# CHAT LOG Workshop 2 Kick-off

The full archive is posted here:   
<http://www.webjunction.org/pc-workshop2/-/articles/content/120471545>

## Creating a Business-Friendly Library, Christine Hamilton-Pennell

**Creating Partnerships:   
*What is the difference between a library partnership and advocacy or marketing efforts?***

from Kelly Miller: partnership - work together

from JA Babay: partnership implies a mutual benefit and mutual responsibilities

from Christina Jones: partnership makes me think of working toward a common goal

from Victoria Petersen: A partnership usually benefits both parties: the library AND the other partner. I would think an advocacy effort would benefit the library.

from Gretchen Pruett: The difference can be when you bring the other players into the process

from Lisa Jackson: Difference: partnership=working together toward a goal, advocacy=for the library

from Julie McNeil: Partnerships benefit both sides

from JA Babay: advocacy mainly benefits the library

from Jesse Caufield: Partnership they are participating back

from Teresa Pennington: partnership is working toward a common goal, advocacy is promoting the library

from judy Sparzo: Partnerships allow libraries to pool resources with outside agencies, using their strengths to supplement our own.

from Carolyn E. Poole: advocacy/marketing is one directional

from Gina Van Hess: Advocacy is one-sided; partnership benefits both.

from Varrick Nunez: Partnership means two parties "buy-in" and share work and benefits

from Sheilah Kosco: work with rather than simply supporting

from Renee Romanoff: Partnership is more commitment

from Robin Henderson: partnership, work together

from Beth Ewoldsen: partnership is the work, advocacy is letting people know about the work

from Darla Nine: working with instead of promoting

from Karla Marsteller: I agree... they have benefits to both

from Sheila Henderson: Partnerships have common goals

from Jonathan Kirsch: partnerships require more work but produce longer-lasting results

from Wendy Hyman: If I understand this, the library may be seen as promoting certain businesses over others.

from Donna Olson: Marketing is all about the library where a partnership is helping a third group

from Debra Peterson: Partnership is specific, advocacy is general

from Susan Manger: Agree with all -your fingers are faster!

from Kelly Miller: libraries can better understand what community needs

from Betha Gutsche: this audience is sharp

from Judy Allen: Advocacy-pleading for, supporting, or recommending. Partnership goes both ways

**Creating Partnerships:**

***Who needs to be at the table?***

from Victoria Petersen: Regional Economic Development groups

from Lisa Jackson: local businesses, business orgs,

from Varrick Nunez: SCORE

from JA Babay: economic stakeholders

from Lisa Jackson: small business groups

from Judy Allen: community and business in your areas

from Teresa Pennington: local newspaper

from Susan Manger: Workforce Development Board

from Debby DeSoer: downtown association

from Lynn Masumoto: nonprofit groups

from Janet Ryan: Community Development Corporation

from judy Sparzo: local community and econ development, town politicians

from Victoria Petersen: Other local non-profits with desire to help small businesses

from Kelly Miller: local media

from Lisa Jackson: local schools (universities)

from Darla Nine: commissioner

from Vickie Stangel: community colleges

from Colleen Stringer: school district, DDA, Main Street group

from Susan Manger: Churches - non profits

from JA Babay: schools, trade schools

from Karla Marsteller: government officials

from Varrick Nunez: Downtown Development Association

from Debby DeSoer: legislative representatives

from Debra Peterson: local government, city planners

from JA Babay: career development agencies

from Donna Olson: community social nets

from Kathi Fly: community colleges

from Kate Holmes: Recruiters and "head-hunters"

from Karla Marsteller: planning departments

from Evelyn Nofuente: Community colleges and university officials

from Kate Holmes: that is KEY (finding partners)

**Common Library Concerns:**

***“We don’t understand the needs of small business owners and don’t know how to help them.”***

from Susan Manger: If you don't know - ask them!

from Gretchen Pruett: Reference interview!

from Debra Peterson: Just get started and collect new ideas as you proceed

from Judy Allen: they usually need something specific when they come to you

from Kate Holmes: Partnering with SBA & Score are very helpful to find out what you can do

from Wayne Ja Kob: we need to go out into the community

from Colleen Stringer: We started going door-to-door visiting area businesses

from Mary Zangerle: participate in their local meetings...

