Alexandria Co-working Network

How ASU, Economic Development Offices & Arizona Libraries are Teaming Up to Help Inventors and Entrepreneurs

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Agenda

• Introduction
• Changing Role of Libraries
• Why the Library?
• How to Begin
• Pilot Location
• How – Operations
• Metrics
• Benefits
• Success
• Items to Consider
• Next Step – Call to Action
Changing Roles Of Libraries...

21st Century Customer Trends include:

- Focus on personal growth and reinvention
- Development of Creativity and Innovation
- Communication and Collaboration
- Life and Career Skills
- Environment in which novice and expert roles are fluid as people learn together
This 21st Century shift has meant...

- Re-Visioning library spaces & services
  - Reaching to underserved library populations
  - Utilizing library resources to maximum efficiency
  - Championing the library in the community

- Creating new partnerships to enhance our community
  - COS Economic Development
  - ASU Center for Venture Catalyst
  - Non-Profit Organizations as program partners, SCORE, SoFA, etc.
What is the problem?

• **Situation**
  Hundreds of inventors, problem solvers, potential entrepreneurs, micro and small businesses need assistance in advancing their ideas

• **Complication**
  Minimal support structure for these innovators and ‘great little companies’ (GLC) --- incubators, accelerators etc. target high potential startups (HPSU) only

• **Question**
  How do we utilize scarce resources to offer support to these potential job creators

• **Answer:**
  Utilize the library with Alexandria Co-Working Network
Why the Library?

Hence the library....
No other institution does a better job of reaching people
Why the library?

- Due to digitization modern library has been seeking to refine and redefine their role within the community
- Libraries are still judged on circulation and ‘foot traffic’ - which has been dropping significantly
- Digitization also means libraries have access to under utilized space
- Libraries are geographically dispersed and embedded in nearly every community - allowing a network effect to occur
  - Arizona has over 300 libraries
  - Scottsdale 5 Yuma 8
  - Tucson 25 Yavapai County 13
  - Phoenix 17 Maricopa County 18
- Trusted, neutral ground (Switzerland) and safety
Alexandria

ECONOMIC DEVELOPMENT AND GLOBAL ENTERPRISE
By utilizing the libraries (across the state) we can create a network

- The Alexandria network is named after the first great library, the Library at Alexandria which started in the 3rd century BC
- The layout of the Alexandria library is actually copied by universities as it had reading, meeting rooms and lecture halls
- This and the libraries in antiquity that followed it were not just about books, in essence they were the first collaboration, gathering for scholars, co-working spaces and knowledge hubs
- People would gather in libraries to discuss, debate and tackle issues from astronomy to mathematics to philosophy to anatomy
- Historians now count these places as the first research institutions, predating the university by centuries
- The Alexandria Co-Working Network is designed to assist the modern library transition to its origin and deepening community involvement
How?
Alexandria Network - model

• SPACE is foremost, the library designated the Mezzanine Level of the Civic Center Library for Eureka, relocating the Scottsdale Room Collection

• Create EUREKA Loft in SPL Civic Center – Mezzanine level
  – Co-working spaces
  – Place for entrepreneurs, innovators and inventors to network
  – Access to ‘pracademic’ learning modules
  – Access to exclusive ASU online course material
  – Physical layout includes white board and lean canvas materials
  – Location for ASU mentors to be based or liaise with
  – Job Help Hub Programs for job-seekers
  – Utilize library databases, print materials and staff knowledge
Example: Co-Working Space

White board

Lean Canvas

ECONOMIC DEVELOPMENT AND GLOBAL ENTERPRISE
Pilot Location  
Civic Center Library

- Soft opening April 15th / grand opening May 2nd
- Space/Programming Highlights
  - Places to gather
  - Collaboration station allows content streaming
  - Free mentoring appointments with ACA and SCORE
  - Free Business or Networking Programs...Every day!
  - Career resources, Job Help Hub Classes
  - Economic Development resources support
ECONOMIC DEVELOPMENT AND GLOBAL ENTERPRISE
ECONOMIC DEVELOPMENT AND GLOBAL ENTERPRISE
Welcome to Eureka Loft!

ECONOMIC DEVELOPMENT AND GLOBAL ENTERPRISE
"I never perfected an invention that I did not think about in terms of the service it might give others...I find out what the world needs, then I proceed to invent."

- Thomas Edison, inventor and scientist
ECONOMIC DEVELOPMENT AND GLOBAL ENTERPRISE
Flexible, reconstituted space
How?
Alexandria Network - model

• Operations
  – Identify dedicated space
  – Identify champions in each library who will receive special entrepreneurship and innovation trainings from ASU EIG
  – Organize monthly panel sessions using online collaboration tools or even video conference call, so that many can interact in different locations
  – ASU EIG to provide programming that blends with a library’s program
  – Make these ONLY accessible at the locations to ensure that people show up and mix, collaborate
  – Use the space as a ‘co-working light’ environment,
  – Run Entrepreneur Office Hours with local mentors at these locations
    ASU EIG to provide assistance as needed
High-Level Benefits

• Minimal costs - uses existing infrastructure and staff
• Economic Development – identification of new startups
• Anyone can participate
• Scalable
• Encourages entrepreneurship and networking
• Reach remote and/or underserved markets (entrepreneurs/business)
• Launch pad for Adult Library Programming
• Generates excitement at the community, state and national level
• This is an essential community service or role that libraries may provide
Metrics

- New Businesses Created
- Program Attendance (each partner)
- Foot traffic
- Mentoring Appointments
- Website Counts/Hits
- Office Hours by Partners
Successes!

• 6 LLC small businesses created with one more in process

• Approximately 3,300 customers have visited Eureka Loft

• Over 1000 customers have attended Eureka-specific programs

• Over 60 customers have received free one-on-one mentorship appointments through SCORE, Arizona Commerce Authority and library volunteers.

• Reaching new users – 50% of customers surveyed are new to library
• Live, free educational Rapid Start-up School classes began August 2\textsuperscript{nd}

• Received a $50,000 LSTA Grant to fund two positions, program support for Eureka and job-seekers, full-range of business services

• New adult business-related programs such as FAQ Friday Speaker Series

• Entrepreneurs forming Co-Sponsored Groups utilizing the Eureka Loft

• New Federal grant access
Items to Consider!

- Designated Project Lead
- Designated Space
- Equipment Needs
- Budgetary Needs/Concerns
- Designated Staff
- Possible Resistance (S&C)
- Open vs Quiet Environment
- Identify Grant Possibilities
Items to Consider!

- Make strategic partnerships
- Establish Advisory Board
- Communicate often & repeat
- Be transparent
- Technology Concerns
- Be absolutely flexible
- Red Tape/Bureaucracy
- ASU is a great partner
Next steps

Call to Action for Interested Libraries

• Letter of Intent; MOU or... – to kick start the process
• Determine where you want to locate the space
• Set a date when you would like to be operational
• Establish a working plan/timeline
• Local university partner
• Schedule training session with ASU EIG
• Scottsdale Libraries are geographically dispersed - allowing a network effect to occur

• Scottsdale has a reputation for innovation
Thank you!

Questions?

Democratization of Entrepreneurism