

San Jose State University

From the Selected Works of Yuhfen Diana H. Wu

March 31, 2016

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

Ann Fiegen, *California State University, San Marcos*

Michael A. 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*



Available at: https://works.bepress.com/sjsu_diana_wu/28/

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

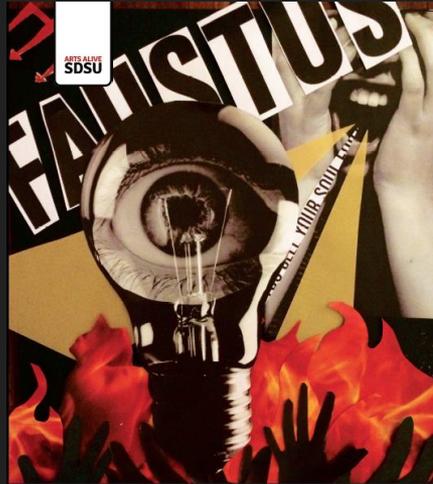
One Book, One San Diego

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.

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

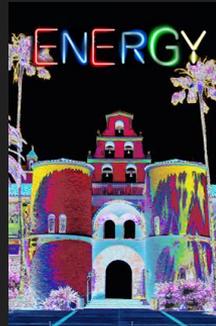
A play by
Gertrude Stein
Directed by
Peter Chinio

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)

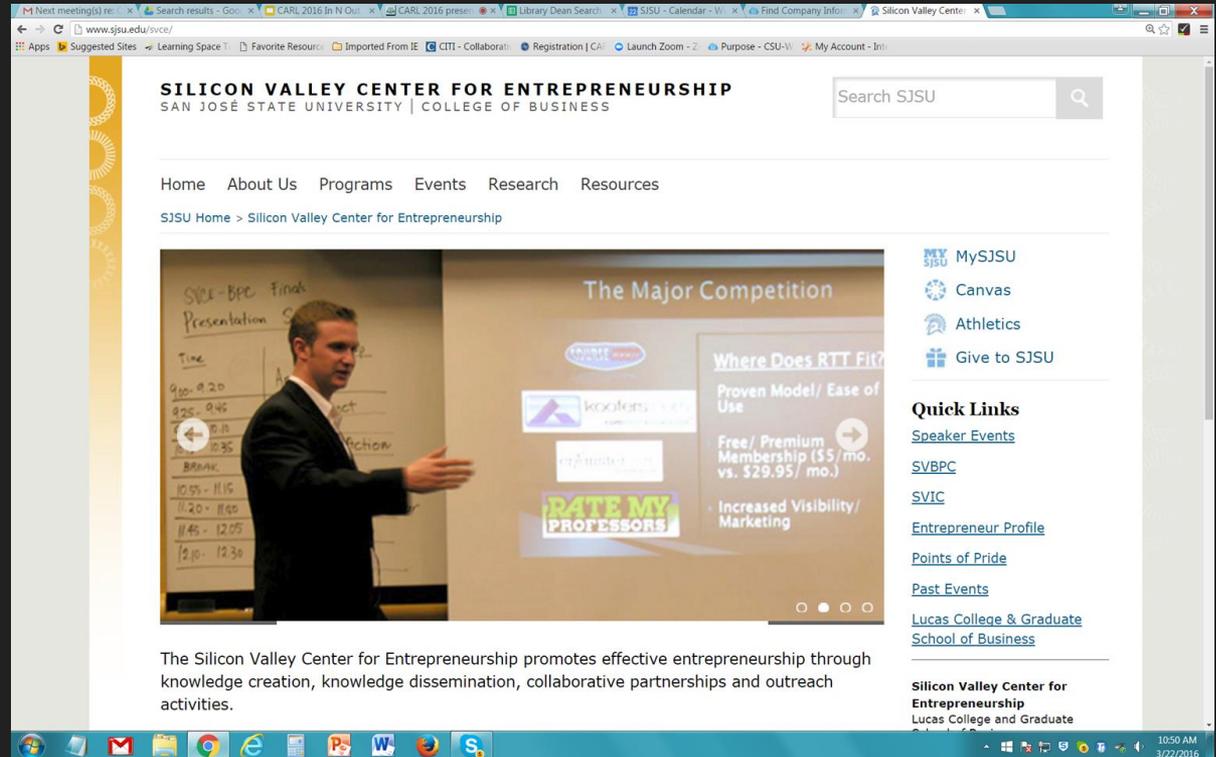
Prerequisite: Completion of GE blocks A and B4, an additional course from block B, and at least one course each from blocks C and D. Applies the marketing process to building, and developing community based programs in the surrounding Cal State LA community. Considers the role of local business, non-profits 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", "Kokofem", "mymentor", 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 Final Presentation".

