



Take Risks, Embrace Change

The Conference for Entrepreneurial Librarians

Winston-Salem, North Carolina – October 17, 2014

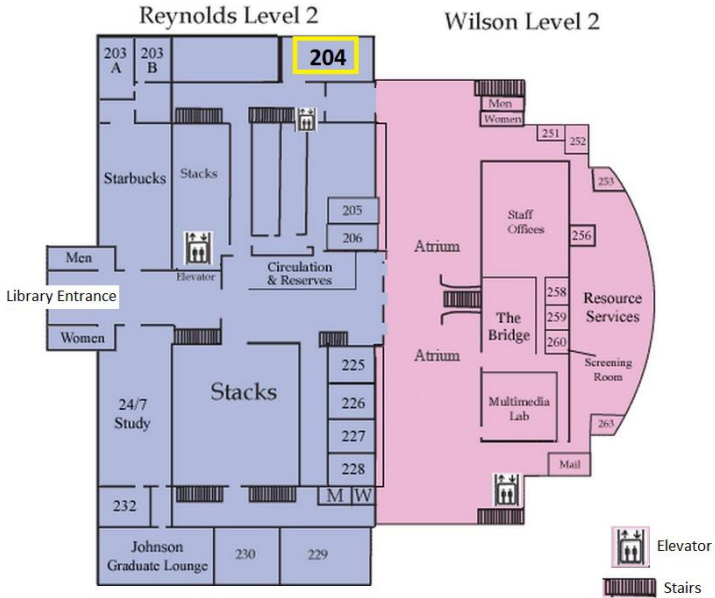


THE UNIVERSITY of NORTH CAROLINA
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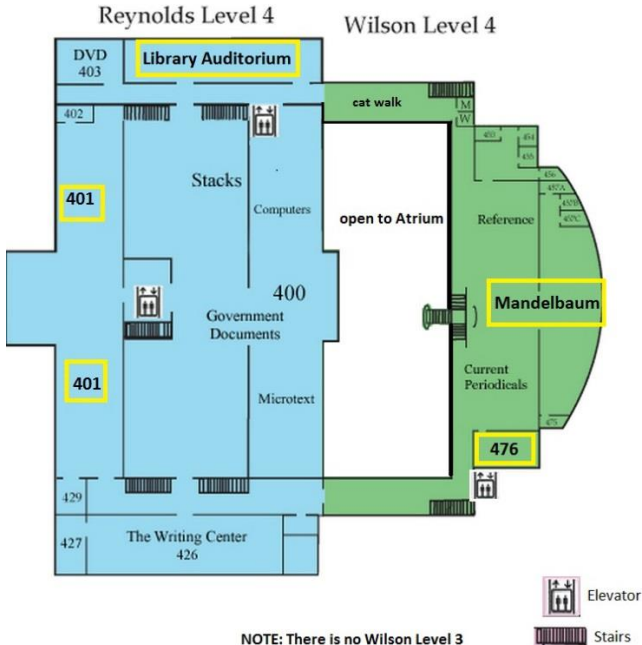


WAKE FOREST
UNIVERSITY

Map of conference facility



NOTE: There is no Wilson Level 3



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Welcome!

About the conference:

Building on the success of previous conferences, the fourth Conference for Entrepreneurial Librarians will explore how librarians exhibit entrepreneurship by taking risks and implementing change. The conference goal is twofold: to inspire entrepreneurial action among librarians and to create a community among those who do.



This year the conference is collaborating with the *Journal of Library Innovation* which will publish selected conference papers in a theme issue.

Our first three conferences were held in June, 2009; March, 2011; and April, 2013. 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: #entrelib14)

Facebook: Entrepreneurial Librarian

Conference organizers:

Wake Forest University, Z. Smith Reynolds Library

James Harper, *Head of Interlibrary Loan and Document Delivery*

Mary Beth Lock, *Director of Access Services*

Mary Scanlon (co-chair), *Research and Instruction Librarian for Business and Economics*

The University of North Carolina at Greensboro University Libraries

Kathryn Crowe, *Associate Dean for Public Services*

Mike Crumpton (co-chair), *Assistant Dean for Administrative Services*

David Gwynn, *Digital Projects Coordinator*

The Journal of Library Innovation

Pamela Jones, *Managing Editor, Medaille College*

David Schoen, *Articles Sections Editor, Niagara University*

We would like to thank our deans for supporting this conference

Lynn Sutton, *Dean, Z. Smith Reynolds Library, and Vice Provost, Wake Forest University*

Rosann Bazirjian, *Dean of University Libraries, The University of North Carolina at Greensboro*

Conference Schedule and Presentations

8:45-9:15 REGISTRATION AND BREAKFAST (OUTSIDE ZSR AUDITORIUM)

Coffee and light breakfast sponsored by McFarland Publishing.

9:15-9:30 WELCOME (ZSR AUDITORIUM)

Dr. Lynn Sutton, Dean, Z. Smith Reynolds Library and Vice Provost, Wake Forest University.

