



2009 Renew Washington Grants

Final Narrative Report Cover Sheet

Date 9-30-10 Contract # G-4307 Grant # _____

Library King County Library System

Title of Grant InfoBiz

Amount Awarded \$50,000

Grant Period

Start Date October 30, 2009 Through August 13, 2010

Reporting Period

Start Date October 30, 2009 Through September 30, 2010

Submitted by Jeff Kempe, Adult Services Coordinator, King County Library System

Signatures Certifying the Final Report

We certify that all of the information contain herein is correct to the best of our knowledge. We certify that 6 of 7 objectives of this grant have been achieved. We certify this report includes an analysis of each objective of this grant and an evaluation of the impact this grant has made on our services. We certify \$ 33,982.94 has been claimed and \$ 16,017.06 of the amount originally awarded was not used and the reasons are explained in this report.

Signatory _____ Date _____

Fiscal Agent _____ Date _____

Signatory: Defined as the person who would sign the grant contract and whose signature will be a representation that the legal entity submitting this report has authority to enter into the grant contract; and that the signatory has the authority to sign the grant contract on behalf off the legal entity.

Fiscal Agent: Defined as an individual authorized by the Grantee's governing body to obligate it to the financial liabilities and accountable to the Grantees governing body for the integrity of the official accounting system and the financial statements that the system provides.

Submit this form and the Final Narrative Report to:

**Anne Yarbrough
Grants Program
Washington State Library
Post Office Box 42460
Olympia, WA 98504-2460**

In addition, email electronic copy to:

anne.yarbrough@sos.wa.gov

Final Narrative Report

1. Do you feel this grant has helped you provide better service to your customers?

X	Strongly agree
	Agree
	Neutral
	Disagree
	Strongly disagree

Please explain:

a) By developing partnerships with agencies serving the small business community, KCLS is making new patrons aware of our services. As a result of these partnerships, we now provide overviews of library resources incorporated into programs offered by Community Capital Development and the Green River SBAC. Information about InfoBiz is also being shared by our partners through their Facebook/Web presences. This allows us to be part of the conversation with small business owners, whether or not they ever physically enter the library.

b) InfoBiz serves as a one-stop resource for patrons with small business questions, both online and in the library. This is central to the value of the project. While the site has only been live since September first, it already has had over 1200 visitors. The one-stop nature of the site provides users with convenience, while its regional focus makes it relevant to our patron base.

c) KCLS InfoBiz provides a collection of small business videos and resources on our website to which we can direct our patrons. This helps our staff to more effectively refer patrons to agencies that can help them in King County. The process of producing the videos has also allowed us to engage with our partner agencies in a common goal, creating a team ethic.

d) We have created new small business content online for Spanish speakers, and continue to develop new content with the assistance of the Latino Outreach Coordinator at Washington CASH. The project has allowed us to make further inroads into serving the Spanish-speaking community in King County.

2. Summarize the project, the situation it was intended to address, and the objectives of the project.

InfoBiz was intended to provide current business owners and potential entrepreneurs with the opportunity to see and hear local experts explaining business strategies, resources, and concepts using online video. It was also designed as a small business one-stop for King County, providing relevant links

to online resources on small business topics and tutorials to assist users with library's business resources.

Many small businesses are struggling in the current economic climate. As a response to layoffs and downsizing, many people are looking for alternative means of support and are exploring starting their own business. At the same time, according to the SBA, small businesses are responsible for the majority of new jobs in Washington.

Both the library and other local community organizations have a wealth of knowledge and resources available, but they are not fully utilized due to lack of awareness about the resources as well as a variety of barriers to access. Many people who are already overwhelmed and don't know where to start face other obstacles such as: lack of time and/or availability on late evenings and weekends, limited finances, limited English skills, childcare responsibilities, restrictions on mobility, and transportation needs.

By communicating using short, instructional videos, Infobiz was designed to make information for local small business owners more accessible and convenient for them to use, when and where they need it, and serve as a helpful referral tool through which users can be introduced to agencies in King County who can provide them with additional support and resources.

3. Summarize the results of the project, including activities accomplished, and any problems or unexpected outcomes encountered.

One-Stop Online Resource

In KCLS InfoBiz, we have developed a one-stop, online resource for small business owners and aspiring entrepreneurs in King County. By creating short, online videos for the site, in cooperation with partner agencies serving small business, we have begun creating a valuable library of videos that can be viewed on demand, at the point of need, by anyone with Internet access.

Partnerships

We have strengthened our relationship with our partner agencies, and in the process created new avenues for small business owners to discover library resources. Our staff is also more effectively able to refer patrons who need help starting a small business to small business support agencies in the area.

The establishment of partnerships is potentially the most valuable result of the InfoBiz project, but it also has presented challenges. Our partnership with the Bellevue Entrepreneur Center, for example, presented a unique challenge. When our contact at the agency left the organization in the middle of the project, we needed to develop a relationship with the new head at BEC and essentially start a relationship from scratch.

