

# Developing an Innovative Library Culture through Entrepreneurship

**Mary G. Scanlon**

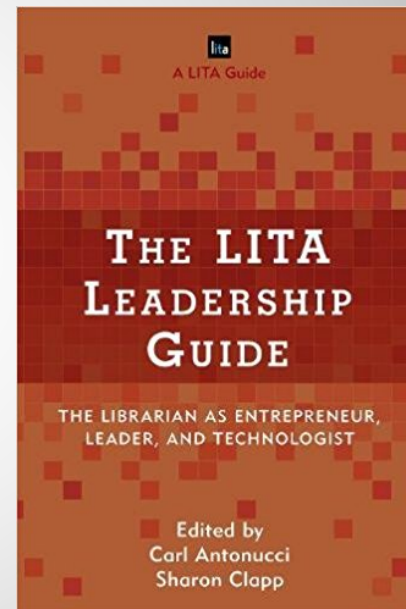
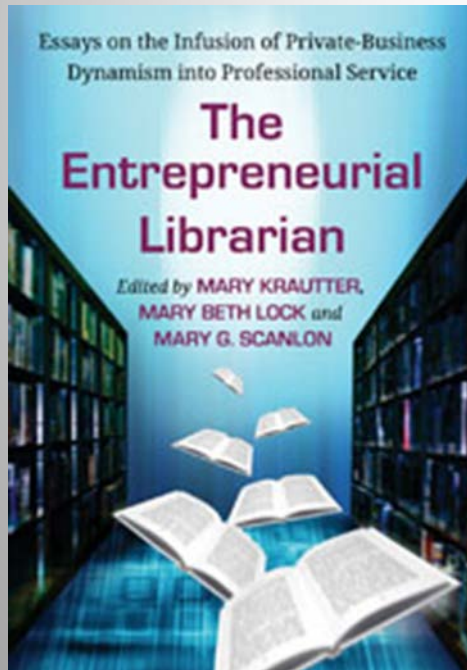
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Re-Think It 2018

# Our Experience



# How Did Librarians Become Aware of Entrepreneurship?

Kauffman Foundation Report

“Entrepreneurship in American Higher Education” 2008

# What is Entrepreneurship?

“Entrepreneurship is the transformation of an innovation into a sustainable enterprise that generates value.”

Kauffman: The Foundation of Entrepreneurship, “Entrepreneurship in American Higher Education: a Report from the Kauffman Panel on Entrepreneurship Curriculum in Higher Education,” 2006

# Pressures that Impact the Profession

Evolution is everywhere:

- Technology
- Data
- Demographics
- Policies
- Resources
- Facilities
- Library as concept

