A SERIES OF BUSINESS WEBINARS FOR PUBLIC LIBRARY CUSTOMERS AT SNO-ISLE LIBRARIES

Presented by
Kassy Rodeheaver
Kassy Rodeheaver

Business Librarian II
Pima County Public Library
Tucson, AZ

Former Lead Librarian for Business
Sno-Isle Libraries
Marysville, WA
Sno-Isle Libraries

Strategic Priority 2017-2019

- Strengthening our economy by supporting entrepreneurs and small business owners

Service Area

- Covering 2,260 square miles in Snohomish and Island counties (excluding Everett and Woodway)
- Nearly 750,000 residents
- 23 community libraries
Growing Our Business Services Capacity

Outside Business Experts as Presenters

1:1 reference help

Strategic Partnerships

Reach more of our customers… but how?

1. ABI/INFORM Trade & Industry
2. AtoZdatabases
3. Business Plans Handbooks
4. Business Source Premier
5. DemographicsNow
6. Legal Information Reference Center
7. Lynda.com
8. Morningstar
9. Small Business Reference Center
10. Value Line
Pilot Project Overview

- Business Team members
- Revise existing curriculum for webinar delivery
- Host 4 live webinars
- Post recordings on our website
- Target Audience: Our business community
Plan for Profit Series

- 4 webinars less than 1 hour long
- Billed as “lunch ‘n learn” opportunities hosted from 12-1 pm local time
- Progression from basics of business plans through secondary market research
- Adult learning theory – conceptualized not as database training, but as practical skill building
## Target Outcomes

Immediate outcome targets mirrored the in-person library business class results

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Baseline</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees feel more knowledgeable about the subject</td>
<td>None</td>
<td>95% report agree or strongly agree</td>
</tr>
<tr>
<td>Attendees feel more confident about the subject</td>
<td>None</td>
<td>90% report agree or strongly agree</td>
</tr>
<tr>
<td>Attendees will use what they just learned</td>
<td>None</td>
<td>90% report agree or strongly agree</td>
</tr>
<tr>
<td>Attendees are more aware of resources and services the library has to offer</td>
<td>None</td>
<td>90% report agree or strongly agree</td>
</tr>
</tbody>
</table>
Targeted Outcomes

Follow-up outcome targets were based on educated assumptions

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<tbody>
<tr>
<td>Attendees will report they accessed at least one business tool featured in the webinars</td>
<td>None</td>
<td>50% of attendees report yes</td>
</tr>
<tr>
<td>Attendees will report that they used what they learned to start their business plan</td>
<td>None</td>
<td>33% of attendees report yes</td>
</tr>
<tr>
<td>Attendees will report that they used our chat, email, text, or phone reference services for additional support</td>
<td>None</td>
<td>33% of attendees report yes</td>
</tr>
<tr>
<td>Attendees will report that they made a Book-A-Librarian appointment for additional support</td>
<td>None</td>
<td>10% of attendees report yes</td>
</tr>
</tbody>
</table>
The Webinar Software: GotoWebinar

**The Details**
- Up to 100 webinar participants
- You could have even more participants register
- Registration through a customized landing page
- Customizable evaluation surveys for immediate feedback
- Lots of interactive features like "handraising," chat with webinar hosts, polls, etc.
- Ability to monitor attentiveness
- Reporting on attendee engagement, etc.

**Best Practices We Adopted**
- Set up in a private space (no shared offices)
- 2 people to manage the webinar
- Intro slides
- Housekeeping slides for software instruction
- Agenda slide
- Lots of interactive activities built in to webinar
- Practicing the whole presentation in the software several weeks in advance
Project Timeline

- **Project Approved**
- **September**
- **Revised Curriculum Completed**
- **October**
- **BST members trained in software**
- **November**
- **Practice runs in software begin**
- **December**
- **Webinars begin**
- **All practice runs complete**
- **Webinars end**
- **Followup Survey Closes**
- **Closure Report Submitted**
Marketing Efforts

- Printed large posters in every community library
- Community Library staff helped us distribute small posters for display to our partners (chambers, business associations, city/town halls, etc.)
- MailChimp eNewsletter
- Targeted e-blasts through Savannah from OrangeBoy
- Community library staff word of mouth to customers
Webinars: Behind the Scenes

- Host introduction & explanation of webinar controls
- Agenda & Learning Outcomes
- How to get a library card
- Webinar content & live demonstrations of the relevant databases
- Ask Us, Tell Us: Communication channels to ask us future questions
- Upcoming Webinars
- Q & A