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

Search SJSU

Home About Us Programs Events Research Resources

SJSU Home > Silicon Valley Center for Entrepreneurship

The Major Competition

Entrepreneur
Kokofem
mymentor
RATE MY PROFESSORS

Where Does RTT Fit?
Proven Model/ Ease of Use
Free/ Premium Membership (\$5/ mo. vs. \$29.95/ mo.)
Increased Visibility/ Marketing

SVCE-BPC Final Presentation

Time
9:00-9:20
9:25-9:45
10:00-10:30
10:35-11:00
11:05-11:30
11:35-12:05
12:10-12:30

MySJSU
Canvas
Athletics
Give to SJSU

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

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

10:50 AM
3/22/2016

Winners from 2015

Business Plans - BLU... x Past Winners | Lucas... x Edit Profile | Linked... x For tomorrow's mee... x CARL 2016 In N O... x SVBPC Home | San... x SJSU - Calendar - Vi... x Shared with me - G... x San Jose, CA - Offi... x

www.sjsu.edu/cob/svbpc/pastwinners/index.html

Apps Suggested Sites Learning Space T Favorite Resource Imported From IE CITI - Collaborati Registration | CAI Launch Zoom - Z Purpose - CSU-W My Account - Int

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 a 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

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. LIBR

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

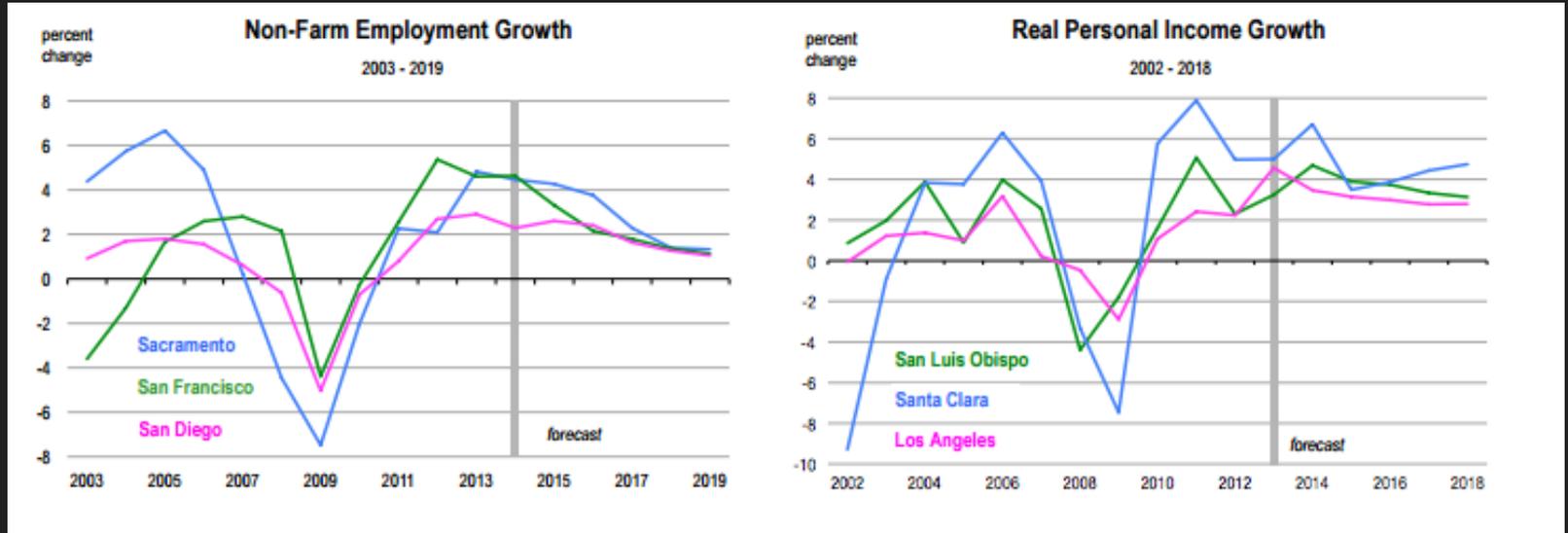


5 MINUTE BREAK



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](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 is a navigation bar with links for TRANSLATE, LOGIN, REGISTER, CONTACT US, FOR LENDERS, NEWSROOM, and SBA EN ESPAÑOL. The SBA logo is prominently displayed. Below the logo, there are two main columns of links: 'Starting & Managing' and 'Loans & Grants'. The 'Starting & Managing' column includes links for 'Starting a Business' (with sub-links like 'How to Start a Business', 'Write Your Business Plan', etc.) and 'Managing a Business' (with sub-links like 'Running a Business', 'Leading Your Business', etc.). To the right of these columns is a banner for 'Thinking about starting a business?' with a 'Follow these 10 steps' link. Below this is a featured article