# Characteristics of an Entrepreneurial Organization

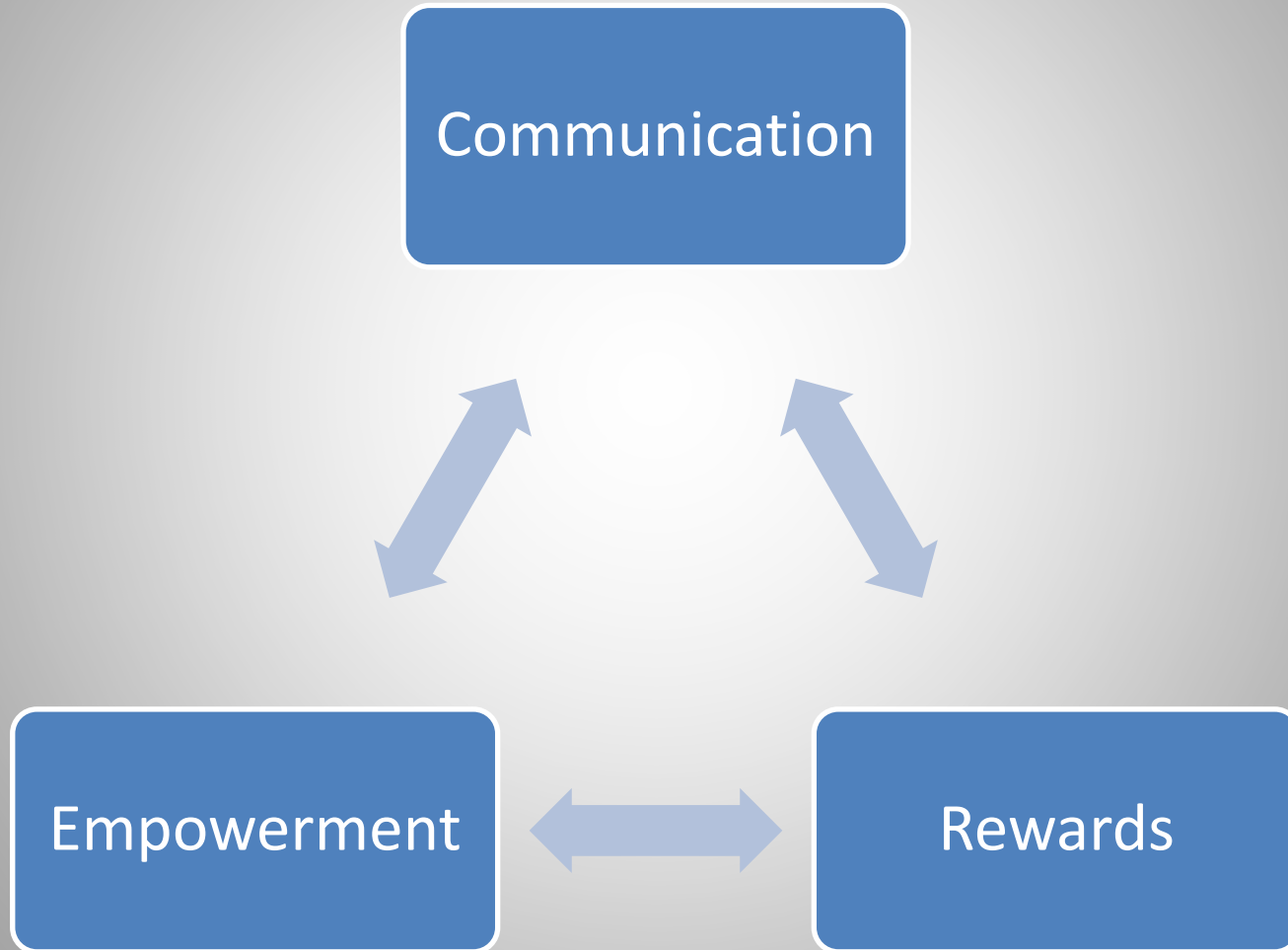
- Collaborative
- Experimental
- Transparent
- Responsive
- Proactive

# Benefits of an Entrepreneurial Culture

An entrepreneurial library will be more:

- Innovative
- Responsive to patron needs
- Future oriented
- Rewarding for employees
- Valuable to its institution or community

# Supporting Entrepreneurship



# Communication

- Make decisions transparently
- Include all voices
- Maintain an open door style
- Allow dissension, avoid group-think
- Provide a safe place for risk-takers
- Promote intellectual conflict vs interpersonal conflict

# Rewards

- Create a rewards culture to reinforce efforts:
  - Recognize innovative efforts
  - Document accomplishments and achievements
  - Coach failures into positive outcomes
  - Support risk taking
- Modify as needed—perpetual beta
- Conclude or normalize

# Empowerment

- Give staff the power to be creative by providing:
  - Autonomy and independence
  - Mutual respect
  - Team-based decision making
  - Leadership opportunities



# Professional Attributes that Encourage an Entrepreneurial Spirit

- Innovative and creative
- Accountable
- Service minded
- Inclusive
- Risk taking
- Curious

# New Skills Needed in Libraries

- Advocacy skills
- Assessment
- Communication
- Instructional design
- Project management

