Bridge Building with Community Networks

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Greater Than the Sum of Our Parts: Bridging Cultural Divides
A Changing Community

Source: 2000 and 2010 US Census; 2017 American Community Survey (factfinder.census.gov)
Coppell Vision 2030

• Welcome new residents
• Understanding cultural traditions and values
• Interaction between new and long-term residents
Library Strategic Plan 2017-2020

- Gathering place
- Reflect growing diversity of community
- Partnerships
Vision 2040

- Community of Learning
- Inclusive Community Fabric
- Preserve “Community Oasis”

#OCLCLibraryFutures
OF + BY → FOR

www.ofbyforall.org
Cultural Committee
NEW RESIDENTS

NEW PROGRAMS

“that’s not for me”
NEWCOMERS  LONG-TIMERS
City Events

Library Programs

Cultural Fair

Human Library

Meet Your Neighbor

#OCLCLibraryFutures
In The Works

• LOE collections
• Customer service
• Community network building
• Committee name
Thank you

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Make Your Library an Indispensable Part of the Entrepreneurial Community

MITCH WINTERMAN, MLIS
UNIVERSITY OF NEVADA, RENO
Mitch Winterman
Business and Economics Librarian
University of Nevada, Reno
Mitch Winterman

• Came to Librarianship later in life
  – Entrepreneur with several Startups (some successful others…not)

• Started as a Public Librarian
  – Helped with resumes
  – Provided assistance with job seekers

• First academic job was in business librarianship
  – Joint-use library
  – Assisted business students, faculty, and entrepreneurs
    • Banana Wave
Why Libraries?
The primary reason startups fail is due to a lack of market research (Investopedia, 2018)

Over 20% of startups fail within their first year! (BLS, 2017)
What’s in it for my library?
Impact

• Type of Library
  • Mission – Community Catalysts!
    • Community outreach

• Increased Usage
  • Showcase library resources
  • Provide timely support
  • Prove library’s worth

• Build Network
  • Partnership opportunities
  • Increase donor support
  • Improve community awareness

• Economic Development
  • Community growth and development
  • Increase jobs
  • Increased need for education/re-education

• Employee Satisfaction
  • Opportunity/Challenge
  • Employee engagement
    • Change of scenery
    • Work with diverse patrons
  • Learn valuable new skills
    • Intellectual property
    • Market research
    • Competitive intelligence
    • Outreach!

#OCLCLibraryFutures
1 MILLION CUPS
CAFFEINATED BY KAUFFMAN LABS

CAFFEINATE YOUR COMMUNITY AT
www.1millioncups.com
GROWING COMMUNITIES, CUP BY CUP

1 Million Cups’ expansion is symbolic of the growth of entrepreneurial ecosystems across the United States.

NUMBER OF COMMUNITIES

<table>
<thead>
<tr>
<th>Year</th>
<th>Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>2</td>
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<tr>
<td>2013</td>
<td>23</td>
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<td>2014</td>
<td>66</td>
</tr>
<tr>
<td>2015</td>
<td>77</td>
</tr>
<tr>
<td>2016</td>
<td>103</td>
</tr>
</tbody>
</table>

TOTAL ATTENDEES NATIONWIDE since 2015

- Today: 23,000+
- 2016: 21,330
- 2015: 9,442
• Attend live presentations at your local chapter
  • Be an active participant
  • Ask questions and network
• Offer to help as a community organizer
  • Each chapter needs 7-10 organizers
  • Lots of roles including some behind the scenes (great for shy librarians)
• Offer space to host
  • Libraries make great meeting places
  • Can watch a livestream of weekly event as many chapters broadcast their meetings via YouTube or other streaming service
• Start a chapter in your community
  • Well organized with lots of backend support including playbooks and personnel to help get a new chapter launched

#OCLCLibraryFutures
- Centralized source for entrepreneurial events
- Over 130 US communities
  - 100’s more across the world
- Post the library’s events
- Attend events from other organizations
- Volunteer to curate your community’s digest!!!
  - Ensure events are educational, informative, provide networking, etc.
- Write the weekly digest post, emailed to the whole community
• SBA – Small Business Administration
  • Government organization that helps individuals plan, grow and fund their businesses
  • Most known for administration of SBA loans
• SCORE – Service Corps of Retired Executives
  • Staffed by volunteers
  • Provide resources, guidance, and mentorship
  • Hold workshops up to multiple times per week
  • Assign individual mentor(s) to business owners
• SBDC – Small Business Development Centers
  • Often housed in Universities and economic development agencies
    • Staff often includes student workers
  • Provide individualized consulting and training
  • Often have paid multi-week programming (e.g. NXLevel)
Other Academic Related Opportunities

• Technology Transfer Offices
  – Part of most major academic institutions
  – Provide guidance on commercialization of intellectual property

• Lifelong Learning Centers
  – Often affiliated with a university
  – Serve retired learners

• Business Plan/Pitch Competitions
  – Assist with organization
  – Provide help to competitors
  – Need Judges
Local Opportunities
Thank you

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