Fostering Entrepreneurship at the Library Through Technology

2018 Long Island Library Conference
Thursday, May 3rd
9:00am

Hello!

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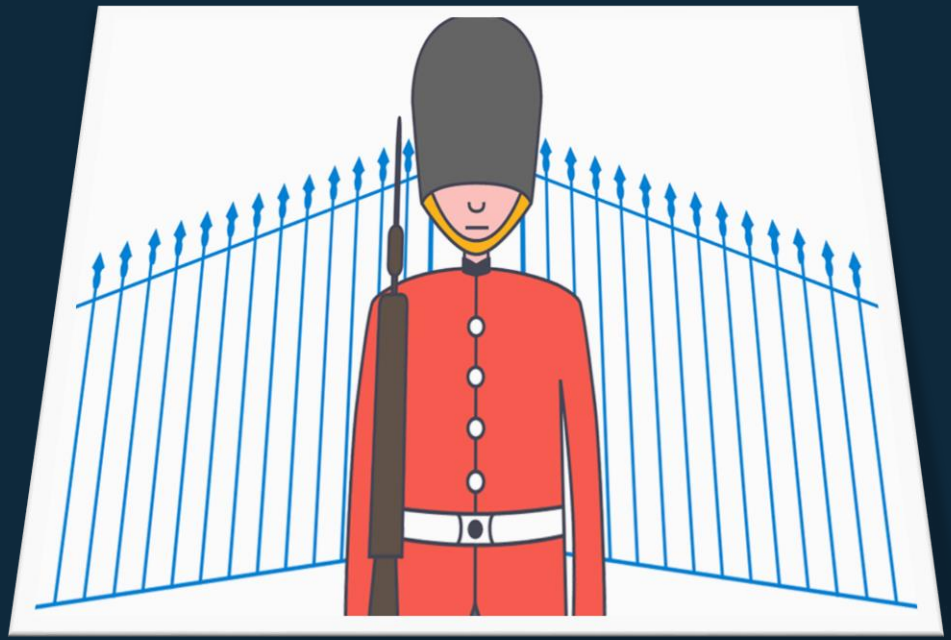
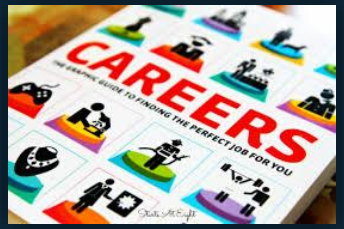
Libraries are Gatekeepers



What Libraries have Fostered

EMPLOYMENT COUNSELING

RESUME WRITING



CAREER MATERIALS

"HOW TO" CLASSES

SCORE
Counselors to America's Small Business

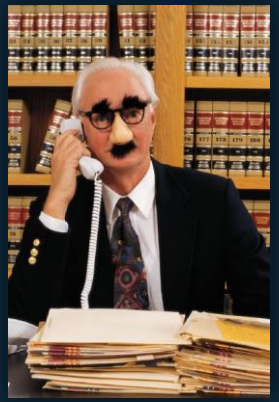
SCORE SMALL BUSINESS COUNSELING

ebay Etsy

CLASSES ON EBAY & ETSY

What Libraries have not Fostered

PSYCHIC READINGS IN PERIODICALS



LAWYERS SETTING UP AN OFFICE IN THE STUDY ROOMS

FAST FOOD RESTAURANT HOLDING JOB INTERVIEWS IN QUIET STUDY

Trends

Gig Economy:

"A labor market characterized by the prevalence of short-term contracts or freelance work as opposed to permanent jobs.”

-Dictionary.com

Side Hustle:

"A way to make some extra cash that allows you flexibility to pursue what you're most interested in. It can also be your true passion – a chance to delve into fashion, travel or whatever it is you care about the most without quitting your day job."

-Entrepreneur Magazine

2017 Job Seeker Nation Study

Finding the Fault Lines in the American Workforce

25%

Percentage of workers with a 2nd source of income.

I am a glamorization of the “side hustle” & gig economy!
lyft

54%

Percentage who carry a 2nd source of income out of necessity.