9:30-10:30 OPENING KEYNOTE (ZSR AUDITORIUM)

Cross-Disciplinary Entrepreneurship: Opportunities for Librarians in the 21st Century

Dianne H.B. Welsh

Dianne H.B. Welsh is the Hayes Distinguished Professor of Entrepreneurship and Founding Director of the Entrepreneurship Program at The University of North Carolina Greensboro. This includes the Entrepreneurship Cross-Disciplinary Program and the North Carolina Entrepreneurship Center (Founder and Director, 2009-2011). She has previously founded two entrepreneurship programs and centers.



Dianne is a recognized scholar in family business, international entrepreneurship, and franchising and has seven books and over 150 publications. Her new book, *Creative Cross-Disciplinary Entrepreneurship*, published by Palgrave-Macmillan, is available December 2014. She is the Chair for the Technology and Innovation Management Division of the Academy of Management with 2,700 members and has served as President of the U.S. Association for Small Business & Entrepreneurship and the Small Business Institute.

Dianne is a Fellow in the Family Firm Institute and a Certified Family Business Counselor as well as a Fellow in the U.S. Association of Small Business & Entrepreneurship. She served as a Presidential Appointee to the USAF Academy and the Defense Advisory Committee for Women in the Services (DACOWITS). She is the Fulbright-Hall Distinguished Chair for Entrepreneurship in Central Europe at WU (Vienna University of Economics and Business) in the spring of 2015.

10:30-10:45 MORNING BREAK

Innovation Program Award: Transformative Experiences

Rosann Bazirjian

Dean of the University Libraries, University of North Carolina at Greensboro

This panel presentation will describe and assess the effectiveness and success of a library Innovation and Program Enrichment Grant started in 2010. Past grant awardees will describe their projects and experiences and analyze their accomplishments.

Location: ZSR Auditorium

Creating Communities of Practice: A New Culture of Professional Development

Amanda Binder

Social Sciences Librarian, J. Murrey Atkins Library, University of North Carolina at Charlotte

Lareese Hall

Architecture and Art Librarian, MIT Libraries

One group of librarians at UNC Charlotte is rethinking professional development through collaboration and the creation of communities of practice.

Location: ZSR Mandelbaum Reading Room (4th Floor)

Transforming an Academic Library from a Traditional Service Model to Community Partner

Julie Leuzinger

Department Head, Eagle Commons Library, University of North Texas

A branch library is transformed from a traditional research library to a resource hub for students, faculty, and the extended community, with a focus on unique services and community engagement.

Location: ZSR Classroom 476

What Motivates Makers? The Inspirations of Library Makerspace Creators

John J. Burke, MSLS

Library Director & Principal Librarian, Miami University Middletown

Learn from a study of makerspace creators on how to create a library makerspace, and how their experiences can inspire your own risk-taking and innovation.

Location: ZSR Classroom 204

Lean Entrepreneurship in Your Library

Mark Bieraugel

Business Librarian, California Polytechnic State University

Launching something new in your library is perilous. By applying lean entrepreneurship principles you reduce time to launch and decrease the money spent on the project.

Location: ZSR Auditorium

A New Collection Development Culture: Focusing on Individual Faculty

Sharon Holderman

Coordinator of Public Services, Angelo & Jennette Volpe Library, Tennessee Technological University

Tennessee Technological University's library used allocations and departmental liaisons for collection development, but this created barriers and problems. The MyLibrarian program replaced these methods with great success.

Location: ZSR Mandelbaum Reading Room (4th Floor)

Pictures at an Exhibition: Fenwick ~~Hallway~~ Gallery

Jenna Rinalducci

Art & Art History Liaison Librarian, and Jamie W. Coniglio, Head, Fenwick Library Research Services

Fenwick Library research librarians seized opportunities to craft exhibit space in the Library's main entrance/exit corridor. Adventures in management, partnerships and lessons learned will be presented.

Location: ZSR Classroom 476

When a Veteran is a Novice: A New Constituency and A New Opportunity

Diane K. Campbell, MLIS, MBA

Associate Professor-Librarian, Moore Library, Rider

A librarian will be teaching veterans (the new constituency) business research and will discuss the planning, execution and the lessons learned from developing this workshop.

Location: ZSR Classroom 204

12:30-1:30 LUNCH (ROOM 401)

Conference attendees will have an opportunity to break into birds-of-a-feather groups and discuss various topics of interest.

A birds-of-a-feather session, is an informal meeting, where the attendees group together based on a shared interest and carry out discussions without any pre-planned agenda. Please enjoy your lunch with the group formed by the topic you identified earlier or appeals to you the most.



1:30-2:00 POSTER SESSION (OUTSIDE ZSR AUDITORIUM)

Making a "Makerspace" at UNCG

Armondo Collins and Laath Martin, University of North Carolina at Greensboro

Using the READ Scale to Re-envision Training for Reference Graduate Student Workers

Bridget Farrell, Auburn University

How much will it cost? Modeling Demand Driven Acquisition

David Hills, George Washington University

Onyxelle Magazine: A Model for a New Way to Engage with Patrons

Nicole Nichols, University of North Carolina at Greensboro

University Libraries + Campus Partners + Students = A Financial Literacy Investment

Jordan Nielsen, University of Arkansas

Innovate at Your Library with Business Model Generation

Bettina Peacemaker, Virginia Commonwealth University

The Secret to Building an Intrapreneurial Organization**Leo Lo***Business Librarian, California Polytechnic State University*

This presentation will discuss how libraries can benefit from understanding intrapreneurship, and how to build a supporting environment for intrapreneurial librarians to flourish.

