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Entrepreneurship in Libraries

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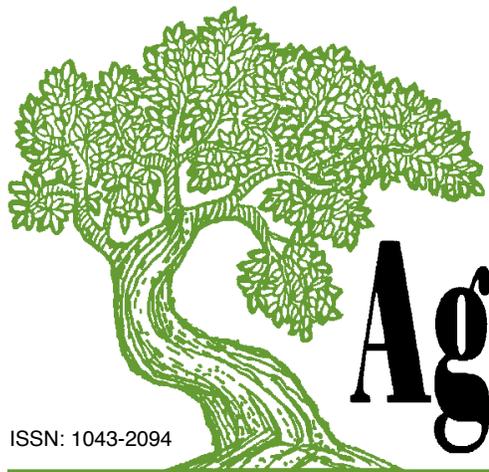
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Against the Grain

“Linking Publishers, Vendors and Librarians”

ISSN: 1043-2094

Entrepreneurship in Libraries

by **Rosann Bazirjian** (Dean of University Libraries, The University of North Carolina at Greensboro, P.O. Box 26170, Greensboro, NC 27402-6170; Phone: 336-334-3418; Fax: 336-334-5399) <rosann_bazirjian@email.uncg.edu>

I am so happy to be serving as the Guest Editor for the September issue of *Against the Grain*. This is a great opportunity for me to focus your attention on a conference held in partnership between the **University of North Carolina at Greensboro** and **Wake Forest University** titled *Inspiration, Innovation, Celebration: an Entrepreneurial Conference for Librarians*. (see Website for the conference at: <http://blog.zsr.wfu.edu/iic/>) I have chosen six papers from the conference to highlight in this issue. You will also see a summary of the conference by **Kimberly Lutz**, the Assistant Director for Communications and External Relations at the **University of North Carolina at Greensboro** in the **And They Were There** section of this issue. The conference was held on June 3-4, 2009 on the beautiful campus of the **University of North Carolina at Greensboro**.

My interest in holding this conference actually stems back to 2006 with the publi-

cation of the **Kauffman Foundation** report titled: *Entrepreneurship in American Higher Education*. That’s what prompted the first notion of a library entrepreneurship conference in my mind. That report focused on why entrepreneurship matters to American higher education, and on the need to make entrepreneurship a legitimate subject in American undergraduate education. The panel said that an “academic culture animated by entrepreneurial values not only enhances innovation in research, it also creates a comprehensive educational climate for students.” But, it did more for me than that.



The report kept referencing entrepreneurship as a transformative, creative and innovative process — one that sustains value and encourages risk takers. The panel indicated that “entrepreneurship merges the visionary and the pragmatic. It requires knowledge, imagination, ingenuity, perception, prac-

ticality, persistence, and attention to others.” “Unavoidably,” they said, “entrepreneurship is an exercise in social responsibility.” That’s when it hit home. In my mind, they were describing libraries and everything that we have been doing, are currently doing, and plan to continue doing in the future. We are the pragmatists blended with the innovators, and we have a broad sense of social responsibility. In my mind, librarians are one of the most innovative groups of professionals that I can think of. But, unfortunately, we are not thought of as entrepreneurial outside of our profession. Hence, this conference was a way to celebrate what we have done and to learn from each other about what else we can be doing — and to tell the world that we’re out here!

In this issue, one of our keynote speakers, **Steven J. Bell**, writes about ways to tap into

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If Rumors Were Horses

So much has happened this summer that it’s hard to remember it all! But here is a beginning!

Times are tough. But they are getting better for all of us! Several of our long-time colleagues are out of work. Help is needed! **Adam** the fabulous **Chesler** <adam.chesler@cox.net> once of **Kluwer** and **ACS** is looking. **John** the perfect bookseller **Riley** <jdriley@comcast.net>, once of **Eastern Book** is looking. **Danny** will never give up **Overstreet** <danny.overstreet@gmail.com>, once of **OCLC** is looking. **Martin** the creative **Marlow** <martinmarlow@hotmail.com> once of **Atypion** is looking. Many of these people, like **Martin** have set up consulting businesses. More power to all of them!

It was great to hear that **Xan Arch** <xanadu@stanford.edu> got

a suggestion for her column title for *ATG!* Thanks, everyone! But **Xan** tells me that her column title was an inspiration from her new fiancé — **Mike Camacho**, a software engineer. **Under the Hood**, see this issue, p.8.

Speaking of **Xan**, she is helping greatly with the **Charleston Conference** remotely and is hoping to spend some time this fall interning for **Harrassowitz** for four weeks and **Casalini** for one week.

