Expanding the Academic Librarian Role: Managing a Collaborative University-Industry Project

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2015: Canadian government support for 3-year project, *Position the British Columbia Wine Industry for international growth*, with contributions from UBC and industry, to total $1.3m CAD ($1.0m USD)

- Develop three pillars of successful wine regions: cooperation, identity and quality, to increase international recognition of the BC wine region
Collaboration: Academia, industry, government

- Government’s interests in tangible change and economic growth, particularly in exports

- Industry’s interests in domestic market share and international recognition to support sales at home and abroad (for those that do export)

- Universities’ capabilities in building relationships, knowledge organization, providing independent venues for discussions and fostering collaboration
Specific project areas

1. Labelling & presentation
2. International trade fairs
3. Regional identity & organization
4. Sharing experiences

Priorities determined by the industry (prior to funding application)
To create and share information & knowledge, leading to actions by industry
Project group formed

- Roger Sugden, Dean, UBC Faculty of Management & Jacques-Olivier Pesme, Director, KEDGE Bordeaux Wine & Spirits Academy

- Project Coordinator, Post-Doctoral Fellow, Research Associate, Events Coordinator, Special Coordinator

- Financial reporting and processing support (Finance manager and faculty admin)
“...so, you’re a wine librarian?”
NO TIME TO "WINE"
# Project Coordinator/Special Projects Librarian

<table>
<thead>
<tr>
<th>For the Faculty and project</th>
<th>For the Library</th>
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<tr>
<td>• Manage project activities and reporting</td>
<td>• Raise the library’s profile</td>
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<td>• Information gathering, organization, dissemination to wine industry &amp; others</td>
<td>• Express value of librarians’ contributions, to the faculty and the community</td>
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<td>• Website, contact list, tracking</td>
<td>• Explore new roles – extension of embedded librarian model</td>
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<td>• Credibility and accessibility; build relationships and trust</td>
<td>• Partner with other academic departments (including funding model)</td>
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Project activities 2015-2018

Wine Leaders Forums
- Once a year, over 4 days, retreat-style to address strategic topics

Wine Industry Collaborative
- 2 days, November 2015, set task force actions

Task Force on Labelling and Presentation
- Explored statements of origin; recommendations regarding “Cellared in Canada”

Outreach
- Industry town hall meetings and workshops around British Columbia wine regions
Wine Leaders Forums

“Through the Wine Leaders Forum, we aim to foster an environment where relationships can progress, facilitated by shared knowledge and understanding, and enhanced by the unique atmosphere that can be created by excellent wines and great food.”

Photo credits, clockwise from left: Roger Sugden, @RockyCreekWines via Twitter, Roger Sugden, @nmalidamook via Twitter
Outreach: Industry town halls and workshops

“Share your views on an identity that represents you at home and internationally, at workshops on the identity of the BC wine region...organized by UBC-KEDGE in collaboration with Glasgow School of Art.

Take this opportunity to work with your colleagues to enhance competitiveness, through representation of BC’s regional history, terroir and authenticity.”

Photo credits: Plia Productions
Expanded role of academic librarian

- Transferable skills: ‘Project management,’ communications, deep learning about, and experience of, subject liaison area

- Academic librarian+: Conduct searches and literature reviews, participate in activities, information management, media tracking, present/disseminate

- Information needs: trusted sources of information, translating to a business need, information sharing pathways and knowledge exchange

Thank you!

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