Outreach to Spanish Speaking Community

In order to make the site accessible to Spanish Speakers, we created subtitled versions of all our videos. In addition, we have a section on InfoBiz dedicated to Spanish language resources, and have developed a partnership with Washington CASH's Latino Outreach Program in order to create original Spanish language video content. As part of our publicity for the project, we purchased ads on Spanish language radio (audio files of the ads are attached to this report).

Other Challenges

While our first set of videos was completed successfully, we experienced some difficulty obtaining some of our equipment. For example, tripods that we ordered were sent by one of our vendors to an incorrect address, then shipped back to the East Coast, at which point we had to request the items be shipped to us once more, delaying the start of our filming. In another case, a cord we obtained to transfer video from our cameras to the Mac for editing was the wrong type – this required us to order another cable before we could transfer video for editing.

As is the nature of video production, we shot a great deal more footage than we eventually used in the final product, and editing was also time-consuming.

Overestimated Costs

The largest area where costs were overestimated in the grant proposal was in translation services. Our original estimate was \$15,000, but the final cost from our vendor came to \$3,063.75. This was due to a number of factors: 1) the videos we had translated were shorter than those specified in our quote, 2) our decision to subtitle the videos instead of dubbing them into Spanish resulted in reduced costs (no voice talent or studio time), 3) we did not add additional print material for translation, with the exception of slides used in the videos.

Some of the projected costs for hosting video were not required in the final implementation of the project. The \$5000 for a bandwidth/hosting solution was not needed. On further consultation with our Web Services department, it was determined that the required equipment had already been purchased in the last fiscal year separate from the grant, so we were unable to charge any related expenditures to the Renew Washington grant.

Other Changes

For our screencasts, Jing was chosen over our original plan to use Camtasia, so licenses were not purchased for Camtasia, and a SmartStore drive was purchased instead of the DVD-RW backup

4. Quantify, where possible, the results of the project, including how many people have directly used the new services and resources provided by the project.

Since the site went live on September 1st, we have tracked usage of the InfoBiz

site (using Google Analytics) and our videos (on the KCLS YouTube Channel)

Number of hits on the InfoBiz Website (Sept 1-28, 2010): **1203**

Number of views of InfoBiz videos (August 13 - September 28, 2010): **405**

Going forward we plan to collect more qualitative information via online surveys (Survey Monkey) and user participation in the InfoBiz Facebook community we created in conjunction with the site.

5. Did the project meet its stated objectives? Compare the project objectives to actual accomplishments.

Objective: Establish partnerships with organizations currently serving the small business community.

Result: Accomplished

The partnerships KCLS has developed in the Small Business area as a result of this project will potentially have the most long lasting value of any element of the project. We have opened lines of communication that will allow for innovation in serving the needs of small business in the years to come.

Objective: Create a one-stop online resource for small business owners and aspiring entrepreneurs in King County.

Result: Accomplished

The website is arranged in six categories: *Start a Business, Grow Your Business, Money Matters, Legal & Tax Topics, Agencies That Help, and Información en español*. We have a section of our page crediting our partners and the grant, as well as a section dedicated to online video.

Objective: Create an initial set of 5 videos (with 5 Spanish versions) created in cooperation with our partner agencies: Washington CASH, Green River Small Business Assistance Center, Bellevue Entrepreneur Center, Community Capital Development.

Result: Accomplished

We currently have 10 videos online (with an additional subtitled version of in Spanish for each video), bringing the total to 20.

Objective: Translate the videos into Spanish.

Result: Accomplished.

We have subtitled all 10 of the initial videos in Spanish. We chose not to dub the videos as originally planned. This, along with the videos being of a shorter length than we estimated when we obtained our original quote from the vendor, resulted in our spending significantly less on translation than projected

We are currently filming two videos in Spanish with the cooperation of the Washington CASH Latino Outreach Program: one on business plans and a second on marketing for small business. We have a script and initial footage, but have not begun the editing process.

Objective: Publicize the project

Result: Accomplished

Since the website Launch on September 1st, we have run a series of radio ads on two Spanish language radio stations, publicized the site on Facebook, and

featured the resource prominently in the slideshow on our home page.

Objective: Broadcast live streaming video of select programs from partner organizations on a trial basis.

Result: Not accomplished

We filmed two complete events at the Bellevue Entrepreneur Center – one class, and a speech to the Chamber of Commerce by Rob McKenna. The quality of the videos was not what we wished, and the challenges of filming in a live environment, without the benefit of multiple takes, control of lighting, etc. became evident. In order for live streaming to be sustainable, we are working with both TVW and Puget Sound Access to film and potentially stream library events in the future.

Objective: Creation of screencast/youtube tutorials for library resources for small business

Result: First Screencast Accomplished, process in place for librarians to complete screencasts for all business databases in 2011

We have begun the process of creating tutorials for our business databases. The Standard and Poors NetAdvantage screencast is currently linked on both InfoBiz and our database page. Librarians are currently working on additional screencasts for Plunkett Research, Books 24x7, and Associations Unlimited.