**Support Small Business Development at Your Library - Learner Guide** <http://www.webjunction.org/events/webjunction/support-small-business-development.html>

**Event Description**: Economic development and job opportunities are concerns in most communities, and thriving small businesses are important to ensuring a community's economic health. Join the [Small Business Information Center](http://www.cecil.ebranch.info/small-business/) (SBIC) Librarian from the Cecil County Public Library (CCPL) to learn how your library can be a part of the formula for building and supporting a stronger local economy. You'll learn how CCPL has developed the SBIC since its inception in 2003, growing from a shelf of books to a personalized service, with examples and lessons they’ve learned along the way.

Find out how your library can be an excellent resource for aspiring and experienced business owners. This session will cover the basics of collection development, classes, marketing, partnerships and more. Hear how libraries are not only helping launch small businesses, but as these businesses continue to thrive, they are able to give back to the community. For an awe-inspiring example, [watch this story](https://vimeo.com/65566578) of CCPL’s role in a local small business with global impact.

Presented by: **Laura Metzler**, Small Business Information Librarian, Cecil County Public Library (MD)

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Exploring Strategies** | |
| Review [25 Ways Your Library Can Support the Small Business Community](http://www.webjunction.org/documents/webjunction/25_Ways_Your_Library_Can_Support_the_Small_Business_Community.html) and identify the top 5 priority areas for your library to consider:  1.  2.  3.  4.  5. | |
| **Collection Assessment** | |
| Analyze your current collection of **print and online resources geared toward business**.  Does your collection reflect the needs of an entrepreneur?  If not, which resources could you consider adding? | |
| **Presentation Activity** | |
| Contact your local **chamber of commerce** and ask to give a short presentation at an upcoming event. Outline how you would describe the library resources and services you **currently provide** the business community. Now consider the **additional resources or services** you would like to add to those you provide, and how you could frame your intentions as part of the presentation, in order to obtain feedback. | |
| **Develop Alliances** | |
| Which **organizations and associations** in your community could you more deliberately partner with to better support small business development? Who on your team (staff/trustee/friend) has connections to the organization and who could help nurture those relationships?    1.  2.  3.    4.  5. | |
| **Discussion/Reflection Question** | |
| Read [The Fairfield (CT) Public Library Means Business](http://www.webjunction.org/documents/webjunction/The_Fairfield_040_CT_041_Public_Library_Means_Business.html) about their successful program supporting small business, and discuss/consider the commonalities with Cecil County Public Library’s approach. | |
| **Action Plan:** (include some simple next steps, along with who, when, etc.) | |
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