I am an over-dramatization of working 3 jobs in a constant struggle to survive.

Let’s examine things more closely…

35%

Freelancing

11%

Baby-sitting / Dog-sitting

7%

Etsy Shop

12%

Prevalence of Etsy use in families with children.

30%

Percentage of millennials who have started a side-business.

...ENTER MAKERSPACES

Blending maker technology with entrepreneurs that want to use the technology...

Vibrant MakerSpaces

TECHNOLOGY:

- Filament 3D printers
- Resin 3D printers
- Laser engravers
- Robotics and drones
- Sewing machines
- Sound recording
- Video recording
- Green screen
- Digital art
- Adobe suite of software
- Tablets and computers
- ***So much more!***

Vibrant MakerSpaces

FUNDING

- Have a plan
- Prices are falling
- Do more with less
- NYS Bullet Aid
- Grant writing
- Use Twitter!
- Manufacture beta-testing
- Lobby your Administration
- Speak to Friends of the Library or Library Foundation
- Community Donations

Vibrant MakerSpaces

EVER CHANGING RECIPE FOR SUCCESS

- **Attitude** - enthusiastic staff
- **Staff training** - sometimes on the job
- **Smart policies** - a delicate balance
- **Equipment** - choosing what works for your patrons

MakerSpaces are People, Ideas, Learning & Tons of Failure

STAFF

The most important component to any makerspace is a ***staff that is motivated, excited, and enthusiastic.*** Without staff "buy in", these spaces will become wastelands of space and resources. Staff don't have to know tech, only the desire to learn as they go.

EQUIPMENT

The concept of makerspaces in a library setting now means ***blending*** what we have always done technology-wise with maker / builder technology + staffing / training.

FAILING FORWARD

As makerspaces progress ***there has to be a culture of learning from failure and not shrinking from it.*** "Failing Forward" is a teachable moment. What went wrong and how do you correct the issue. Failing is only one step closer to success.

Administrative “Buy In”

Administration is a partner in everything we do and MakerSpaces are no exception.

- Board Support
- Director & Assistant Director Support
- Selecting a leader that has the “Vision”
- Space
- Funding
- Flexibility

Types of MakerSpace Users

Now that you have the perfect MakerSpace, who will you encounter?

Types of MakerSpace Users

CREATIVE

This person is curious and wants to learn and try making something. This is the most common type of user.

Types of MakerSpace Users

REPLICATOR

This person has an item that is broken, the item is no longer for sale and would like to scan and replicate the item.

Types of MakerSpace Users

PROTOTYPER

This person has an idea for a new product, and has a design that they would like to render in 3D.

Types of MakerSpace Users

ENTREPRENEUR

This person has a product that they would like to prototype and then, once developed, would like to sell the design (either in the marketplace or to a manufacturer).

Types of MakerSpace Users

ABUSER

This person has an idea for a product, would like library staff to develop the idea into a physical product and then compel the library to mass produce the item, essentially turning the library into their manufacturing facility.

Makerspaces Change the Fostering Model

WE ARE A LAB OF IDEAS, NOT A FACTORY!

Points of friction & Policy Considerations

Intellectual Property Concerns

Ex: A Patron using CAD software for prototyping may be concerned about idea theft.

Can you / should you guarantee privacy? Are you saving files? Are you printing on the public space?

Monopolization of Equipment

Ex: A Patron wants to use your Mac with editing software 6 hours a day.

Does your written policy address proper use? Consider time limits, use by appointment, and apply flexibility if equipment is not in use.

Monopolization of Consumables

Ex: A Patron wants to print 100 copies of a design.

Are you charging a material fee? Most libraries charge less than commercial sites, so ensure that policy places a common-sense limit on the size, amount, or duration of printing.

Monopolization of Staff

Ex: A patron essentially requires staff to “do” the design process for your engraver.

This is not a new problem! Define appropriate roles to both staff & public. Ensure you offer regular classes or referral information!

Questions?

Thanks!

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