Speaking of the **Charleston Conference**,

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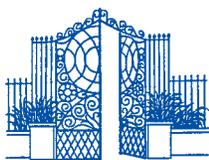
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Pelikan's Antidisambiguation

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Remember: our students didn't make the library the way it is — we did. It is we who tell them, "You want Psychology? That's not here. This is the Social Sciences Library. Psychology is in the Education and Behavioral Sciences Library. That's two floors up. Next, please...."

Honestly now: do we recognize how difficult it is becoming to convince those coming into our profession that things are the way they are for good reasons?

For that matter, have we noticed the burgeoning application of the information sciences in the world outside of the confines of the Library itself? Some of our MLIS folks are heading out of the libraries and into the larger world: some after a taste or two too many of the reception they receive at the hands of the water

buffalos, comfortable and content to chew their cud in the academy, others directly from library school. How are we going to get the best into the libraries and then keep them there?

I usually write and speak about emerging technologies. Here I have chosen instead to point to aspects of human behavior — our human behavior — that likely are impervious to influence from external factors such as emerging technologies. I assure you, in the strongest possible terms, that the most fundamental challenges we face do not involve technology. Technology is a blackboard, a piece of chalk, a lectern. The real question is; what are we going to say?

Please. What good does it do to cite primarily external factors to explain the strategic picture facing us today?

And finally, to what may we correctly point as signifiers of the seriousness with which we face the future and its challenges? 🦋

tucky. He writes about many innovative approaches to fund raising and their effort to transcend the transcription of oral history interviews to take it to new heights. **Adam Corson-Finnerty** focuses on ways to generate income in academic libraries. He talks about the importance of income-producing activities and long term business plans for sustaining new projects. **Anita Norton** writes of a way that the librarians at **Johns Hopkins University/Excelsior College** increased the use of services and resources through course

Rumors

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Endeca search engine. FRBRized organization of searched titles will allow libraries to see metadata for both print and electronic versions of books, including those available from the **MyiLibrary** platform. Identified orders can then be ordered directly through **Collection Manager**, or from the library's order system, based on data downloaded from **Collection Manager**. "This is a significant moment for Blackwell," stated **Andrew Hutchings**, company CEO. "Our goal has been to be a true marketplace for eBooks." **Rich Rosy**, Vice President and General Manager, **Ingram Library Solutions** said, "We're pleased to have entered this arrangement with Blackwell. Working with them significantly broadens the base of worldwide library customers who will now have access to Ingram's growing eBook collection. We welcome their partnership."

[http://digital@blackwell.com](mailto:digital@blackwell.com)

<http://www.talktoingram.com>

Speaking of Chicago, had a delightful glass of wine with **John Dove** <johngdove@gmail.com> of **Credo Reference** and **Mary Kay Jezzini** <mary.kay@ix.netcom.com>, one of my favorite people in the world. Did you know that **John** is a pianist which I used to be in another life. We had fun discussing a recent article in the *Wall Street Journal* (Feb. 28, 2009) ("Sound of One-Hand Playing: Ravel's challenging 'Concerto Pour la Main Gauche'" by **Benjamin Ivry**. Apparently the Austrian pianist **Paul Wittgenstein** (brother of the philosopher **Ludwig Wittgenstein**) lost an arm fighting in World War I and commissioned several pieces for the left hand only. Anyway, we also ended up talking about our first dates! Not sure what we had been drinking but it made for great conversation!

<http://online.wsj.com/article/SB123578269271998201.html>

And, coincidentally, noticed the interview with John in *Library Journal* ("The Concept of Credo," by **Mirela Roncevic**) which is fun to read. John's mother was a library researcher for *Encyclopaedia Britannica* of all things! Talk about synchronicity!

<http://www.libraryjournal.com/article/CA6678568.html>

Getting back to *Library Journal*, most of us know that **RBI (Reed Business Information)** has put **LJ, SLJ, and PW** up for sale in addition to 50 other titles. This happened in 2008 as well but **RBI** pulled out of the plan when they could not get the price that they wanted. Reportedly,

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Entrepreneurship in Libraries

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the inner entrepreneur in order to deliver fantastic library experiences for our users. He defines librarian entrepreneur and speaks about the connection between innovation and creativity to entrepreneurship. **Doug Boyd** focuses on the phenomenal work being undertaken at the **Louis B. Nunn Center for Oral History** at the **University of Ken-**

integration into online courses. She writes about how important it is to collaborate with course developers and instructional designers. **Michael Crumpton** writes about how to turn your library "green" and to make a difference within the larger university and community context. **Jennifer Calvo** writes about how **North Carolina State University Libraries** raises the awareness of the Libraries' late night hours and services through its **Learning Commons**. 🦋

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