COMBATING "THE OTHER" PANDEMIC:
BUILDING CAMPUS AND COMMUNITY ALLIANCES TOWARDS AN ANTI-RACIST INFORMATION LITERACY

Alexandra Howard
Business & Entrepreneurship Librarian
University of Louisville
LOEX 2022
Guiding Questions

01 How can librarians support and develop opportunities for research that will help address systemic racism and uplift local communities surrounding their institutions?

02 How can we extend information literacy instruction to include positionality and community awareness?

03 How can we establish partnerships across our campuses and communities to develop information literacy that is not only critical but intentionally anti-racist?
My Background

- White, cisgender, queer, woman, southern, millennial
- Graduate of public schools, K - 12
- B.A. Africana Studies, Oberlin College
- Worked with homeless youth and incarcerated adults
- MLIS, Simmons University
- Business Librarian, University of Louisville
2020 TIMELINE

March 11
World Health Organization declared COVID a global pandemic.

March 13
Breonna Taylor was murdered inside her home by Louisville police officers.

May 29
APA President declared, "We are living in a racism pandemic."

July 28
UofL President announced goal to become a "premier anti-racist metropolitan research university."

October 19
I started as the Business Librarian at the University of Louisville.
DEFINING TERMS

01
Anti-Racist

02
Responsible Community Engagement

03
Positionality

CONSIDER: HOW DO THESE CONCEPTS RELATE TO INFORMATION LITERACY?
"The term 'antiracist' refers to people who are actively seeking not only to raise their consciousness about race and racism, but also to take action when they see racial power inequities in everyday life."

“Community Engagement describes the collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.”
“The positions from where we make meaning of — as well as engage with — the world are informed by our identities and lived experiences.”
How does this relate to information literacy?

Discuss with the people next to you.

Share our ideas as a group.
<table>
<thead>
<tr>
<th><strong>CONFLUENCE OF CRITICAL.....</strong></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Information Literacy</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Critical information literacy (CIL) is a theory and practice that considers the sociopolitical dimensions of information and production of knowledge, and critiques the ways in which systems of power shape the creation, distribution, and reception of information.&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>University Studies</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Through guided reflection on experiences in and with communities, facilitators prompt critical conversation about the deep interconnection between the institution and its community, emphasizing their shared history, economy, and space.&quot;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Service Learning</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Service-Learning Librarian</td>
</tr>
<tr>
<td>&quot;The blog chronicles several instruction models that integrate service-learning with information literacy and explore other connections between community engaged learning and libraries.&quot;</td>
</tr>
</tbody>
</table>

---


UNIVERSITY OF NORTHERN IOWA. (N.D.). ABOUT. SERVICE LEARNING LIBRARIAN. HTTPS://SLLIBRARIAN.UNI.EDU/ABOUT
How can I connect local Black-owned businesses with library and university resources?
Exploring campus partnerships

- Community Engagement Librarian, University Libraries
- Family Business Center, College of Business
- Forcht Center for Entrepreneurship, College of Business
- Entrepreneurship Clinic, Brandeis School of Law
- Office of Community Engagement
- Office of Diversity and Equity
- Center for Engaged Learning
Calling All Black-Owned Businesses

The Business Librarian at UofL wants to connect you with free resources and research tools to support the success of your business.

Please reach out to Alexandra Howard, UofL Business Librarian, to learn more: alexandra.howard.1@louisville.edu
502-852-8737

Community Outreach

- OneWest
- Opportunity Corner
- MELANnaire Marketplace
"He is working with OneWest on a new event venue and art space. He is already a small business owner and is looking to provide a platform for Black and brown artists within the Russell neighborhood – both in terms of event space, and programming, for increasing their reach and capacity. He would like to conduct some market research around his new business concept, and I thought of you and your UofL Business Librarian services as a great natural fit for this process."
“The librarians interviewed repeatedly mentioned time as problematic with these arrangements since their primary focus is to assist their institution’s faculty, staff, and students.”

“AS A TENURE TRACK LIBRARIAN I CANNOT SPEND TOO MUCH TIME ON THIS COLLABORATION AS I HAVE OTHER DUTIES TO BOTH THE LIBRARY AND TO THE BUSINESS SCHOOL.”

L. FELDMANN. (2014). ACADEMIC BUSINESS LIBRARIANS’ ASSISTANCE TO COMMUNITY ENTREPRENEURS. REFERENCE SERVICES REVIEW, VOL. 42 NO. 1, PP. 116 – 118.
BUILDING DIVERSE PRODUCTION TEAMS

Developing community-engaged student research projects with local entrepreneurs and College of Business faculty.

- Anchor Learning Network
- Black Complex
BUS 301-11: Proposal & Persuasive Presentation
Professor Charlotte Asmuth

Scenario

You work in UofL’s Office of Community Engagement. Your boss, Henry Cunningham, has recently learned that UofL has joined an initiative called the Anchor Learning Network, which encourages universities to “play a more active role in supporting [their] local economies, advancing racial equity, and reversing legacies of exclusion and disinvestment.”

Every university that is part of the Anchor Learning Network must propose and carry out at least one project that helps the university fulfill the Anchor Network mission. Your boss has tasked you and a small team to research the Anchor Learning Network and to propose an idea for a project that UofL can do that will help the institution fulfill the Anchor Network’s mission.

