

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: <ul style="list-style-type: none"> Women POC Underserved Library Staff Being Trained	Partners Local Business Ecosystem Library Board & Administration Local Government & ESOs	Entrepreneurship encounters: # of Attendees <ul style="list-style-type: none"> Workshops Classes Networking Community Events Staff Training # of Programs & Events <ul style="list-style-type: none"> Workshops Classes Networking Community Events One-on-One Support Resource usage Community Engagement <ul style="list-style-type: none"> # of social media mentions # of referrals from participants # of new partnerships Staff Engagement <ul style="list-style-type: none"> # of staff trained in entrepreneurship / business support 	Growth in Small Business Community <ul style="list-style-type: none"> # 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 <ul style="list-style-type: none"> # 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



This logic model was designed in collaboration with libraries participating in Strengthening Libraries as Entrepreneurial Hubs, a joint initiative with the Urban Libraries Council and the Ewing Marion Kauffman Foundation. Knology is currently working to understand and assess libraries' capacity to support entrepreneurs in their communities.



Strengthening Libraries as Entrepreneurial Hubs, logic model is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).

This evaluation product was funded by the Ewing Marion Kauffman Foundation