



*Leveling Up: Take Engagement with Your Business Community  
to the Next Level*

WLA 2017







# Some basics... and then we're off!

- How well do you know your industry? (Industry trends)
- Who is doing what you're doing? (Competitive analysis)
- What is the size of your market? (TAM vs. SAM)
- What percentage of that market are you anticipating capturing?
- Who are your customers? (Demographics)
- What do your customers look like? (Psychographics)
- How are you planning on reaching them? (Sales and marketing)
- How are you going to learn the skills you need that you don't currently have? (Training/workforce development)

# Mark's timeline...

- April, 2006: Started my position as the Business Research Librarian for the Spokane Public Library.
- May, 2006 – 2009: The dark years. Much questioning of my professional choices, wrestling with existential question about my position.
- 2010: Doubled my duties by taking on the additional roles of purchasing and cataloging our media collection. This was the breaking point in terms of being able to get out into the business community as I had no reference desk duties.
- 2011 – 2012: Surveyed top MBA programs around the nation and found what those libraries were offering in support of their programs. Here are the findings from that bit of exploration: <http://bit.ly/1RH7vch>
- January, 2014: Added IBISWorld to our research toolbox (SPL and NYPL)
- May, 2014: Launched SpokaneBusiness.org in collaboration with Spokane County Library District. Added Business Source Complete.
- June, 2015: Added Statista.com to our research toolbox (in collaboration with PAML)
- December, 2015: Added Lynda.com
- November, 2016: Added Bloomberg Terminal to our research toolbox (SPL and NYPL)
- November, 2016: Opened the LevelUp co-working space
- March, 2017: Added Buxton Scout to our research toolbox (SPL and DSP collaboration)
- Awards: WLA's Librarian of the Year, 2014; UEDA Research & Analysis Award, 2014; SPL Employee of the Year, 2015; Lumina Foundation LiftEd Grant Finalist, 2017.