

8-9-2010

Business community outreach: Exploration of a new service role

Patrick Griffis

University of Nevada, Las Vegas, patrick.griffis@unlv.edu

Sidney Lowe

University of Nevada, Las Vegas, sidney.lowe@unlv.edu

Follow this and additional works at: <https://digitalscholarship.unlv.edu/libfacpresentation>

 Part of the [Civic and Community Engagement Commons](#), [Library and Information Science Commons](#), and the [Public Relations and Advertising Commons](#)

Repository Citation

Griffis, P., Lowe, S. (2010, August). Business community outreach: Exploration of a new service role. Presentation at A Reference Renaissance: Current & Future Trends, Denver, CO.

Available at: <https://digitalscholarship.unlv.edu/libfacpresentation/67>

This Presentation is protected by copyright and/or related rights. It has been brought to you by Digital Scholarship@UNLV with permission from the rights-holder(s). You are free to use this Presentation in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/or on the work itself.

This Presentation has been accepted for inclusion in Library Faculty Presentations by an authorized administrator of Digital Scholarship@UNLV. For more information, please contact digitalscholarship@unlv.edu.

explore, innovate, discover, achieve, reach, focus, grow,
inspire, celebrate, explore innovate, discover, achieve, reach,
create, learn, inspire, celebrate, explore, innovate, discover,

University Libraries

Business Community Outreach: Exploration of a New Service Role

Patrick Griffis

Sidney Lowe

UNLV Libraries

A Reference Renaissance: Current & Future Trends

Denver, Colorado

August 9, 2010

Benefits of Business Outreach

- Promotes value of library in a community
- Increases awareness of library services in a community
- Provides opportunities for external fundraising
- Connects library to other community agencies
- Increases library awareness of community services
- Provides opportunities for programming activities

Challenges of Business Outreach

- Licensed database restrictions on commercial use
- Clients accustomed to having research done for them
- Working around timeframe of busy professionals
- Resource sufficiency for meeting research needs
- Requires staff with specialized skills and high availability
- Stakes of research extremely high
- Providing reference services without expert advice

Common Concerns

- Deals with money (high stakes information)
- Demanding/impatient clientele
- Unfamiliar subject matter
- Uninteresting to many
- Too many vendors/products/formats
- Jargon rich
- Unsure where to begin
- Unique classification of information

Our Motivation for Business Outreach

- Key initiative of Libraries Advisory Board
 - Many members are prominent business leaders
- Key initiative for campus to diversify economy
 - Value proposition for funding higher education
- Economic downturn increases demand
- Growing trend for entrepreneurship & exporting

Developing Key Partnerships

- Environmental scan of community agencies that support economic development
 - Community organizations (Rotary Club)
 - Business & trade organizations (Chambers of Commerce)
 - Networking organizations: (CEO/CFO groups)
 - Entrepreneurship centers
 - Economic/business development agencies
 - State & city business agencies
 - Secretary of State

Business Outreach Activities

- Visited meetings of local CEO/CFO Group
- Visited Rotary Club meetings as guest speaker
- Visited Chamber of Commerce meetings
- Visited Small Business Development classes
- Visited Department of Commerce Exporting Seminar
- Visited workshops for business plan competitions

Business Outreach Activities

Nevada Small Business Development Center

- UNLV Libraries Small Business Information Gateway
 - Joint effort between the UNLV Libraries and the Las Vegas Nevada Small Business Development Center (NSBDC)

<http://www.library.unlv.edu/smallbusiness/smallbusiness.html>
- NxLevelL for Entrepreneurs Course
 - 13 week course on Business Planning taught by a certified instructor
 - Visit class site for instruction sessions & provide reference support
 - Students have signed up to receive information from UNLV Libraries
 - Students have been included in contact list for UNLV Libraries' Investors Circle

Business Outreach Activities

College Students

- **Governor's Cup Collegiate Business Plan Competition**
 - Sponsored by Nevada's Center for Entrepreneurship & Technology
 - Winning teams receive seed money for new business venture
 - Provide business plan workshops for UNLV student teams
 - Many teams have won first, second or third place in annual competitions
- **Financial Literacy Workshops-College Bound Students**
 - Clark County Summer Business Institute
 - UNLV Upward Bound Math & Science Programs

