Equity in Entrepreneurship: Developing a Service Framework

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Libraries as a force for entrepreneurial equity

Who isn’t being served?

How can we create with communities, instead of for or at?

Asset-based perspective

Library as platform
Why a framework?

To give all staff a shared focus for strategic and consistent decision-making

Maximizes community-wide resources and impact

Allows local responsiveness and flexibility
Developing a framework

01 Define purpose and use

02 Environmental scan

03 Synthesize and recommend

04 Test, iterate, and improve
1. Define purpose and use

What is the purpose of this work in your community or library?

How will staff at various levels use the result?
2. Environmental Scanning

**Read** – review key community documents

**Listen** – attend community events, interview key stakeholders

**Connect** - asset mapping

Resource: Community Toolbox
3. Drawing Conclusions

Focus audiences  Defining outcomes  Service plans  Racial equity assessment

Tools: Lean Canvas, logic model
4. Continuous Improvement

Try it out!  Action research  Design thinking approach  Keep listening to community
Our Process, Your Process

Communities will be different – varying needs, assets, audiences

Libraries will be different – sizes, budgets, staffing

Tools may be different – lots of ways to do this work

Process is the same – learn, listen, focus, repeat
Thank you