Summary Report -- weEntrepreneurs Project
Somerset County Library System

I. **APPROACH**

Building on its 2012 Economic Development Award from the Somerset County Business Partnership (Somerset County's chamber of commerce), SCLS has ramped up its joint programming efforts with SCBP. We hosted two breakfast sessions with SCBP to introduce small business owners with the ReferenceUSA product and how they could use it to their advantage to produce timely and geographically accurate targetted mailing lists. They were stunned that the Library had such a tool on offer for free.

At the same time, we have been integrating professionally-led Marketing Department into our efforts at marketing and promoting our programs, services and resources. Where we had previously been offering a number of programs of interest to the business community in the we were now aggregating them and scheduling them to maximum effect and reach and promoting them through a coordinated campaign using social media, digital signage, email blasts and traditional posters/brochures.

We convened a business task force of adult service librarians from several of our larger branches and they have further coordinated business programming, planning things a year out and coordinating them to best effect. Most recently, we have set up a small business center at the Warren Township Library, which is serving as a model for similar centers at our other two area library branches. In those centers, we will have pulled together book, periodical and databases as well as a small conference room with a whiteboard, projector, copier/fax/scanning equipment and other resources of value to small business owners and entrepreneurs.

We have staffed tables of business resources at SCBP Small Business Expos, getting our expert staff and resources in front of a varied audience of small business owners and entrepreneurs.

We collect business cards and send monthly email blasts about programs and resources to our new business contacts using MailChimp. Our click-through rates are excellent.

Our business task force is writing monthly articles for local press that highlight business resources at the library.

We are creating "business kits", bundled materials that circulate as one piece, aimed at small businesses and entrepreneurs (planned release date is March, 2016).

2. **RESULTS**
    - ❏ We have an ongoing, successful and well-attended series of programs at our three area libraries.
    - ❏ We are seeing healthier use of our business resources and staff.
    - ❏ We are developing a stronger working relationship with the SCBP on several levels (most recently being asked to co-chair a Nonprofit Council to offer SCBP services to nonprofit members). They asked us to help create a small business center for their office.
    - ❏ We will be promoting our Small Business Center(s) alongside the services of SCBP and they will be doing the same.

3. **REPLICABLE PROGRAMS**
    - ❏ InfoUSA is willing to work with individual libraries to offer programs, especially if they will work together to minimize the number of travel days for their staff (by clustering programs).
    - ❏ As libraries shrink their collections, space freed can be used to develop small business centers. At the Warren Township Library, for example, we eliminated periodicals storage and used the room instead for a small business center. Ask your Friends groups to help fund the changes.
    - ❏ You can get more "bang" for your investment in business programming if you plan way ahead and "sell" the package together.
    - ❏ Collect business cards and stay in touch with your new business contacts using a service like MailChimp.

4. **PARTNERSHIPS**
    The partnership with the Technology and Entrepreneurship Talent Network and LibraryLinkNJ provided the impetus to
    - ❏ rethink how we develop, deliver and promote business programming and resources
    - ❏ work with other libraries to see how they develop, deliver and promote business programming and resources
    - ❏ further strengthened our partnership with the Somerset County Business Partnership.

5. **FUTURE PLANS**
    - ❏ We will continue to plan and deliver business programs as a system and focus those programs in our three area library branches.
    - ❏ We are developing business kits with a release date of March, 2016.

Your OFFICE ON THE GO

AUGUST - DECEMBER 2015

8 | AUGUST

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9 | SEPTEMBER

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10 | OCTOBER

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11 | NOVEMBER

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12 | DECEMBER

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August 18, 7-8:30 pm
SOCIAL MEDIA MARKETING PLUS LINKEDIN DEEP-DIVE FOR THE BUSINESS PROFESSIONAL
SCLSNJ Mary Jacobs Memorial Library branch

Sept. 17, 8:30-10:30 am
SPEED NETWORKING FOR THE SMALL BUSINESS OWNER & BUSINESS PROFESSIONAL
SCLSNJ Warren Township Library branch

