

Wyoming Library to Business (WL2B) Stations - Information Sheet

Background – Since Laramie County Library System (LCLS) was awarded the Libraries Build Business grant in March 2020, many things have changed in our world. Just like small businesses, LCLS is pivoting to best meet the current needs of our communities. LCLS is partnering with the University of Wyoming Libraries, the Wyoming State Library, and several economic development partners to create a new program, Wyoming Library to Business (WL2B).

The purpose of WL2B is to connect Wyomingites with the resources they need to start, pivot, or grow their small businesses. WL2B will work across the state over the next year to support libraries in providing services that foster the entrepreneurial ecosystem and help future business owners gain access to the information, organizations, and funding that will assist them in making their plans viable.

The Program – WL2B Stations will be installed in eight public libraries. These dedicated stations will receive a new laptop with webcam so that entrepreneurs and small business owners can meet virtually with experts from across the state. The WL2B Stations will also include a portable projector so libraries can take full advantage of the online programs and webinars produced by the Small Business Development Center, Wyoming Women’s Business Center, and other economic development organizations.

Each library will receive one-on-one collaboration with LCLS Business Services Coordinator Rachael Svoboda and one WL2B Station, consisting of approximately \$2,750 in technology and materials. Each station includes the following:

- WL2B laptop - Dell Latitude 5511 15.6”
- Projector - Epson PowerLite 1785W
- Mouse, presentation clicker, and over-the-ear headset
- Software license, as needed
- Adjustable height rolling desk
- Chair for desk
- Promotional materials

A limited fund will be established to help cover the future costs of equipment replacement or software licenses. The stations are not intended to add costs to individual library budgets.

Staffing Requirements – One person from the library will be designated point of contact. That individual will be responsible for the following outcomes, to be clearly identified in a Memorandum of Understanding (MOU):

- Participation in quarterly virtual events within the WL2B Network for 24 months following installation; events not to exceed 60 minutes.
- Active promotion of the WL2B Station for 12 months following installation. A promotion plan will be individualized for each community based on specific marketing strategies including PSAs, social media content (if applicable), and promotional material handouts for patrons. The promotional collaboration will be clearly outlined and included in the MOU.
- Scheduling in-person training for all designated staff with LCLS Business Services Coordinator Rachael Svoboda during installation. Designated staff will need to be prepared to assist patrons with creating an email account; logging on to Zoom, Microsoft Teams, Google Hangouts, and/or other virtual platforms; and providing basic computer assistance including downloading business plans and suggestions for business research databases.
- Providing one 45-60 minute virtual program per month after installation. Programs will be produced and delivered by economic development organizations.

Facility and Technical Requirements – Ideally, the WL2B Station will be set up in a semi-private area of the library. The business discussions that will take place are considered confidential and proprietary. Since an adjustable height rolling desk will be provided, the library can choose to move it to a quiet location while in use.

Many requirements will depend on the chosen library and will be included in the MOU after collaboration. Items to consider for the install:

- Will the laptop connect to the library internal network or will it need its own? (Funding may not be available for additional networks.)
- Who will be responsible for maintaining the software updates and licenses?
- Who will be responsible for prepping the new laptop for use in the library? (Laptop will most likely be drop-shipped.)
- Is there a Microsoft Office license (Word, Excel, PowerPoint) available to use on the laptop or does one need to be purchased? (Funding is available for software assistance.)
- Does the library have a system for booking the WL2B Station? This does not need to be a fancy computer program; are there existing reservation procedures for other library rooms or specialty items that could be adapted?
- Who will be responsible for assembling the adjustable height rolling desk? (Desk will likely be drop-shipped.)
- The laptop and projector may be used for other library activities however, WL2B-related activities must remain a priority for 24 months after installation.

Reporting Requirements – There will be grant reporting requirements in exchange for a WL2B Station, consisting mainly of online surveys and a limited number of paper surveys. In addition, participating libraries will need to attend quarterly virtual events as a network of business-minded library peers is created in Wyoming. Participating libraries will complete reporting requirements for 24 months after installation.

WL2B Network – Participating libraries are strongly encouraged to maintain a presence in the WL2B Network after the grant requirements are met. The WL2B Network will be a peer-to-peer group dedicated to assisting Wyoming business communities, encouraging entrepreneurs, and providing reliable, relevant information on Wyoming experts and programs. The WL2B Network is in the planning stages and more information will be available after April 1, 2021.

Selection Process – Submit the WL2B Station application by **Friday, December 18, 2020, 11:59pm MST**. A selection committee consisting of grant stakeholders will review applications and make notifications by Wednesday, January 6, 2021.

Questions? Email WyomingL2B@gmail.com or call Rachael Svoboda, 307.773.7200.

Wyoming Library to Business is made possible by a generous grant from #LibrariesBuildBusiness



Short answer questions on application (~250 words or less)

- Do you anticipate changes to hours of operation in 2021 (not related to COVID-19)?
- How would a WL2B Station impact your library services?
- What business/entrepreneur services and resources are currently offered through your library?
- Do you see any challenges in offering one 45-60 minute virtual program per month after installation?
(Reminder that the content is produced and delivered by economic development experts; the library will use the WL2B Station projector for viewing content.)

Link to apply: <https://forms.gle/cxZsHZuruMRy6Ziw9>