You and your team are writing a proposal that you will deliver to your colleagues at UofL’s Office of Community Engagement. This proposal will likely also be shared with administrators at UofL (perhaps even including President Neeli Bendapudi) to secure funding. In your proposal, you will give some background on the Anchor Learning Network and propose a project that the university can carry out to fulfill the Anchor Network’s mission.
BUS 301: Business Communication: Community Engagement

Business Communication & Community Engagement
The resources on this page will be helpful for BUS 301 students researching community engagement, diversity, and inclusion, and the Anchor Learning Network for their group research projects.

National Organizations

- **Anchor Learning Network**
  - Partnership between the Coalition of Urban and Metropolitan Universities and The Democracy Collaborative to work with higher education institutions to advance the long-term social, economic, and physical health of their campuses and communities.
- **Engagement Strategies Consortium**
  - A non-profit educational organization that works with higher education institutions to build strong university-community partnerships.

Potential Topics
Here are potential community engagement projects and community partners UofL could pursue:

- Host on-campus events or sponsor off-campus events featuring local Black-owned businesses
- Outreach Center
- UofL's Neighborhood Development Center
- Buy produce from local Black farmers
- Ask in the City
- Security Research
- Involve local Black-owned food trucks at campus events
- Black Business Registry
- Hire Black contractors and construction companies for campus construction projects
- The Plata Room at Church Street

Databases

- **African American Collection**
  - Business news and journal articles.
- **JETRO**
  - Journal articles from multiple disciplines.
- **LexisNexis**
  - Legal research.
- **Gale Research**
  - Keyword search articles from The Counter-Journal.

Scholarly Journals

- **Metropolitan Universities Journal**
  - Published by the Coalition of Urban and Metropolitan Universities (CLUD).
- **Journal of Community Engagement and Scholarship**
- **Journal of Higher Education Outreach and Engagement**
- **Journal of Community Engagement & Higher Education**

University of Louisville

- **Office of Community Engagement**
  - Pay special attention to the Signature Partnership Initiative and its programmatic objectives, especially the focus on Economic Development.
- **UofL Sustainability + Community Engagement**
  - Discusses Anchor Learning Network and shares examples of community engagement partnerships.

Additional Resources
- **Cardinal Anti-Racism Agenda**
  - Discusses President Bandstra’s Cardinal Anti-Racism Agenda, including commitments by the university; conversations happening, and progress being made.

Louisville
See Louisville Market for more resources.
Black Complex

Your research projects will be gathering evidence to support the founder of Black Complex, Aaron Jordan, in growing his company.

To learn more about Black Complex and its programs and events, visit: https://www.blackcomplexlouisville.com/.

To contact Aaron Jordan with questions, email him at aaron@blackcomplexlouisville.com or reach out on Instagram @blackcomplexlouisville.

Coworking Spaces

Coworking spaces are an emerging industry even more in demand due to the pandemic. Be sure to do some research about this industry as part of your project. Some of you will be doing a more in depth industry analysis, but you all want to be sure you can communicate what this industry is and how Black Complex fits into it.

Some keywords you may use to search:
- coworking
- coworking spaces
- Black coworking spaces
- Louisville coworking

- Directory of Black co-working spaces
  List of Black co-working spaces including websites and locations.
- Louisville Forward: Coworking spaces
  A list of coworking spaces in Louisville.
- The Business Journals: Louisville Coworking Spaces
  A comprehensive guide to coworking spaces in Louisville and Lexington.

Library Resources

- Statista
  Statista can provide visualizations of data relevant to the coworking industry.

Black Entrepreneurship

Why do spaces like Black Complex need to exist? Be sure to do some research that addresses the why. You can find evidence that addresses systemic barriers to wealth, business success, and representation.

Some keywords you may use to search:
- minorities in business
- racial wealth gap
- black business
diversity entrepreneurship

- U.S. Black Chambers Inc.
  The U.S. Black Chambers is known as the "National Voice of Black Businesses." Under About Us, check out the 2021 BlackPrint report that discusses the state of Black-owned businesses amidst the pandemic.
- UNLV Study: Black Entrepreneurship in the United States
  This article discusses a study entitled Banks & The Black Community conducted by Professor Tiffany Howard at University of Nevada - Las Vegas that provides valuable data related to entrepreneurship in the African-American community. Find the link to the full study in the article.
- Greater Louisville Project: Black Wealth
  The Greater Louisville Project's 2020 report
NEXT STEPS

IRB proposal to do focus groups and interviews with:
- Local business owners
- College of Business faculty
- College of Business students
Strategies for Responsible Engagement

- Challenge "expertise"
- Ask questions
- Listen
- Follow through
What examples can you use during instruction that address the impacts of systemic racism in your local community?

What campus and community partners can you work with or highlight as a means of combating racial inequities?

How can you encourage students to understand their position as members of the university and members of the local community?
Questions?

Contact Me:

- alexandra.howard.1@louisville.edu
- @AskMeAlexLeigh on Twitter
References


University of Northern Iowa. (n.d.). About. Service Learning Librarian. https://sllibrarian.uni.edu/about