October 3, 11 am-3 pm
SCLSNJ'S THIRD ANNUAL SMALL BUSINESS EXPO
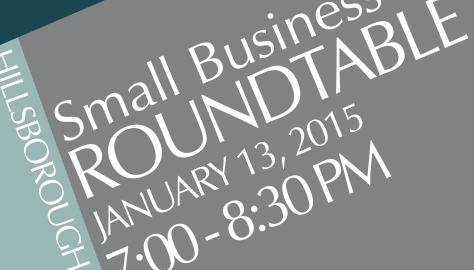SCLSNJ Hillsborough Library branch

Nov. 5, 8:30-10:30 am
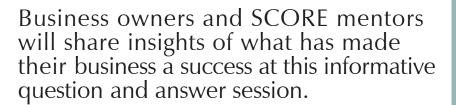### SPEED NETWORKING FOR THE SMALL BUSINESS OWNER & BUSINESS PROFESSIONAL
SCLSNJ Mary Jacobs Memorial Library branch

SCLSNJ is available to provide local business owners and professionals the opportunity to access information critical to their success for free. All SCLSNJ business events include plenty of time to network, so don't forget to bring lots of business cards with you.

Registration is required. Visit SCLSNJ.org/s/officeonthego.

SCLS Business Resources

CONNECT

Visit SCLSNJ.ORG

HILLSBOROUGH LIBRARY

Small Business
ROUNDTABLE
JANUARY 13, 2015
7:00 - 8:30 PM

Business owners and SCORE mentors will share insights of what has made their business a success at this informative question and answer session.

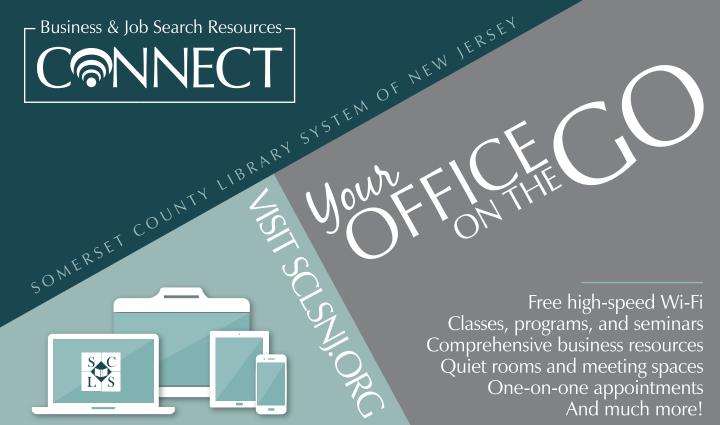## FEATURED
SCORE
MENTORS:

Arnold Karvasarsky
Robert Sullivan
Eric Fisher
Stephen Silberman

"According to a 2010 Online Computer Library Center report, public libraries provided services to small business owners and employees 2.8 million times every month. Our Business Initiative Series seeks to fill this need in Somerset County."
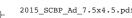
-Samantha Gale, SCLSNJ System Programming Coordinator

SCLS REGISTRATION IS REQUIRED.
Hillsborough Library is located at 379 South Branch Road, Hillsborough, NJ
Visit SCLSNJ.ORG or call 908-369-2200 for more information.
Learn more at sclsnj.org/s/officeonthego.

Business & Job Search Resources

CONNECT

SOMERSET COUNTY LIBRARY SYSTEM OF NEW JERSEY

VISIT SCLSNJ.ORG

Your **OFFICE** ON THE **GO**

Free high-speed Wi-Fi
Classes, programs, and seminars
Comprehensive business resources
Quiet rooms and meeting spaces
One-on-one appointments
And much more!

SCLSNJ LIBRARIANS ARE:

TAKING CARE OF BUSINESS

LEARN MORE AT SCLSNJ.ORG/S/OFFICEONTHEGO

Make a free appointment with one of our dedicated business librarians and find out how Somerset County Library System of New Jersey can help your business thrive. Email business@sclibnj.org today.

SCLSNJ

SC
LS

Women's

NIGHT OUT

DRESS FOR SUCCESS

You're Invited

Thursday, May 28, 2015 | 5-9pm
The LOFT at the Village at Bridgewater Commons
610 Commons Way, Bridgewater, NJ

RAFFLES AND LIGHT REFRESHMENTS WILL BE AVAILABLE.
VISIT SCLSNJ.ORG FOR MORE INFORMATION AND TO REGISTER.