titled '7 Tips for Starting a Food Business' with a red background and icons of a bowl, a pot, a fork, and a plate. Underneath the article is a 'Stay Connected' section featuring a 'BLOGS:' heading and a featured post titled '6 Low Cost Ways to Test your Business...' by Caron Beesley, dated March 27, 2016. Another post titled 'Empowering Women Veteran Entrepreneurs' is partially visible. On the right side of the page, there is a yellow 'Sign up for email updates from SBA' form with fields for 'Email Address', 'Confirm Email Address', and 'Zip Code', along with 'NO, THANKS', 'ASK ME LATER', and 'SUBMIT' buttons. The browser's address bar shows 'https://www.sba.gov' and the Windows taskbar at the bottom displays the date and time as 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 header includes navigation links for SYNDICATES, STARTUPS, FUNDS, STARTUP JOBS, RECRUITING, and MORE. Below the header, 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, and a search bar with "Join" and "Log In" buttons.

Below the header, the site displays statistics: 23,157 COMPANIES, 15,423 INVESTORS, 192,166 FOLLOWERS, and 7,838 JOBS. A filter menu is visible, showing "All Locations" and "Reside in Silicon Valley" (7149) selected.

The main content area features a table of investors with the following columns: Person, Investments, Followers, and Signal. The table lists several investors with their names, titles, and associated statistics.

| 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 | 📊 |

The bottom of the screenshot shows a Windows taskbar with various application icons and a system tray displaying the time as 10:21 AM on 3/29/2016.



- ABOUT NVCA >
- ISSUES >
- NEWSROOM >
- RESEARCH >
- ECOSYSTEM >
- RESOURCES >
- MEMBER PORTAL

Funding innovation. Empowering entrepreneurs.



Search



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 |

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

Next NVCA EVENT

FBI 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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Give Back Network & Connect

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Upcoming mixers, seminars & more. →

