SOUCABL 2020  
10:15 am to 11:45 am: Round Table Conversations, Miller 348 & 350

“Opening the classroom door: stories and strategies  
for getting involved with business courses and curricula”

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*Many business librarians report obstacles and frustrations with getting involved with classes for research instruction, in-class team consultations, and other types of classroom engagement, at both the undergraduate and graduate level. In this round table, we will talk about the challenges but also our successes, sharing strategies that others might want to try.*

**Study your target market:**

* Curriculum mapping: what are the core classes? Required classes?
* Writing intensive classes (assuming research is involved)?
* Experiential learning and community-engaged classes?
* Data analytics classes?
* Identify your library (and library database) champions among the faculty.

**How to talk to faculty:**

* Use their language (look at the syllabi), or the language of industry, not libraryland language.
* Example: not “library databases” but “big data analytics tools”, “industry/market analysis products,” or “proprietary research tools used by industry.”
* Not “information literacy frameworks” but “data analytics” and “competitive intelligence.”
* And you are a *Business Research Consultant* (and trainer) as well as a *Business Librarian*.

**Leveraging your successes / telling your stories:**

* Save the thank-you comments you receive in person and via email, and the positive statements from students’ “1-minute essay” assessments.
* Share those short messages with the faculty teaching your target classes.
* Also tell them your workshops will make their teaching easier via higher quality student projects (assuming that quality research is required of course).