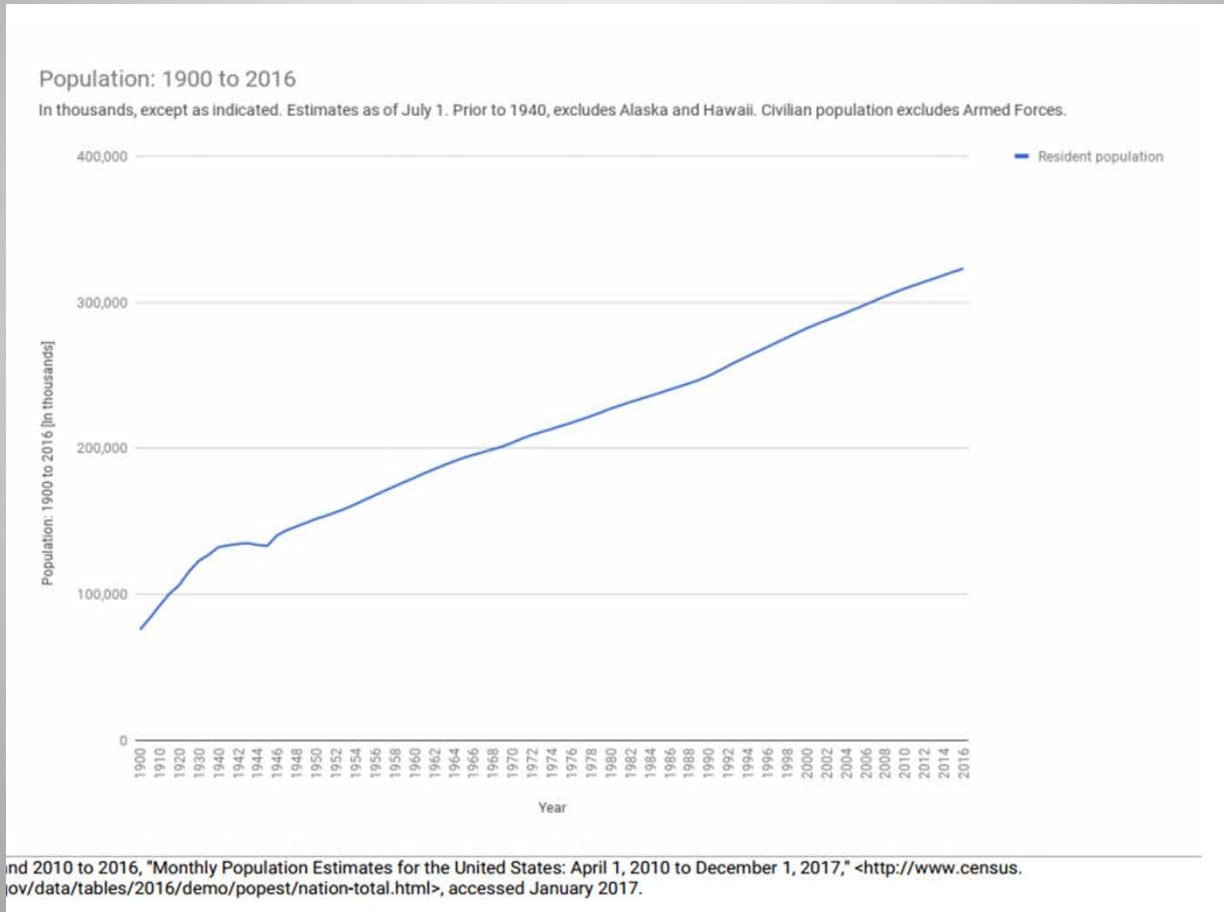
# Implications

- LIS curricula
  - Update MLS model
  - Identify future competencies
  - Experiential learning

# Education for the Entrepreneurial Librarian

- Multiple literacies
- “Making” and creative activities
- Community focus
- Facility with data
- Managing change
- Assessment

# Crossover Example



# Implications

- Professional development
  - Create opportunities for innovation
  - Share ideas

# Themes

**“Inspiration, Innovation, Celebration”**

Steven J. Bell



Librarian Entrepreneurs: Demystifying A Professional Oxymoron

**“From Vision to Implementation”**



# Themes

“Social Entrepreneurship in Action”



“Take Risks, Embrace Change”

creating communities of practice  
A new culture of professional development

**Amanda Binder**  
University of North Carolina Charlotte  
+  
**Lareese Hall**  
Massachusetts Institute of Technology

entrelib  
october 2014  
wake forest university

Innovation Program Award: Transformative Experiences

# Themes

Imagine the NEXT! 2016



*Old, New, & Borrowed – Archetypes for 21<sup>st</sup> century Library Design*

The logo for entrelib features a stylized starburst or flower-like shape on the left, composed of several overlapping, semi-transparent triangles in shades of red, purple, blue, green, and yellow. To the right of this graphic, the word "entrelib" is written in a bold, black, sans-serif font.

**entrelib**

*The Conference for Entrepreneurial Librarians*

2018 Entrepreneurial Librarians' Conference:

<http://entrelib.org/>

**Grow, Evolve, Serve!**

# Contact Us

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