


Building Business Connections in Your Community



Welcome to today's Infopeople Webinar!

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Building Business Connections with Your Community

An Infopeople Webinar
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Welcome!


- What is Embedded Business Librarianship? Why does it matter?
- How does Embedded Business Librarianship differ from outreach?
- What are the 5 steps to Embedded Business Librarianship?
- How can you bring the business community to the library?
- How can you customize this for your library?

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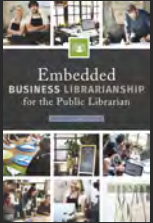
Let's get acquainted!

- ❑ Business Liaison Librarian
- ❑ Community Outreach
- ❑ Library OnConference
- ❑ Sharing stories and understanding how communities connect



Latest publication!

- ❑ ALA Editions 2016
- ❑ Embedded Business Librarianship for the Public Librarian



Embedded Business Librarianship

- ❑ "Embedded Business Librarianship is a library professional who becomes engrained in their library's business community."
- ❑ Do not function as an outsider, but as a peer, equal, and colleague
- ❑ The title is not important!! It's the action that matters the most

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Why should we care about businesses?

- ❑ Because they care about us!
- ❑ Small business owners are 64% of the "new net jobs created between 1993-2011"
- ❑ 18 million solopreneurs and counting
- ❑ Upwards of 35% of job seekers use the library
- ❑ How can we build *meaningful* relationships with these groups?

Pop Quiz!

- ❑ How often does your library provide outreach?
 - ❑ A: At least once per week
 - ❑ B: Once every few weeks
 - ❑ C: Once per month
 - ❑ D: A few times per year
 - ❑ E: Never

Outreach is not embedded librarianship

- ❑ The key difference: promotion
- ❑ Outreach is occasionally going out into the community
- ❑ Embedded is consistently being integrated in the community

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Benefits of being embedded

- ❑ Get to really know your community- no superficial relationships!
- ❑ Changes the perspective of public libraries and librarianship
- ❑ Streamlines your job: programs, collection development, and more
- ❑ Benefits to them? Countless!

Transform existing relationships

- ❑ You don't have to start from scratch
- ❑ Take your current relationships to the next level
- ❑ Make new connections from current community partners
- ❑ Start small and focus on consistency

5 Steps to Embedded Business Librarianship

- ❑ Create your networking list
- ❑ Start reaching out
- ❑ Make your debut: initial presentation
- ❑ Create a call to action
- ❑ Network, network, network

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Before you get started, remember...

- ❑ Guiding principle: the public library adds value to the community
- ❑ You are building meaningful relationships by learning about their needs, worries, strengths, aspirations by becoming *part* of the community

Step 1: Create your networking list

- ❑ Chamber of Commerce
- ❑ Career Centers
- ❑ Small Business Development Center
- ❑ Village Hall
- ❑ Merchant meetings
- ❑ Community colleges
- ❑ SCORE (www.score.org)
- ❑ Rotary Club
- ❑ Shopping Centers
- ❑ Religious organizations
- ❑ Meetup.com
- ❑ Entrepreneur Forums

Step 2: Start reaching out

- ❑ Begin with someone you are already connected with- don't reinvent the wheel!
- ❑ Email vs. phone
- ❑ Key words to use: brief, information, learning
 - ❑ Avoid "partnership" words
 - ❑ Start slow!

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Step 3: Making your debut

- Initial presentation
- Make it count
- Interactive, engaging, short, sweet
- Focus on what you can do and getting to know them

Step 4: Call to Action

- The most important part of the process!
- Think outside the box
 - Networking breakfasts
 - Off-site training sessions
 - One-on-one consultations
 - Ask them what you can customize!

Step 5: Network, network, network!

- The real work now begins
- Practice your elevator speech
- Sharing what you can do + learning what they need = crystal clarity
- Get out there regularly
 - Job fairs
 - Network scrambles
 - Ribbon cuttings
 - Open houses

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Bringing it back to your library

- Networking events
- Video/podcast series
- Tech Training- apps, video production, Etsy, social media, blog/website design

Coworking spaces

- Shared, open workspaces for entrepreneurs and professionals meet, collaborate, and network
- Good news: they are looking for public spaces- that's us!
- More good news: It doesn't have to be expensive or a big commitment- simply rearranging furniture or adjusting library rules
- Does your library create a welcoming environment?

Pop Quiz!

- How big is your library?
 - A: Less than 25 employees
 - B: 26-50 employees
 - C: 51-80 employees
 - D: 80-125 employees
 - E: More than 125 employees

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Making it work for your library

- Action creates clarity
- Relaying the benefits to management/board
- Using a hybrid model to work for your library, department, and community

Questions?

- Let's stay in touch!
 - www.barbaralvarez.com
 - @alvarez_b3
- THANK YOU! ☺

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