Collaboration by Design: Library as Hub for Creative Problem-Solving Space

December 10, 2018
HELLO!

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Dean of Libraries

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iZone is a collaborative hub for students to solve problems and to explore and imagine ideas for social, cultural, community and economic impact.
OUR AGENDA

Introduction (5mins)
Audience Poll (5 mins)
Context and Vision (5 mins)
Exercise (5 mins)
Planning iZone (5 mins)
Exercise (5 mins)
Programming & Operations (5 mins)
Q&A (10mins)
Context and Vision
TELL US WHAT YOU THINK!
WHY DOES AN INNOVATION SPACE BELONG IN A LIBRARY?
AUDIENCE POLL RESULTS

Open, Accessible Places
- Friendly intro space for newbies
- Inclusive space
- Libraries are "open"
- Libraries are places of inquiry
- Low bar to entry
- Already a Community center
- Center for intellectual community
- Available to all
- Access to everyone
- Long hours
- Available to all students
- Serves all

Central Location
- Synergy learning and discovery intersection
- Showcase place for campus innovation and invention
- It's where all our students are
- Natural campus hub
- Usually central
- Center of the University
- Central learning space
- Neutral space, central location
- Central learning Space on campus

Multiple Disciplines
- Libraries are interdisciplinary
- We serve all disciplines
- Multidisciplinary
- Not in the business school
- Library doesn't belong to any one college or school,
- We span disciplines and traditional boundaries

Fit with Services and Mission
- Libraries have puppies
- Digital humanities
- Already have the pieces, just need the centralizing vision
- Library expertise
- Ties together entrepreneurs on campus
- Libraries have always been locations in which innovation is nurtured.
- Research hub
- Innovation happens in libraries
- Lead innovation on campus
- A source for inquiry
- Collaboration
- Information drives innovation
- Students apply what they learn in the classroom in the library
WHY A LIBRARY? WHY OUR LIBRARY?

- Interdisciplinary - Any student. Any program
- Traditional role: ideation, problem-solving, knowledge creation
- Familiar, easy on ramp
- Research support, access to scholarly resources
- Existing expertise/infrastructure
- Collaborative, technology-rich learning spaces
- Exhibit/showcase research and learning
- Align with vision: collaborative hub of innovation
“The students at Rochester are some of the most creative people I've ever met, yet we currently lack a comparable infrastructure to support their innovative ideas and imaginations.

[The Library’s] vision for the iZone project is a student-friendly, well-researched, and bold solution to this problem. It has the power to unlock the full potential of our students and it has the full support of the Students' Association.”
THE OPPORTUNITY

- Address stated need. Fill a gap
- Support/augment curriculum
- Provide expertise, space, tools and resources for early exploration of ideas
- Help students solve real-world problems
- Develop skills, competencies and wherewithal to be successful in a turbulent world
- Create experiential learning opportunities
- Cultivate loyalty to the UR and library
- Position library as center of innovation
- Position library as university asset
- Create a meaningful buzz
WHAT EMPLOYERS WANT

- Skills to contribute to innovation in the workplace
- Think critically
- Solve complex problems
- Apply knowledge in real world
- Communicate clearly
- Intercultural skills
- Capacity for continued learning
- Ethical judgement and integrity
- Adaptability and resiliency
- Leadership
- Teamwork

College Competencies, University of Rochester
Gallup-Purdue Index 2015 Report
NSSE 2017 High Impact Practices
RUSH RHEES LIBRARY STRATEGIC FACILITIES
MASTER PLAN
iZone
SPACE & SERVICE STRATEGY
May 2015
Rendering by Perkins+Will

UNIVERSITY of ROCHESTER
RIVER CAMPUS LIBRARIES
Visioning Exercise
Complete the madlib to define your value proposition:

- For (audience)
- Who (motivation)
- We Deliver (offering)
- With (differentiator)
- That (benefit)

Take 5 minutes to try this out for your self!
Vision: iZone is a collaborative hub for students to solve problems and to explore and imagine ideas for social, cultural, community and economic impact.

Mission: iZone helps students build skills, access tools and resources, get advice, and connect with a community of collaborators to generate, refine, and communicate ideas. The vibrant environment provides programs, services, and experts focused on supporting ideas, imagination, and innovators.
Planning iZone
MAPPING THE ECOSYSTEM OF SERVICES

We audited all the different groups and services currently offered to understand how iZone would fit in and found opportunities in terms of supporting ideas, build skills, and fostering community.
# Mapping the Ecosystem of Services

## Infrastructure
- Access to Case Competition Materials
- AV Enabled Spaces
- LivePlan Software
- WiFi
- Access to Digital Resources