- Write a Business Plan
- Find Your Customers
- Understand Your Competitors
- Market Potential and Your Market Share
Outputs

4 New Curricula & Hosted Webinars (target: 4)

3 new cards (target: 20)

<table>
<thead>
<tr>
<th></th>
<th># Registered (target = 20)</th>
<th># Actual Attendees (target = 12)</th>
<th>Recording Views (target = 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webinar 1</td>
<td>105</td>
<td>42</td>
<td>57 (36)</td>
</tr>
<tr>
<td>Webinar 2</td>
<td>93</td>
<td>40</td>
<td>22 (14)</td>
</tr>
<tr>
<td>Webinar 3</td>
<td>87</td>
<td>20</td>
<td>17 (11)</td>
</tr>
<tr>
<td>Webinar 4</td>
<td>76</td>
<td>21</td>
<td>13 (8)</td>
</tr>
</tbody>
</table>
Who attended?

You are...

- A current business owner: 51%
- Considering starting a business: 42%
- A manager of a business: 6%
- A jobseeker: 1%
## Immediate Outcome Results

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Baseline</th>
<th>Target</th>
<th>Average Over 4 Webinars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees feel more knowledgeable about the subject</td>
<td>None</td>
<td>95% report agree or strongly agree</td>
<td>92.9%</td>
</tr>
<tr>
<td>Attendees feel more confident about the subject</td>
<td>None</td>
<td>90% report agree or strongly agree</td>
<td>84.7%</td>
</tr>
<tr>
<td>Attendees will use what they just learned</td>
<td>None</td>
<td>90% report agree or strongly agree</td>
<td>91.7%</td>
</tr>
<tr>
<td>Attendees are more aware of resources and services the library has to offer</td>
<td>None</td>
<td>90% report agree or strongly agree</td>
<td>97.6%</td>
</tr>
</tbody>
</table>
What did you like most about the webinar?

- Learning about the depth of library resources - as someone who has little capital it's great to know this is out there.
- The information presented in the webinar has provided me with the tools and knowledge that I can use to expand my business in a logical way.
- Learning about the wealth of information available through Sno-Isle Libraries.
- Learning about all the helpful resources the library has to offer. Glad to know you are there and eager to help!
- They told me about tons of resources that I didn't know existed!
- That we were introduced to more resources that the library system provides - more than I was aware of.

59.3%
What could the library do to better assist you in developing your business?

All of the topics covered in the webinar series are very relevant and useful. I would also like information on financing a new business…

These webinars are much more convenient for me than attending a library class. I would like to see more webinars! Thank you!

Keep holding webinars and helping us use library databases and resources! Thank you!

Continue these webinars and in-person classes. Keep up the great work.

Making more people aware of these webinars.

I love these types of classes.

Keep holding webinars and helping us use library databases and resources! Thank you!

I love these types of classes.
## Follow-Up Outcomes

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Baseline</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees will report they accessed at least one business tool featured in the webinars</td>
<td>None</td>
<td>50% of attendees report yes</td>
<td>77.8%</td>
</tr>
<tr>
<td>Attendees will report that they used what they learned to start their business plan</td>
<td>None</td>
<td>33% of attendees report yes</td>
<td>50%</td>
</tr>
<tr>
<td>Attendees will report that they used our chat, email, text, or phone reference services for additional support</td>
<td>None</td>
<td>33% of attendees report yes</td>
<td>22.2%</td>
</tr>
<tr>
<td>Attendees will report that they made a Book-A-Librarian appointment for additional support</td>
<td>None</td>
<td>10% of attendees report yes</td>
<td>11.1%</td>
</tr>
</tbody>
</table>
Lessons Learned

1. 2 people are necessary to run a successful webinar
2. Webinars are an extremely successful way to teach business professionals how to use our tools
3. Participants attended from all over our service area and beyond
4. AtoZdatabases & DemographicsNow were the tools most used by participants
5. Avoid hosting webinars near holidays!
www.sno-isle.org
Questions?

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I'm on LinkedIn. Send me a request!

My thanks to my former colleagues at Sno-Isle Libraries!
- Terry Beck
- Kendra Trachta
- Ruth Griffith
- Michelle Callihan
- Melissa Borders
- Julie Thompson
- Brenda Maloney
- Laurie Lyons
- Debie Murchie
- Geoff Jensen
- Jim Hills
- Julie Titone
- Deborah Tahara
- IT department
- All Building Heads
- All Community Library Staff!