Min Tong, Sandy Avila, Buenaventura Basco, Rebecca Murphey

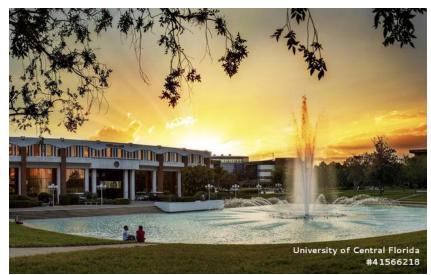**University of Central Florida Libraries**

SOUCABL 2019

Outline

- About UCF
- Background of the Quality Enhancement Plan (QEP) project
- Highlights of the QEP project
- Tips for launching a replication in your institution

About UCF

- One of **12** state public universities in FL

- Located about 13 miles east of downtown Orlando

- **68,571** students (**2nd largest** university in enrollment)[1]

- **9176** students in **College of Business** [2]

University of Central Florida
#41566218

UCF

About QEP Project

- UCF *Quality Enhancement Plan (QEP)* theme – ***"What's Next: Integrative Learning for Professional and Civic Preparation"***

- Applied and received a $3,400 QEP grant for a proposal entitled "***Libraries Bridging the Gap Between Innovation and Entrepreneurship***"

About QEP Project…Cont. Team

Min Tong

Business Librarian

(Principal Investigator)

Sandy Avila

Science Librarian

Ven Basco

Engineering & CS Librarian

Rebecca "Missy" Murphey

Patent & Trademark Resource Center Librarian

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About QEP Project…Cont.

The project is intended to……

- Make the library serve as a bridge between disconnected resources on and beyond campus

- Provide 4 seminars to showcase and spur innovation and entrepreneurship

- Create an opportunity for like-minded entrepreneurial students from different disciplines to meet for mutually beneficial experiences and interactions

About QEP Project…Cont.

A LibGuide is created and maintained for the project, serving multiple functions – marketing, RSVP'ing, and records keeping, etc.

Highlights – 1st event
Alumni Entrepreneur Panel

Highlights – 2nd event
Patents, Trademarks & Copyrights

Student feedback --Most important thing learned?

Patent application process

UCF is the only university in FL where a PTRC is located

How patents, trademarks and copyrights can be used as tools to aid entrepreneurs on their road to success

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Highlights – 3rd event
Business Coaching & Mentoring Resources

Highlights – 4th event
Competitive Intelligence: Industry & Market Research

Student feedback --Most important thing learned?

There are some databases that are not available through UCF but can be accessed through the public library

Learning that SBDC exists and offers no cost services. I had been focusing on the product and made assumptions without actual market research

Before I did not know about the databases I had access through out the help from SBDC (business strategy) and Min (Business research)

We have kept hearing back from students……

"Before I didn't know…"

Student feedback form also demonstrated the need for programs like the QEP project

Current UCF status:: Undergraduate
Topic/Area/Major: Biology
Librarian:: Tong, Min
Please rate your research consultation experience: : Exceeded my expectations
How did the information help you?: I can better find market/industry information and customer discovery for my business.
How did you hear about research consultations?: Librarian referred me
Any additional comments: : The services you provide are invaluable to us, it's a shame the specialist librarians aren't well known to the general students. Especially those of us in research/entrepreneurship.

"Research Consultation Feedback Form" received on 9/21/2018

Tips for replicating the workshops at your institution

- Promote events through ALL available channels (social media, faculty, student clubs, bulletin boards in buildings, other campus departments, and newsletters, etc.)

- Have an event setup checklist (2-4 weeks before, 2-3 weeks before, week before, day of event, after event)

- Timing (try different days of week, different times of day)

- Food is always a good attendance boost ☺

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Questions?

Thank You!

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