Location: ZSR Auditorium***“Crossing the Tracks”: The Academic Library as Social Justice Advocate*****George W. Loveland***Director of Hackney Library, Barton College*

This session will describe a local oral history and service learning project at Barton College, and show how it might function as an incubator for social change.

Location: ZSR Mandelbaum Reading Room (4th Floor)***Creating the Ethereal Library: Thinking Creatively When You Have No Space To Think*****Corey Seeman***Director, Kresge Library Services, Ross School of Business, University of Michigan*

How do you go from a full service library to one with only space for staff? Learn how the Kresge Business Library at The University of Michigan made the transformation to an ethereal library.

Location: ZSR Classroom 476***Student Financial Education Center: A Library/Student Startup for Financial Literacy*****Lauren Reiter***Business Liaison Librarian, Schreyer Business Library, Penn State University*

This presentation covers how Penn State University Libraries teamed up with students to develop and implement a peer-to-peer solution to the campus financial literacy problem.

Location: ZSR Classroom 204

Light snacks provided.

Embracing Change: Metamorphosis, Players Coach and Flexing in the Right Direction**Marcy Simons***Organizational Development Librarian, University of Notre Dame*

This session will share the components of a successful change initiative, including how to find and champion the change agents who will help you lead and influence the change in positive ways.

Location: ZSR Auditorium

Entrepreneurial Collaboration: Multiple Perspectives and One Replicable Research Path**Tatiana Pashkova-Balkenhol***Undergraduate Research and Instruction Librarian, McNairy Library, Millersville University***Elizabeth Kocevar-Weidinger**

Curious about a semester-long collaboration with faculty and students applying multi-disciplinary lenses to information literacy and user-centered database design in the corporate world? Join us!

Location: ZSR Mandelbaum Reading Room (4th Floor)

Green to Green: How a Sustainable Model for Library Sales Generates More Than Cash**Mindy Reed***Managing Librarian, Bookstore Manager, Recycled Reads, the Austin Public Library's used bookstore*

Creating an entrepreneurial model of resale, reuse, repurpose and recycle thus fostering public awareness of sustainability, green librarianship and zero waste while raising funds.

Location: ZSR Classroom 476

Many Teens, Few Options: Introducing Chromebooks in a Public Library Setting**Jill Wagy***Technology Management Administrator, Durham County (NC) Library*

This presentation will offer an overview of the introduction of Chromebooks. The session will cover purchasing, administering, setting up, circulation and how it is working.

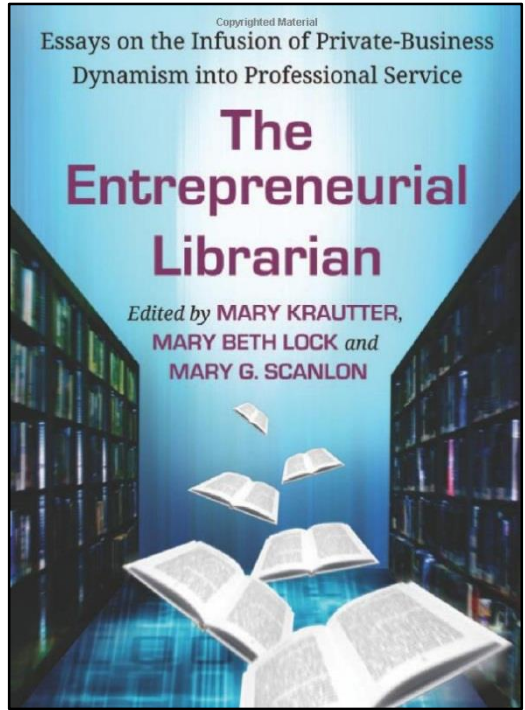
Location: ZSR Classroom 204

Of interest

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.”



Available from McFarland:

www.mcfarlandpub.com/book-2.php?id=978-0-7864-6468-5

\$55.00

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McFarland



THE UNIVERSITY *of* NORTH CAROLINA
GREENSBORO

Entrepreneurship
Cross-Disciplinary Program





LIBRARY INNOVATION

The Journal of Library Innovation (JOLI) is a peer reviewed open access journal. Its mission is to disseminate research and information on innovative practice in libraries of all types.

JOLI publishes original research, reports on innovative practices, literature reviews, case studies, and book, conference and product reviews. The journal also welcomes provocative essays that will stimulate thought on the current and future role of libraries in an Internet Age.

The Journal of Library Innovation is a sponsoring partner of The Conference of Entrepreneurial Librarians and will be publishing a selection of papers presented at the conference.

www.libraryinnovation.org