Business Outreach Activities

Department of Commerce ExporTech Program

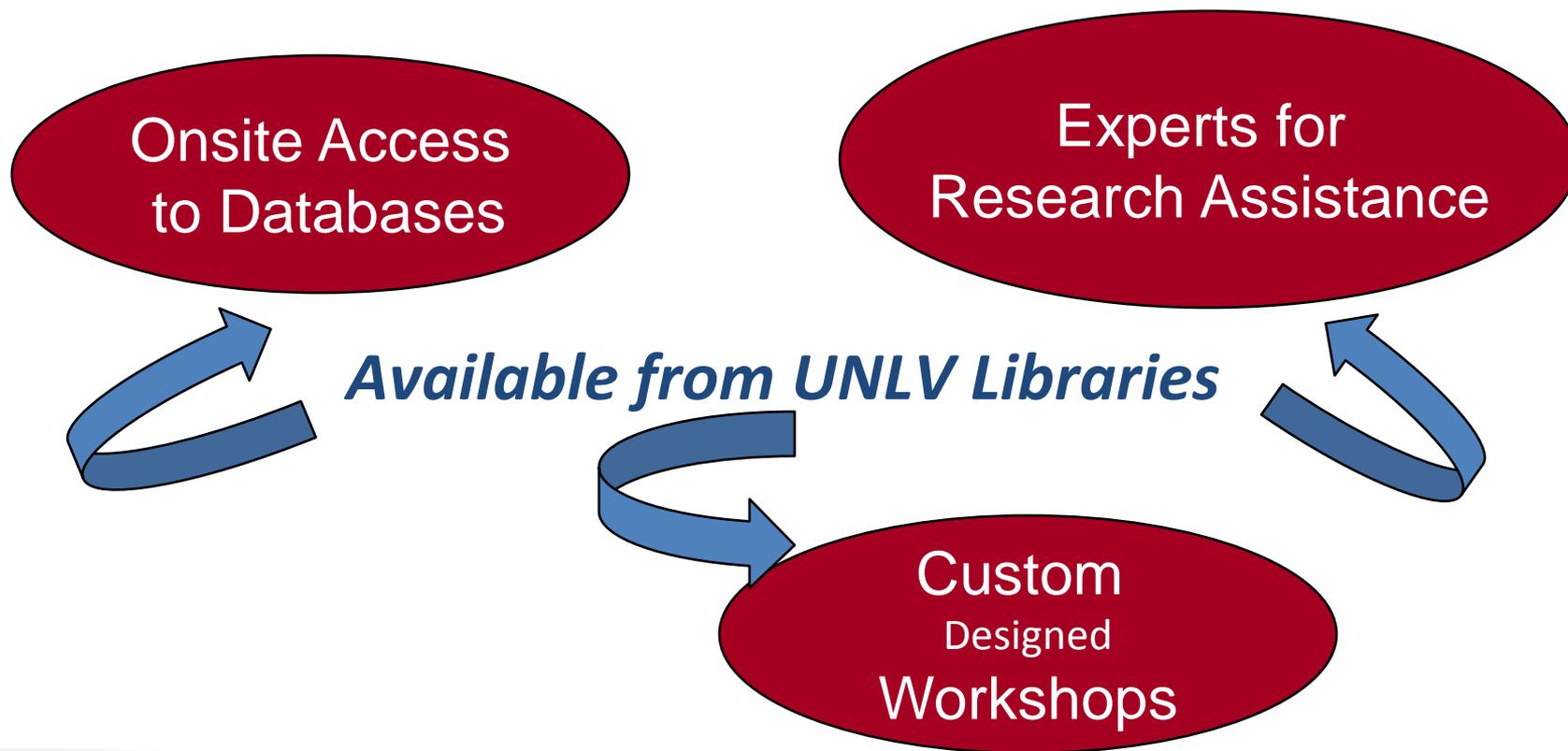
- National collaboration with Manufacturing Extension Partnership, the U.S. Commercial Service and FedEx
- Goal to help local companies develop an export plan that they can implement immediately to increase their sales
- Each company engaged a UNLV College of Business intern
- Companies and interns were invited to a research session at the library where they became familiar with UNLV resources to assist in populating export plans

Best Practices

Scenario Based Outreach Presentations

- Herb wants to open a comic book and gaming store
 - Where? Reno vs. Las Vegas
 - How will he convince a bank that there are enough customers out there for him to pay off his loan?