## Community, Networking
- Ideas, Advice
- Skills, Tools

## 1:1
- Alumni Relations
- Host Key Program Students
- Entrepreneurs in Residence
- Research Consultation
- Tech Support

## Small Group
- Internships
- MR/DB Training

## Workshop
- Startup Roadmap
- Personal Diagnostic Tools
- Pitching and Sales
- Creative Problem Solving
- Leadership/Team Development
- Community Engaged Education
- Professional Skills
- Social Entrepreneurship Workshops

## Presentation
- Local Match Making
- Host Student Group Meetings
- Students Designing Their Own Major
- Social Entrepreneurship Events
- UG+G Match Making
- Social Entrepreneurship Events
- Mentor Match Making
- Student Startup Match Making

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**University of Rochester**

**River Campus Libraries**

**Brightspot**
POSITIONING

This mapping and our interviews with partners, users, and leadership, we determined the best positioning for iZone was for campus stakeholders to explore idea.
RESEARCH FINDINGS

Students biggest challenge is finding or forming a team.

Entrepreneurial mindset is not just about starting a business.

Bring together experts to build students’ skills and hone their ideas.

The opportunity for iZone is for students to explore their ideas.
BUILDING COMMUNITY USE CASES

**FORM A TEAM**
Students can come to the iZone and find peers that are looking for help with a project or to recruit help for a project that they are working on.

**CONNECT WITH EXPERTS**
Networking events with local entrepreneurs, activists, alumni, and faculty connect UR students with the larger world of innovation and entrepreneurship.

**MEET LIKE-MINDED PEERS**
Student group events hosted in the space attract like-minded students and get them working together in new and exciting ways.
FINDING INSPIRATION USE CASES

WORK WITH LIBRARY STAFF
Students can consult with librarians to learn how the UR resources accessible to them can support their ideas and projects.

DISPLAY PROJECT WORK
Physical and digital displays and exhibits of student work showcase the variety of projects taking place in the iZone and inspire students.

GET ADVICE FROM EXPERTS
Individual and team consultations with entrepreneurs-in-residence help the students explore their ideas beyond the UR campus.
DEVELOPING SKILLS USE CASES

PARTICIPATE IN WORKSHOPS
Individuals and teams can attend workshops hosted by iZone Partners on a range of topics like team building or mobile app planning.

LEARN BY DOING
iZone Partners help connect students to internship opportunities with entrepreneurs and business leaders.

LEARN FROM PEERS
Classes and seminars related to innovation and entrepreneurship.
PROJECT WORK USE CASES

OPEN COLLABORATIVE SPACE
Open, collaborative work space gives students a place to work alongside others with the necessary tools like mobile white-boards, wi-fi and flexible furniture.

PROJECT ROOMS
Enclosed meeting rooms provide project teams a place to focus and store materials between meetings so that they can pick up right where they left off.

SPECIALIZED TOOLS
Computer workstations give students access to specialized programs and tools that will help them explore their ideas and bring them to life.
### SERVICE OFFERINGS

<table>
<thead>
<tr>
<th>Community</th>
<th>Skills</th>
<th>Ideas</th>
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<tbody>
<tr>
<td>Startup Roadmap</td>
<td>Research Database Training</td>
<td>Student Showcase</td>
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<td>Social Entrepreneurship</td>
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<td>Events</td>
<td>Pitching and Sales</td>
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<td>Host Student Group Meetings</td>
<td>Professional Skills Training</td>
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<td>5K Challenge</td>
<td>Sessions</td>
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# SPACE OFFERINGS

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<th>Space Type</th>
<th># Occupants</th>
<th>NSF / person</th>
<th>NSF / space</th>
<th># of spaces</th>
<th># seats</th>
<th>Total NSF</th>
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SPACE OFFERINGS

A variety of open, semi-enclosed, and enclosed workspace

A flexible forum to support events and informal work

A flexible workshop space for skills sessions and meetings
iZone
Programming & Operations
BOB McKIM
Stanford Researcher
Creativity guru
DRAW YOUR NEIGHBOR!
Innovation requires creative confidence.
iZone helps students become resilient, creative problem-solvers.
How do we do it?

Explore ideas that matter
DESIGN THINKING

A human-centered framework for solving problems using empathy, creativity, and experimentation.
CURRICULUM MODULES

iZone has taught in-class modules for Mechanical Engineering, Marketing, Digital Media Studies.
Our peer-led service model helps students and groups get started on their ideas—whether they’re addressing gender-based violence in Zambia or reducing campus waste.
iZone Team

12 Student Staff  9 Countries  12 Majors  8 Women
LESSONS LEARNED (AND SECRET SAUCE!)

Prioritize your champions and change agents

Walk the walk—bootstrap and fail forward.

Do more than you think you can— to a point.

Student-led models require patient, open minds.
Questions?
Contact us:

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