from Varrick Nunez: people who are ready for their interview

from Brian Smith: Partner with Small Business Development Center.

from Kathi Fly: send out surveys

from Donna Olson: Network with people who do know!!!

from Gretchen Pruett: You do need to go to them, as they won't think of coming to us

from darcia scates: We contacted local businesses by phone.

from Sheila Henderson: Think of the library as a business and work from that position

from Jesse Caufield: talk to local small business groups in area to get ideas

from Betha Gutsche: it sounds like this group has more ideas than concerns :-)

from Evelyn Nofuente: Read professional journals.

from Donna Olson: Absolutely! You need to go to them - get out of the building

from Joseph Berger: Partner with your local Chamber of Commerce, SCORE, State agencies that provide assistance to small business and new start ups.

from darcia scates: Contact your local Chamber of Commerce for a business directory.

from Brian Williams-Van Klooster  
Where can I get free money to start my business-common question.

**Common Library Concerns:**

***“We can’t spend our time outside the library walls; our job is to bring people into the library.”***

from Kate Holmes  
This is a foolish statement. We NEED businesses to build our community.

from Kate Holmes: If you've ever tried to start up your own business you know this.

from darcia scates: Everyone wants a grant to start a small business.

from Gretchen Pruett: That isn't true for any library with any service anymore

from Kate Holmes: Compare your membership to the population of the community

from Jennifer Peterson: <http://www.webjunction.org/small-business/-/articles/content/103042563>

**Next Steps**

from Betha Gutsche: this conversation is rich ---we'll be continuing it in the discussion forums; we'll be looking at Christine's "25 Ways" list in the coming week

from Carolyn E. Poole: what is "community of practice"?

from Betha Gutsche: this is one: <http://www.webjunction.org/workforce-resources>

from Jennifer Peterson: Carolyn, here's some broader definitions of that: <http://en.wikipedia.org/wiki/Community_of_practice>

from Betha Gutsche: it's any community of people who share an interest and resources, ideas, best practices, etc --ours just happens to be an \*online\* community

## Project Read Gets Smart with Money, Holly Fulghum-Nutters

***Why do you think financial education is important right now?***

from Lisa Jackson: absolutely!

from Gretchen Pruett: To break the cycle of learned poverty

from Debra Peterson: Because we are all trying to stay afloat!

from Betha Gutsche: "learned poverty" ---that's good

from Kathi Fly: high job loss in our area

from Susan Manger: Money is short and learning can stretch it!

from Jesse Caufield: With job loss and tighter economy, people need help knowing how to stay out of debt

from Donna Olson: we are all in this together

from Sheila Urwiler: People are overwhelmed by information - and need to know where to go to get good advice

from judy sparzo  
people are being forced to make do with less, and aren't sure how to do it

from Janet Ryan: when people are in tough times, they don't have the extra resources to make mistakes or bad choices

from Don Eck: The end of all business operations is financial

from Kate Holmes: There are so much conflicting information about how to manage your assets. It's very confusing.

from Kathleen Kabbani  
because it is the topic we are faced with everyday and we are faced with issues beyond our control and are overwhelmed...everyday!

from Wendy Hyman: People are too willing to go into debt, rather than learn to live within their means.

from Jesse Caufield: also knowing how to maintain their credit, relates to home/car purchases etcs

from Renee Romanoff: current economy doesn't asllow for financial mistakes

from Colleen Stringer: Financial literacy has always been important but now especialy with so many lost jobs

from Darla Nine: credit has killed growth but many think it's the only way

from JA Babay: money is already a tough subject, but the several shifts, occuring at exponential rates, like all other shifts, we're just trying to hang on; topsy turvy at the core; affects all areas of life

from Donna Olson: its a stigma

from marie delcher: there is no or little reading comprehension.

from Wayne Ja Kob: youth do not know how to use money, credit card debt is high, VBPL has programs to help this

***How does financial education fit in the library?***

from JA Babay: collection development programs, partnerships

from Lisa Jackson: outreach

from judy Sparzo: libraries are non-judgmental and don't sell any financial products

from Kathleen Kabbani: a place to provide skills, tools and empowerment

from Gina Van Hess: The library should be a good source of free information.

from JA Babay: very few agencies duplicating this service

from Gretchen Pruett: no vested interest or agendas at libraries

from Debra Peterson: In a small town, we are just about the only game in town open to all

from Janet Ryan: place to get free information

from darcia scates: Youth and adults need to read financial information via websites, or the popular authors, such as Suze Orman

from JA Babay: so much changing...especially with online access required now

from Darla Nine: resources, resources, current resources

from Betha Gutsche: "non-judgmental" --yes, libraries are seen as safe place

from Evelyn Nofuente: To have financial security in the future and be smart with using credit and make saving a priority.

from JA Babay: how can folks without access and hardware apply for services?

from JA Babay: neutral zone

from Jennifer Peterson: "libraries as little think tanks" great!

from Joseph Berger: We should ensure that the information we provide is current and accurate. Don't rely on just one print source, website or database.

from Kathleen Kabbani: libraries are proactive

from Colleen Stringer: Patrons can receive information anonymously

from Robin Henderson: some lack computer experience

from Donna Olson: libraries are a comfy non-threatening place where people can come at their leisure to address personal issues

from darcia scates: Librarires are a hub of free information. People need to learn to save and budget, and set goals.

from Evelyn Nofuente: Libraries are good places to find all these financial information in printed and online sources.

**Financial Program Components**

from Betha Gutsche: Holly has a wonderful "behavior change" flow chart which she will be sharing later in the workshop

from Evelyn Nofuente: Great. Excited to see the "behavior change" flow chart.

from Betha Gutsche: <http://smartinvesting.ala.org/> (link Holly mentioned)

from Jennifer Peterson: <http://cfed.org/programs/idas/>

***Do you use library story times to disseminate information?   
How and what kind of information?***

from Renee Romanoff: have done nutrition storytimes tied to a grant

from Susan Manger: The usual - upcoming programs

from Varrick Nunez: just future children's programming

from Jesse Caufield: we use them to support early child literacy

from Jen Shepley: we have a financial lit program for families that incorporates storytimes and family learning opportunities

from Donna Olson: invited local credit union to put on programs geared to early ages

from Debby DeSoer: summer reading bucks and a "store" that kids could "buy" prizes at the end

from Evelyn Nofuente: Disseminate information about all children's and adult programs and special small business seminars.

from Jennifer Peterson: At school information fairs, especially at beginning of school year.

from Lennis Sullivan: We are using a Smart Investing grant to support teen financial literacy currently.

***What else have you done in your library?***

from Susan Manger: Had a few workshops with SBA and SCORE.

from Evelyn Nofuente: Distribute flyers about library programs, displays, etc.

from marie delcher: business expos for local chambers, rotaries

from Wendy Hyman: We put up a Small Business LibGuide -- modest, but a beginning: <http://berkeleypubliclibrary.libguides.com/content.php?pid=207601>

from Colleen Stringer: We have had displays of financial information next to the Circ desk

from darcia scates: We Hosted a credit repair workshop

from Wendy Hyman: Our SCORE appointments and business programs are consistently popular.

from judith hookway: We just finished with a fraud awareness program and we have hosted a PennyWise discussion Group.

from Jesse Caufield: we have hosted SCORE programs here in the past

from darcia scates: We also had SCORE here in the past.

from Victoria Petersen: We have started a Small Business Resources page on our website: <http://mancoslibrary.org/small-business-resources/> , as well as continuing our "Tech Connect" series of monthly workshops aimed towards non-profits and small business owners connecting with their customers online, using social media: <http://mancoslibrary.org/2011/07/slideshow-from-so-you-have-a-facebook-page-now-what/>

from Wendy Hyman: We also have a Consumer LibGuide with a section on frugal living: <http://berkeleypubliclibrary.libguides.com/content.php?pid=105005&sid=789947>

from Jennifer Peterson: And those resources you are contributing! So great.

from Donna Olson: invited debt management (nonprofit), local community service nonprofit ("how to survive a layoff" and others. Provide packets of info addressing foreclosure assembled by local nonprofit, materials available on website, too