Goal:
To create of a more inclusive and sustainable entrepreneurial ecosystem in which the library is a key player in developing small business capacity in the community.

INPUTS	ACTIVITIES	AUDIENCES		OUTPUTS		OUTCOMES
		Primary	Secondary	Short-Term	Long-Term	
Library Collections & Resources **Trained Library Staff** **Partnerships** **Meeting Space** (Virtual / Physical) **Technology** **Promotional / Outreach Materials**	Entrepreneurship Classes & Workshops Networking & Community Events One-on-One Support Staff Training Partnership Development	Entrepreneurs & Solopreneurs Focus On: • Women • POC • Underserved Library Staff Being Trained	Partners Local Business Ecosystem Library Board & Administration Local Government & ESOs	**Entrepreneurship encounters:** **# of Attendees** • Workshops • Classes • Networking • Community Events • Staff Training **# of Programs & Events** • Workshops • Classes • Networking • Community Events • One-on-One Support • Resource usage **Community Engagement** • # of social media mentions • # of referrals from participants • # of new partnerships **Staff Engagement** • # of staff trained in entrepreneurship / business support	**Growth in Small Business Community** • # of business plans written by participants • # of businesses created/ registered by participants • Increased funding for library patrons • Growth after a library training (i.e. new hires, sales, etc.) **Program Recognition** • # of sustained new partnerships • % library system involved • # of return users to library services	Increase in community knowledge of how to start and sustain a small business Increase in small businesses being sustained in the community Increase in key demographic groups' businesses in community Increased community understanding of library as a business resource and partner in business education Increased confidence among library staff to support entrepreneurs Library system-level buy-in, support, and growth for entrepreneurship resources & programs at the library