Our Outreach Services



Common Information Needs

- New venture creation
 - Information for business plans & funding sources
 - Assistance with patenting a product or service
- Business expansion
 - New product/service or entry into new markets
- Grant funding
- Company newsletters/continuing education sources
 - Keeping up with current trends
- Career assistance
- Personal investment research

Common Information Requested

- Company directory information
- Detailed information on a company
- Industry information
- Product information
- Investment information
- Small business/entrepreneurship information

Best Practices

Business Reference Strategy

- Identify patron's primary need/purpose/ objective
 - Start a business venture
 - Make an investment decision (Buy or Sell)
 - Develop a marketing plan
- Match need/purpose/objective with appropriate categorical list of resources
 - Bibliography of resources—readily available
 - Subject guide—readily available

Best Practices Referrals

- Develop a list of community organizations that support business start up & expansion
- Include community organizations in resources guide for business community
- Refer to experts who can provide guidance with business plans, business financing or professional investment advice

Checklist of Skills

- Company directory information
- Industry & market research reports
- Government data sources
- Investment information
- Funding sources from banks, venture capital
- Non profit funding sources: foundations, grants
- Career/vocational information

Skills Training Resources

- ALA Reference & User Services Association
 - Business 101 Course
<http://www.ala.org/ala/mgrps/divs/rusa/development/businessreference101/>
Registration Fees: \$100 for students/retirees, **\$130** for RUSA members
\$175 for ALA members, **\$210** for non-ALA members
- ALA Business Reference & Services Section
 - Core Competencies/Core Resources for Business Reference
<http://www.ala.org/ala/mgrps/divs/rusa/sections/brass/brassprotools/corecompetencies/corecompetenciesbusiness.cfm>
 - Best of the Best Business Websites (Free Resources)
<http://www.ala.org/ala/mgrps/divs/rusa/sections/brass/brassprotools/bestofthebestbus/bestbestbusiness.cfm>

Supporting Infrastructure

- Special access privileges-business user account
- Professional collaborative spaces
- Professional business research guides
- Guide of relevant free government resources
- Grant/foundation funding resources
- Career research resources
- Clearly articulated database licensing & other access restrictions (minimizing negative language)

Database Licensing Restrictions

- Commercial use restriction examples
- Remote access to EBSCO's databases is permitted to patrons of subscribing institutions accessing from remote locations for personal, **non-commercial use**. However, remote access to EBSCO's databases from non-subscribing institutions is not allowed if the purpose of the **use** is for **commercial** gain through cost reduction or avoidance for a non-subscribing institution.
- **Rights and Permissions**
 - [1] Columbia University has provided access to these materials for educational and research purposes only.
 - [2] The University does not authorize any **use** or reproduction whatsoever for **commercial** purposes.

Keeping Them In The Loop

- Tell the library story in interactions
 - Have information packets available at the ready
- Include business community patrons in mailing lists
 - To send updates, newsletters and other communiqués
 - To send fundraising materials

Ask them to share their library experiences with library stakeholders and peers

How to Demonstrate the Value of Business Community Outreach Services

- Track interactions (anonymously) to provide an account of outreach activities to administrators
- Publicize initiatives (newsletters, newspapers)
 - Emphasize impact on business community
 - Include personal accounts of patrons
- Encourage patrons to share experiences with library stakeholders and peers

Contact Information

- Patrick Griffis

Business Librarian

patrick.griffis@unlv.edu

702-895-2231

- Sidney Lowe

Head, Research & Information

sidney.lowe@unlv.edu

702-895-2134