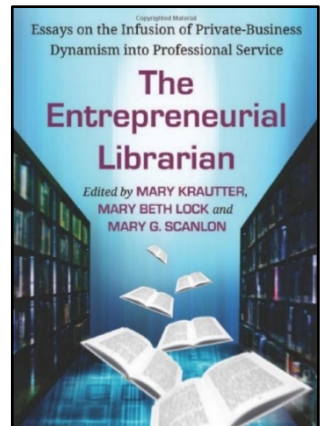
By documenting the current state of entrepreneurship in libraries, this volume upends the public image of librarians as ill-suited to risky or creative ventures and places them instead on the cutting edge of innovations in the field."

\$55.00. Available from McFarland: www.mcfarlandpub.com/book-2.php?id=978-0-7864-6468-5

11 photos & illustrations, bibliographies, index, 239pp. softcover (7 x 10) 2012

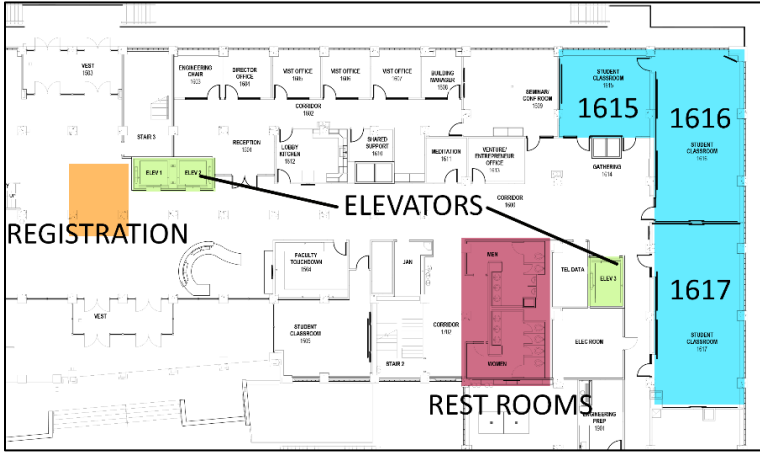
Print ISBN: 978-0-7864-6468-5

Ebook ISBN: 978-0-7864-9012



Map of conference facility

First floor:



Fourth floor:

