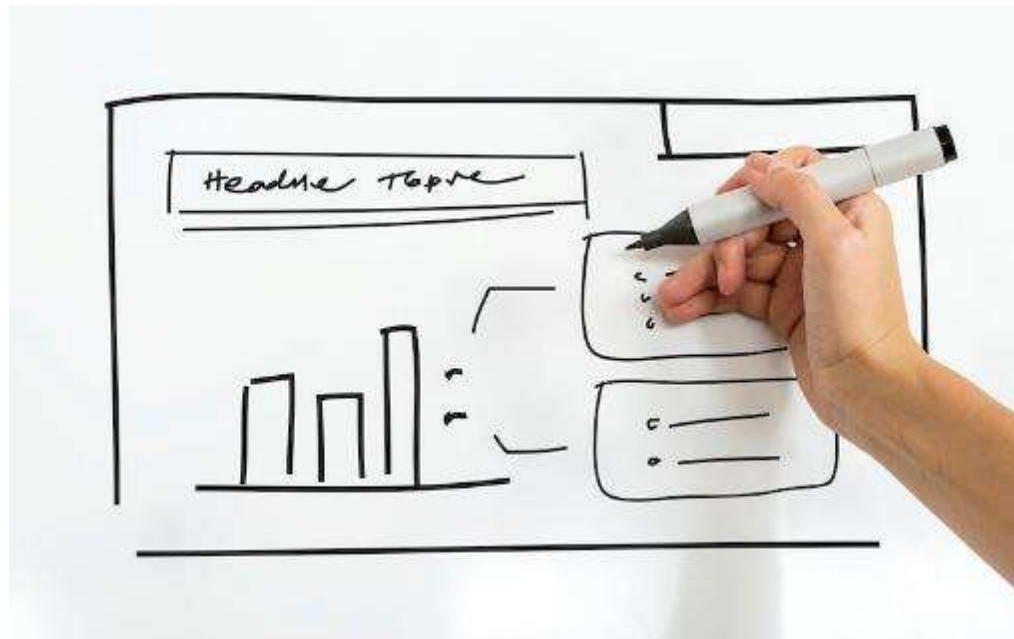


Library Services and Partnerships for Business Development.

Library Director and Trustee Training

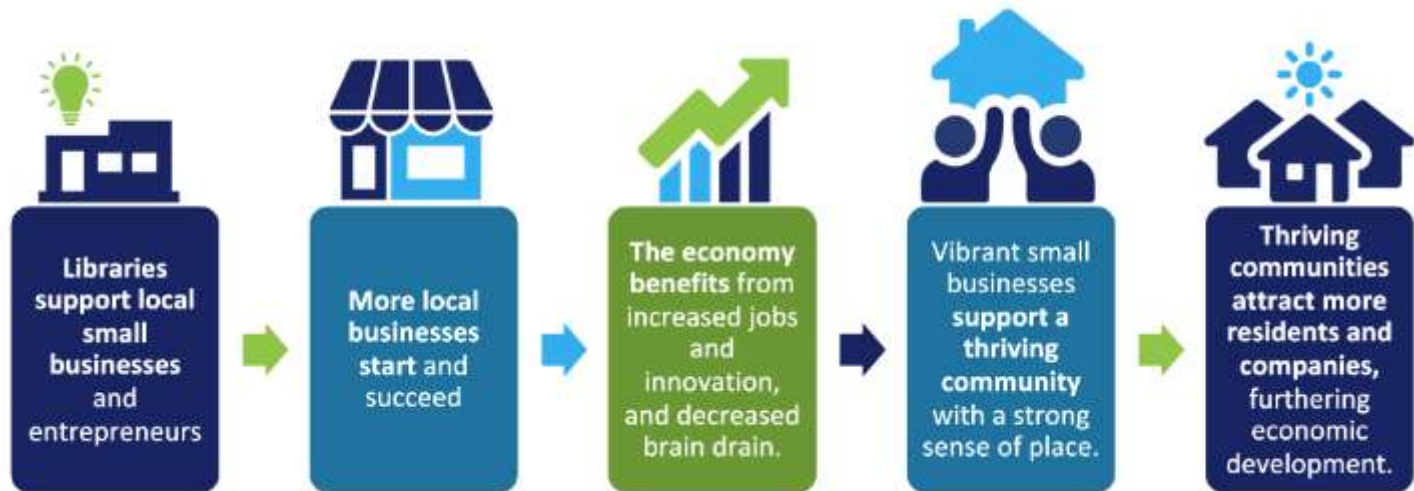
Agenda

- Economic development and libraries
- Library resources for business and entrepreneurship
- Supports for growing your library's capacity and outreach
- Expanding your networks through business partnerships



Why are business services important?

- Strong and engaged libraries are reflections of communities where people want to live and work.
- Libraries are investments in and for members of the community.
- Library services for small businesses and entrepreneurs promote social equity



What does my library have for business owners?

LIBRARY RESOURCES FOR BUSINESSES

Figure 2. Role of libraries in workforce and business development system

Workforce development

Small business development

Standard services

- Access to computers for resume writing
- Help filling out applications or submitting resumes
- Books and online information related to job search
- Access to online training programs
- Direct librarian assistance and referral to other resources

- Access to computers for tax, regulatory, and other forms
- Books and online information on entrepreneurship, small businesses, and specific industries
- Access to databases for business plans and market studies
- Access to technology for prototyping - 3D printer
- Direct librarian assistance and referral to other resources

Specialized services

- Computer literacy workshops and training
- Career readiness workshops and training
- Occupational training
- Adult education and ESOL training
- Digital navigation and one-on-one coaching
- Designated career space
- Facilitate job search support groups

- Business plan development and other specialized workshops
- Maker spaces, co-working spaces, media and technology spaces
- Pitch contests and other specialized programs
- One-on-one coaching or mentorship programs by dedicated small business staff
- Entrepreneur networking events

Community hub services

- One-Stop Career Center location
- Facilities for training providers
- Training programs run with other partners
- Host job fairs with partners
- Trusted convener of community service providers
- On-the-job training and internship placements

- Joint programs and workshop with other small business service providers such as SCORE
- Facilities for small business support organizations to meet clients and hold workshops
- Trusted convener of community service providers

[Link to Measures that Matter report](#)



- www.jerseyclicks.org
- Databases offered at every library in New Jersey!
- Available 24/7 from your home or office – you don't have to be physically in the library!
- Some are geolocated and can be accessed without logging in
- Make sure you have your library card just in case
- Business Databases include:
 - Business Source Elite
 - Regional Business News
 - Reference Solutions
 - Small Business Reference Center

Learning Opportunities



Keyword, Author, Title

Search the Catalog Search the Site

BOOKS & MORE EVENTS RESEARCH SERVICES KIDS & TEENS ABOUT US SUPPORT US



Register to attend online

20 Seats Remaining



Business Beyond Basics: Is ChatGPT right for your business?

Virtual Program

Wednesday, May 24
6:30pm - 7:30pm
Add to Calendar

Roxbury Public Library
Virtual Room 1

Is ChatGPT right (or wrong!) for your business? What are the and applications you need to know?

In November 2022, OpenAI launched ChatGPT, an artificial-intelligence chatbot. Businesses and educators are using ChatGPT not only for customer service, but



Library Home Locations Events

LOG IN / SIGN UP

Reserve a Room Virtual Meeting Rooms Help

Virtual
(A) Marketing Essentials
for Small Business
Tuesday, June 13, 2023
10:30 a.m. - 12 p.m.

Share



This workshop serves as an introduction to the basic principles of marketing practices, and the application of those practices, especially for small businesses in local markets. We'll define marketing terminology and the framework for successful marketing strategy. Specific focus will be on:

Event Type(s)

Business

Audience(s)



Keyword, Author, Title

Search the Catalog Search the Site Search the Library

BOOKS & MORE EVENTS RESEARCH SERVICES KIDS & TEENS ABOUT US SUPPORT US



MY EBP - RESEARCH - EXPLORE - ATTEND - CONNECT - GET TO KNOW US

SCORE: Leveraging Facebook & Instagram Ads for Your Business in 2023

JUN 14 - 6:30PM TO 8:00PM

FOR THE LIFE OF YOUR BUSINESS

Please register with SCORE in advance for this program. Click on Join Event Online. This event is held on Zoom.

Description:

You've probably heard a lot of talk about Facebook and Instagram ads recently: the good, the bad, and the ugly. Maybe you've heard people talk about how since the iOS privacy updates, Facebook and Instagram ads just don't work anymore. After hearing it all, you might be thinking, "Maybe ads aren't a good idea for my business." The thing is, success in Facebook and Instagram advertising isn't dependent on iOS changes or other updates. Success comes from strategic advertising and strong effort. Despite what you may be hearing, Facebook and Instagram ads can still be incredibly powerful for growing a business.

Event Details

Online Events Program: Yes

Join Event Online

Audience: Adults, BRC

Attendance Type: Registration Required

Tech: Using Google Sites

Monday, June 05
1:00pm - 2:00pm
Add to Calendar

Princeton Public Library
Tech Center

Learn how to use Google Sites to create your own web presence.

Google Sites allows users to create project dashboards, team sites/intranets, public facing websites and more, without web design software or programming. Attendees will learn step-by-step processes as well as tips for creating their own web space. A Gmail account is strongly suggested prior to class. Instructor: Stephen Miller



WWW.NJSTATELIB.ORG

An affiliate of Thomas Edison State University

Networking and Mentorship



I can & I will @ Gill

In a world overrun with amazing ideas, it's hard to stand out. Let us help you SHINE. Here community means lifting and supporting the ideas and the journey we are on.

Does this sound like you?

- I want to scale up my side hustle but don't know where to start
- I want to engage in a community of creative entrepreneurs so I don't feel so alone in this journey
- I would love to give back to my community of small businesses and entrepreneurs but don't know how
- I want accessible local content that is delivered by people who GET where I come from and my lived experience

**Next Networking Event:
April 19th
@ 5:30 PM**

Get Involved by Emailing:
director@gillmemorial.org

 **GILL MEMORIAL LIBRARY**

Follow us on FB and IG for More



WOMEN OF DIVERSITY NETWORKING NIGHT

Celebrate the diversity and strength of women with our Women of Diversity Networking Night! Join us for a night of inspiration, networking, and invigorating conversation as we come together

**Date: May 24th
Time: 5:30 PM
Gill Memorial Library, Paulsboro NJ
Come As You Are**

I CAN & I WILL @ GILL

What do people want to know when starting a business?



- **Business Plans:** What is a business plan? How do I develop one?
- **Market research:** Who is the local competition? Are there businesses in the area doing something similar?
- **Demographic research:** What is the socio-economic and cultural makeup of the area or neighborhood?
- **Legal Matters:** How do I set up my business legally? Where can I get free legal support?
- **Industry information:** What licenses or certifications are required for my business?
- **Local regulations and business license requirements:** What permits do I need? What upfront costs will I need to be aware of?
- **Small business financing:** Where do I find loans, investors, partners, and other stakeholders? How do I make a pitch to “sell” my idea?
- **Promotion:** How do I let people know that my business exists? How can I bolster my social media and online presence?

[Link to Full Text](#)

Where can I get help? How do I get started?

BUILDING LIBRARY CAPACITY

NJLibsGrowBiz

- Supports NJ libraries and their services for business owners
- Meetings and events for library staff to learn from each other
- Keep library staff informed of business trends and updates



Libraries as Launchpads

In September 2022, the New Jersey State Library partnered with Creative Startups to offer a free certification course for five New Jersey library staff members, with an additional opportunity for select libraries to receive hands-on training and support to bring their entrepreneurship hub to life.

- Five participants from NJ joined the cohort
- Opportunity to participate in Phase 2 of the project



<http://dev.creativestartups.org/libraries-as-launchpads/>

Libraries Build Business

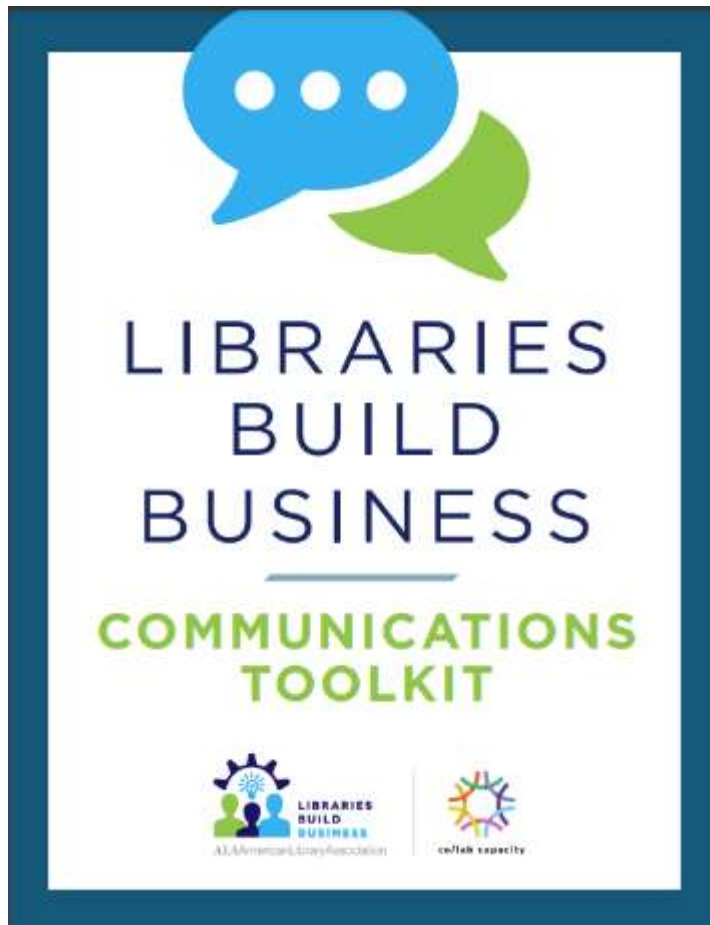


Libraries Build Business (LBB) is a national initiative of the American Library Association (ALA), supported by Google.org, intended to build capacity in libraries offering programming or services to local entrepreneurs and the small business community, prioritizing low-income and underrepresented entrepreneurs.

- Launched in 2020 with a cohort of 13 libraries
- [Developed the Libraries Build Business Playbook](#)
- Published [Libraries that Build Business: Advancing Small Business and Entrepreneurship in Public Libraries](#)
- Established the [Libraries Build Business Community](#)

Visit: <https://www.ala.org/advocacy/workforce/grant>

Libraries Build Business



- Includes outreach plans targeting four key audiences
 - Small business owners
 - Small business support organizations
 - Elected officials and decision makers
 - Library staff
- Helps library staff prepare for meetings, presentations to community members, and events
- Downloadable and customizable presentations and marketing materials

[https://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/Workforce/LBBDissem/LBB Toolkit Final.pdf](https://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/Workforce/LBBDissem/LBB_Toolkit_Final.pdf)

Who should I partner with?

GROWING YOUR NETWORK

Map Your Entrepreneurship Ecosystem

1. Place your library on the map when you think best describes the role and services it provides local entrepreneurs.
2. Place the partners and players you mentioned and where you think best describes the role and services they provide entrepreneurs. If you work directly with a partner, place them within the circle and if they are in the ecosystem, but the library doesn't collaborate with them closely, put them outside the circle.
3. Share with your neighbor or library team to reflect, identify gaps in services areas and select additional partnerships to strengthen.

LESSONS FROM THE FIELD





Community

Support
(Education or
Counseling)

Capital

Federally-Funded Organizations

- [Small Business Administration](#) – “Created in 1953, the U.S. Small Business Administration (SBA) continues to help small business owners and entrepreneurs pursue the American dream. SBA is the only cabinet-level federal agency fully dedicated to small business and provides counseling, capital, and contracting expertise as the nation’s only go-to resource and voice for small businesses.”
 - [NJ District Office – Newark](#)
- [Small Business Development Centers](#) – “SBDCs are hosted by leading universities, colleges, state economic development agencies and private partners...Small business owners and aspiring entrepreneurs can go to their local SBDCs for free face-to-face business consulting and at-cost training on a variety of topics.”
 - [NJSBDC](#)

New Jersey SBDC at Rutgers University	SBDC at Rutgers, Campus at Camden
NJSBDC of Northwest New Jersey	SBDC at Rutgers, Campus at New Brunswick
SBDC at Brookdale Community College	SBDC at Rutgers, Campus at Newark
SBDC at Kean University	SBDC at Stockton University
SBDC at New Jersey City University	SBDC at The College of New Jersey
SBDC at Ramapo College	SBDC at William Paterson University

Federally-Funded Organizations

- [SCORE](#) – “the nation’s largest network of volunteer, expert business mentors, is dedicated to helping small businesses get off the ground, grow and achieve their goals. Since 1964, we have provided education and mentorship to more than 11 million entrepreneurs.”
 - Chapters
 - [Northwest New Jersey](#) - Morris, Sussex, and Warren Counties
 - [Northeast New Jersey](#) - Bergen and Passaic Counties
 - [Monmouth](#) - Monmouth County
 - [Metro New Jersey](#) - Essex, Hudson, and Union Counties
 - [Central Jersey](#) - Somerset, Hunterdon, and Middlesex Counties
 - [Princeton](#) - Middlesex, Mercer, Burlington, Camden, Gloucester, and Salem counties
 - [Southeast New Jersey](#) - Southern Jersey Shore from Pt. Pleasant to Cape May

Federally-Funded Programs

- [Women's Center for Entrepreneurship](#) - The WCEC is a registered 501c3 non-profit organization. Our mission is to empower women to invest in themselves via entrepreneurship by providing necessary resources for women to successfully start, own, operate, and grow their businesses
- [LAEDA Women's Business Center](#) - Founded by the Latin American Economic Development Association, Inc. (LAEDA). The WBC opens doors of opportunity by providing aspiring and existing women business owners who are interested in starting, strengthening or expanding a business with access to necessary resources including quality financial and business education.

State Government Supports

- **NJBAC** – “The New Jersey Business Action Center (NJBAC) is a business advocacy team within the Department of State, dedicated to solving problems and maximizing growth opportunities for your business. We can connect you with government agencies, direct you to appropriate officials, facilitate meetings and follow-ups with regulatory agencies and so much more, all at no cost and strictly confidential.”
 - 1-800-Jersey7
 - <https://business.nj.gov/>
- **NJEDA** – “The New Jersey Economic Development Authority (NJEDA) grows the state’s economy and increases equitable access to opportunity by supporting high-quality job creation, catalyzing investment, and fostering vibrant, inclusive community development. NJEDA works in partnership with a diverse range of stakeholders to implement programs and initiatives that improve quality of life, enhance economic vitality, and strengthen New Jersey’s long-term economic competitiveness.”

Other Business Supports in State Government

- Division of Taxation
 - [Taxation University](#)
- Department of Community Affairs
 - [Urban Enterprise Zones](#)
- Department of Labor and Workforce Development
 - [Division of Employer Accounts](#)
 - [Wage & Hour and Contract Compliance](#)
- Board of Public Utilities
 - [Clean Energy Program](#)
- Cannabis Regulatory Commission
 - [Recreational Cannabis Businesses](#)
- [NJ Office of Diversity](#)

Community Development Financial Institutions (CDFI)

- Community Development Financial Institution (CDFI) Certification is a designation given by the CDFI Fund to specialized organizations that provide financial services in low-income communities and to people who lack access to financing.
- CDFIs include regulated institutions such as community development banks and credit unions, and non-regulated institutions like loan and venture capital funds.
- By building the capacity of a nationwide network of CDFIs, the CDFI Fund works to empower low-income and underserved people and communities to enter the financial mainstream.
- These awards enable CDFIs to finance a wide range of activities—including mortgage lending for first-time homebuyers, flexible underwriting for community facilities, and commercial loans for businesses in low-income areas.
- <https://www.cdfifund.gov/programs-training/certification/cdfi>

Community Development Financial Institutions (CDFI)