Chamber Business Directory



Download directory here! →

Chamber Blog



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Chamber Coupons



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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 links for 'Doing Business With the City', 'Business Incentives', 'Maps & Apps', 'Data & Demographics', and 'Development Services'. The middle column lists 'Economic Development', 'Environmental Regulations', 'Greening Your Business', 'International Relations', and 'Permit Center'. The right column contains 'Planning & Development', 'Start a Business', 'Small Business Resources', 'Tax Forms & Business Permits', and 'Workforce Programs'. A central banner features a cityscape at night with the text 'Office of Economic Development'. Below the navigation, there is a 'Workforce Development' section with a mission statement and a 'Core Services' section with a link to 'Business Development'. A 'Contact Us' section provides contact information for Kim Walesh, Director of Economic Development and Chief Strategist, including phone, fax, and hours. A 'Related Links' section includes 'Community Grants', 'Street Banner Program', and 'FAQs'. At the bottom, there is a 'Regional Workforce Development' section with a link to 'SAN JOSE OFFICE OF ECONOMIC DEVELOPMENT' and a description of services. The browser's address bar shows the URL https://www.sanjoseca.gov/index.aspx?NID=194. The taskbar at the bottom shows various application icons and the system clock indicating 10:42 AM on 3/29/2016.

sanjoseca.gov

Home | City Services | Departments | Follow Us | Sign up

Search site

Office of Economic Development

Community Business Visitors Government Environment

Doing Business With the City
Business Incentives
Maps & Apps
Data & Demographics
Development Services

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

Workforce Development
Economic Development Newsroom
Super Bowl 50

Our mission is to catalyze job creation, private investment, revenue generation, and talent attraction and development.

Core Services
Business Development
Helps companies locate, expand and thrive in San José. Learn more at SJEconomy.com

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.

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](#)

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

San Jose Office of Economic Development

SAN JOSE OFFICE OF ECONOMIC DEVELOPMENT

10:42 AM 3/29/2016

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, there is a link that says "Forgot Password? Logout Out?". At the bottom of the login form, a small note reads: "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. The browser address bar displays <https://oneview.experian.com/main/#>. The navigation bar includes tabs for Profile, Plan, Administration, and Resources. A large red arrow points from the left towards the 'Study' button in the top navigation bar. Below the navigation bar, the main content area displays 'Spring 2012 NCS Adult Study 12-month Population'. On the left side, there is a search panel with a 'Search' dropdown and a list of categories: SPANISH LANGUAGE MEDIA - TOPLINE, LIFESTYLE (DEMOGRAPHICS), LIFESTYLE STATEMENTS, SEGMENTATION SOLUTIONS, COMPUTERS/INTERNET, PRINT MEDIA, CABLE/TELEVISION/RADIO, INTERMEDIA, ENTERTAINMENT/LEISURE, TRAVEL, and FOOD - DRINKING. Below the search panel, there are logical operators (OR, AND, NOT, XOR) and a 'Name:' field. To the right, there are 'Columns and Rows' panels with tables for defining data columns and rows. The main content area displays 'Spring 2012 NCS Adult Study 12-month Population'.

Choose demographics: age, gender, education, etc.

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

The interface includes a navigation bar with "Profile", "Plan", "Administration", "Resources", and "Sign Out". Below this is a toolbar with buttons for "Open", "Export", "Import SPC", "Study", "Save", "Clear", "Export SPC", "Trend", "Send To", and "Run Crosstab".

The main content area is divided into several sections:

- Questions:** A tree view on the left shows a hierarchy of questions. Under "DEMOGRAPHICS (PERSONAL INFORMATION)", the following items are selected:
 - HOUSEHOLD IS HISPANIC?
 - GENDER
 - AGE
 - RACE
 - EDUCATION - HIGHEST LEVEL COMPLETED
 - FULLPART TIME COLLEGE STUDENT CURREN
 - TECHNICAL/VOCATIONAL SCHOOL /RESPOND
- Columns and Rows:** A table on the right shows the selected columns and rows for the crosstab. The columns are "WHITE", "BLACK OR AFRICAN AMERICAN", "ASIAN", "SOME OTHER RACE", and "NOT WHITE OR BLACK". The rows are "COLLEGE - 1 FULL YEAR", "COLLEGE - 2 FULL YEARS", "COLLEGE - 3 FULL YRS OR MORE(DID NOT GRAD)", "COLLEGE - 4 YEARS (GRADUATED)", "ATTENDED GRADUATE SCHOOL - NO DEGREE", and "ATTENDED GRADUATE SCHOOL - DEGREE".

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