

# Academic BRASS

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## Hack Your Campus: Collaboration with Competition

### **Introduction**

In March of this year, Grand Valley State University Libraries and the Seidman College of Business's Center for Entrepreneurship and Innovation (CEI) collaborated on the first annual



The event had several goals: first, to establish a working relationship with the Center for Entrepreneurship and Innovation, in the hopes of funneling more entrepreneurial activity in the library. This seems to be at least initially successful. The CEI staff were very positive about the event and enthusiastic about continuing to work together. Second, to provide an opportunity for students from diverse campus areas to learn and practice innovation and communication skills. An examination of student participants reveals involvement from a wide variety from different disciplinary areas, including business, engineering, and the humanities. Third, to convey to students the idea that the library is a space for discovery and innovation. Participating in the competition meant that students were able to utilize several of the library's collaborative spaces. In one morning, participants made use of the presentation practice rooms, the Knowledge

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