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

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Available at: https://works.bepress.com/sjsu_diana_wu/28/
Preconference: In N’ Out
Reaching OUT to the community from within our student body

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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
Engaged University

Common Experience: Energy, Movement
Engaged University

Community Engaged Course Required as part of GE

Community Based Social Marketing

**MKT 3950 - Community Based Social Marketing**

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
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Winners from 2015

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 Luvsantserei
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...
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

![Graphs showing non-farm employment and real personal income growth in various cities and counties, with data from 2003 to 2019 and forecasts to 2019.](image)
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

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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


Silicon Valley Angels, American Association of Venture Capitalist, Chamber of Commerce, Business Development Center/Office in the City
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
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