- [UCEDC](#) - We're a private, non-profit economic development corporation, dedicated to boosting local economies and strengthening communities through business development and job creation. Since 1977, we've been helping small business by making loans, training and mentoring business owners, helping businesses obtain government contracts, and providing accurate and relevant business information.
- [CBAC](#) - Cooperative Business Assistance Corporation (CBAC) is a non-profit, "mission-based" community lending organization. We were created in 1987 to encourage the growth and stability of small businesses in Southern New Jersey and Philadelphia, helping them to create jobs in our communities and fully contribute to our regional economy.
- [RBAC](#) - RBAC's mission is to foster economic development and entrepreneurship by providing loan capital through SBA financing and business mentoring.
- [BOC Capital](#) - Founded in 2001, BOC Capital Corp., is dedicated to providing financing to small business owners, with a special focus on women, minority, and immigrant entrepreneurs.

Community Development Financial Institutions (CDFI)

- [New Jersey Community Capital](#) - New Jersey Community Capital is a nonprofit community development financial institution that provides an innovative toolkit of financial products, programs and services to advance equity and opportunity in the communities we serve.
- [Pursuit Lending](#) - For more than 65 years, Pursuit, formerly known as New York Business Development Corporation, The 504 Company, and Excelsior Growth Fund, has offered innovative lending solutions to help business owners in CT, NY, NJ, and PA follow their dreams.
- [Greater Newark Enterprises Corporation](#) - Greater Newark Enterprises Corporation (GNEC) is a boutique economic development organization that works with businesses to provide financing, consulting and business coaching.

Nonprofits, Export Assistance, and Lenders

- [Rising Tide Capital](#) - Rising Tide Capital is a non-profit organization whose mission is to transform lives and communities through entrepreneurship.
- [LAEDA](#) - LAEDA is a not for profit economic development organization dedicated to assisting emerging entrepreneurs and small business owners to start and grow their businesses in Camden, Burlington, Gloucester, Atlantic and Cumberland counties in New Jersey.
- [NJIT - APEX Accelerators](#) - NJIT - APEX Accelerators (formerly PTAC) provides free counseling in addition to training and technical resources to New Jersey-based businesses. Our resources help clients navigate the procurement process to better identify viable sourcing opportunities in the government and private sector marketplaces.

Chambers of Commerce

- [U.S. Chamber of Commerce](#)
- [New Jersey Chamber of Commerce](#)
- **Chambers by Geographic Region**
 - [Chamber of Commerce of Southern New Jersey](#)
 - [Southern New Jersey Development Council](#)
 - [Princeton Mercer Regional Chamber](#)
 - [North Jersey Chamber of Commerce](#)
- **Chambers by Population Group**
 - [African American Chamber of Commerce of New Jersey](#)
 - [Asian Indian Chamber of Commerce](#)
 - [New Jersey Chinese-American Chamber of Commerce](#)
 - [Statewide Hispanic Chamber of Commerce of New Jersey](#)
 - [NJ Pride Chamber of Commerce](#)

Business and Industry Associations

- [Commerce and Industry Association of New Jersey](#) - Commerce and Industry Association of New Jersey is a network of businesses committed to improving and advancing the cause of free enterprise in the Garden State.
- [New Jersey Association of Women Business Owners](#) - NJAWBO's primary objective is to support and encourage business ownership by women. Since 1978, NJAWBO has helped women achieve their business visions by providing them with the tools to develop and grow their enterprises.
- [New Jersey Business and Industry Association](#) - NJBIA provides information, services and advocacy to its member companies in order to build a more prosperous New Jersey. They are the nation's largest statewide employer association.

Business and Industry Associations

- [New Jersey Restaurant and Hospitality Association](#) - New Jersey Restaurant and Hospitality Association provides support, education and advocacy for owners and operators of restaurants, lodging establishments, and entertainment destinations throughout the Garden State.
- [New Jersey Technology and Manufacturing Association](#) - NJTMA creates programs and services that help their businesses grow and prosper as well as provide support and encouragement to the New Jersey manufacturing industry.
- [New Jersey Manufacturing Extension Program](#) - NJMEP is a private, not-for-profit organization that improves the profitability and competitiveness of New Jersey manufacturers.

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THANK YOU!