Creativity and Innovation: Implementing A New Mission for Academic Libraries

CSU Maker Convening @ Sonoma State University

Mark Stover
Charissa Jefferson
Isis Leininger

Presentation Outline

- The New Mission of the CSU Northridge's Oviatt Library

- Innovation and Creativity

- Library Service changes

- Learning Commons

- Creative Media Studio

- Business and Data Librarian --> "Entrepreneurial Librarian"

- Campus Makerspace

The Library's New Mission and Vision

- Beginning in 2011, a strategic change in the mission of the Oviatt Library at California State University, Northridge (CSUN) took place.
- How did this happen?
- Why did this happen?
- The New Vision: "supporting and encouraging creativity and innovation on the campus."
- One immediate outcome: a new goal of building innovation and creative spaces in the Library.

The Creative Media Studio

Changed spaces
New services

The Learning Commons opens in 2013

Campus Quality Fee

The CMS opens in the Fall of 2014

- Recording Studio
- 7 computer stations
- Video editing software
- Point and shoot cameras
- Workshops

The CMS expands

Constantly changing

New services

- DSLR cameras & GoPros
- 12 more computer stations
- 3D Printing
- Arduinos
- As of now: 3D Scanning, Virtual Reality

Future: Laser cutting? Vinyl cutting? Breakerspace? Electronics? More craft materials?

Partnerships

Connecting to Innovate

Campus Faculty

Campus Staff

Students & Student Associations

Library SAs, Staff, Faculty, Administration

Events

- CMS's First Anniversary
- Hour of Code
- Wikipedia Edit-a-thon
- Innovation Week(s)
- 3Duino Challenge

Library Collaborations

Research Services

Research

- market research/ analysis
  - Innovation elevation
- Private company
- trademark, patent and copyright laws
- domain areas for successful business ventures

Library Collaborations

Instruction Services

Instruction

- Overview of business resources
- search strategies for marketing and commercialization
- Iterative Research Process
  - trial and error of test stages
  - cost-benefit analysis
  - finding workarounds during the planning, implementing and reflective stages of the process

Library Collaborations

Specialized instruction and events

Consultations and Workshops

- business planning
- supply chain
- private company research
- best practices for startups

Outreach at competitions & gatherings

Makerspace

The Next Stage in Library Innovation and Creativity

Why a University Makerspace?

- Crossover Learning
- Peer-based Crucible Learning
- Embodied Learning
- Self-directed Learning
- Prototyping
- Tinkering
- Open Culture

Why a Library Makerspace?

- Centralized on Campus
- Open Longer Hours
- Encourages Diverse Collaborations
- Fits with the Library's Mission and Strategic Plan
- Allows for an Evolving Partnership and Synergy with the new Campus Incubator

Makerspace Task Force

- Appointed by the Provost
- Encouraged by the President and the Vice President for Advancement
- Members:
  - Library, Information Technology, more
- Mandate:
  - Write a report that would encourage student engagement, innovation, creative, and design.
- Purpose:
  - Allow Advancement to Create a Prospectus for Potential Donors

Task Force Recommendations

Library Makerspace should:

- Have a low barrier to entry
  - Thus: Free, Safe, and Relatively Quiet
- Be Part of a Campus Maker Ecosystem
- Utilize an Existing Space in the Library
- Be Approximately 6,000-8,000 Square Feet
- Be Fully Staffed
- Be Integrated with other Library Services

Future Challenges

Funding:

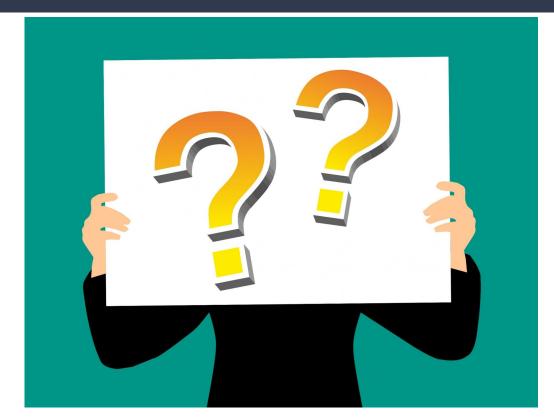- Renovation Costs plus Five Years of Staffing Costs = $2.5 million

Political:

- Messaging is Extremely Important as Library Culture Continues to Evolve from a Passive "Warehouse" Mentality to a Culture that Encourages Innovation

Conclusion

"Building campus relationships is a necessary component and a vital strategy for becoming a more innovative academic library."

Questions?

Thank You!

Mark Stover, Ph.D.
Dean, Oviatt Library
California State University, Northridge
Mark.Stover@csun.edu

Charissa O. Jefferson, MA , MLS
Business and Data Librarian
California State University, Northridge
Charissa.Jefferson@csun.edu

Isis Leininger, MLIS
Learning Commons Supervisor
California State University, Northridge
Isis.Leininger@csun.edu