PRESENTED BY TIM TULLY
ON 2019-05-06

MEASURING THE IMPACT OF LIBRARY SERVICES FOR CAMPUS INCUBATORS

A Case Study at San Diego State University
Overview

Topics to Cover

- Overview of the ZIP Launchpad
- Making the Connection, Areas of Proposed Research Support
- Services Offered
- Managing the Research Appointments
- Tracking Team Success
- Assessment Plan
- Sample Quantitative and Qualitative Results
- Potential Service Improvements
- Questions
Overview of the ZIP Launchpad

- Applications are open to students, faculty, and staff from all disciplines
- New business ideas are accepted in Spring, Fall, and Summer Cohorts
- These businesses go through a 10-week training process before being evaluated for full acceptance
Making the Connection: Where Librarians Add Value with Traditional Resources (Print and Databases) or Free Web Searches

**INDUSTRY OR MARKET SIZING**
Example Resource: Industry Reports from IBISWorld

**COMPETITIVE ANALYSIS**
Example Resource: Articles from Trade Journals and Local Business Publications

**LEAD GENERATION AND SOURCING**
Example Resource: Exhibitor Lists from Trade Shows

**MARKETING OR CONSUMER RESEARCH**
Example Resource: Consumer Surveys from the RKMA Market Research Handbooks

**FINANCING OR FUNDING STREAMS**
Example Resource: VC/PEI databases like PrivCO
Overview of Services Offered

SELECTION ASSISTANCE
Review and make recommendations on the applications in the 3 cohorts

MARKET RESEARCH WORKSHOPS
Conduct a 1.5 Hour Market Research workshop for the newly accepted groups

ONE-ON-ONE RESEARCH APPOINTMENTS
Personalized research appointments for the groups in each stage
Set Potential Appointment Times

Click on any time to make a booking. All In-Person appointments will take place in my office in the Library Addition near the Research Services desk (LA-1101D).

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Provide the Link to the Incubator

**Tim Tully**
SDSU Business Librarian - Competitive Analysis Office Hours
**RSVP for Tim’s Office Hours**

**Banking Office Hours**
Yakiesha F. Paul of US Bank
**Contact Yakiesha for Office Hours**

Develop an Appointment Form

Connect to Google Calendar (or Outlook)

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Tracking Team Consultations

Maintain a spreadsheet of team appointments by mining the Google Calendar.

Out of 40 Teams:

55% scheduled a One-One appointment (n=22)

7.5% scheduled multiple One-One appointments (n=3)

7.5% of consulted teams have successfully launched their company (n=3)
Tracking Team Success

ZIP Launchpad by the Numbers

Incubators keep their own records of team successes for reporting purposes. Work with them to identify which teams/companies have hit key milestones.

Example Numbers from the ZIP Launchpad website:
https://ziplaunchpad.sdsu.edu/

- Over $11.95 Million Raised by Teams
- Over 79 Jobs Created by Teams
- 26 Teams Successfully Launched
Putting It All Together

Tracking Totals and Drawing Positive Correlation from Library Usage

**Tracking Totals:**
- The Teams That Worked With a Librarian Created X Jobs
- Teams That Worked With a Librarian have raised $X Million Raised

**Showing Positive Correlation:**
*positive correlation is not causation, but positive correlation is good*
- Teams That Worked With a Librarian, On Average, Raise $X More in Outside Capital
- On Average, X% More Teams Launch After Working With a Librarian
Library Service Assessment Plan

POST-INSTRUCTION SURVEYS FOR THE WORKSHOP AND THE ONE-ON-ON APPOINTMENTS

Mixed-methods surveys were created in Qualtrics to assess the workshop and the appointments. These surveys were designed to:

1) Assess the perceived effectiveness
2) Identify which concepts added the most value
3) Identify potential service improvements

BASIS OF THE SURVEYS

Both of the Surveys were adapted from the Post-instruction survey in Appendix C of the following article:

Fall 2018 - Surveys for the Workshop and the One-on-One appointments were emailed

Workshop Survey Response Rate: 11.11% (n=3)
One-on-One Survey Response Rate: 7.14 (n=1)

Spring 2019 - Surveys for the Workshop were printed, and the surveys for the One-on-One appointments were opened on the computer used for the appointment at the end.

Workshop Response Rate: 80% (n=20)
One-on-One Survey Response Rate: 75% (n=12)
Perceived Research Preparedness Post-instruction - Results from Spring 2019

Workshop Survey Results

One-on-One Appointment Survey Results
"What were the most useful things that you learned?"

In both post-instruction surveys for Spring 2019, competitor research concepts were the most mentioned research concepts in the free text responses.

In the Workshop Survey:

20%

Of respondents wrote "Competitor" in the text field (n=4)

Quotes:

'I liked he showed us to look up competitors'

'how to find industry codes and locating competitors'

In the One-on-One Survey:

20%

Of respondents wrote "Competitor" in the text field (n=3)

Quotes:

'Where to look for competitors and what sources that could be useful besides the general ones'

'How best to use keywords in searches, his advice to focus our research on primary consumers, helped us to find a new key competitor'
POTENTIAL SERVICE IMPROVEMENTS

Based on Responses in both surveys to "What could the librarian do to improve this service?"

Screen Capture the One-on-One Appointments

QUOTES:
"HAVE A PROGRAM THAT RECORDS THE SCREEN AND TURNS IT INTO A VIDEO SO THE USER CAN GO BACK AND WATCH IT AGAIN IF THEY ARE UNSURE ON HOW TO DO SOMETHING."

"MAKING VIDEOS ON WHERE EVERYTHING IS ON THE SITE"

Include an Active Learning Exercise, Possibly Think-Pair-Share

QUOTES:
"HAVE INDIVIDUALS TRY OUT THE TOOLS THEMSELVES; DON'T JUST SHOW HOW TO USE IT; PEOPLE LEARN BETTER BY DOING"

"MORE EXAMPLES, HOW TO ANALYZE"
Questions?

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