The Need for a Framework
Public Library Business Services staff may find themselves helping users locate information for...

- Market Research
  - Business-to-business
  - Business-to-consumer
- Writing a Business Plan
- Finding Nonprofit Funding

Fulfillment of these and other business needs will depend on users’ ability to search for and identify reliable information and to understand which resources are relevant.

Libraries provide...

- Credible, current resources
- Staff who instruct on the use and value of these resources

The ACRL Framework for Information Literacy applies to public libraries!

The Framework’s concepts can give instructors a flexible overlay for what BUSINESS Information Literacy should encompass (Ireland, 2017.)

Practical Learning Outcomes
Learning outcomes for public library IL Instruction will tie to program goals (and, ultimately, to the library’s mission statement), and may include users’ abilities to...

- Navigate a database
- Evaluate a source
- Identify additional business support organizations
- Understand basic steps for starting and running a business or nonprofit

Assessment is key for determining whether IL goals were met...

- Goal = intended impact of IL Instruction
- Objectives = stepping stones (learning outcomes)
- Measure = value of each objective

Collectively, learning outcomes will advance the goals, making an impact on the business community (ALA, 2017).

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