



This resource is designed to help you to create your own small business surveys using the existing tools of the Public Library Association’s [Project Outcome](#) and the [Libraries Build Business \(LBB\) Monitoring and Evaluation system](#). By leveraging the existing Economic Development survey on Project Outcome or the tools created for LBB, libraries gain insight into the experiences of their program participants and the needs of their communities.

business community. The initiative took place over the course of 2020–2021 with 13 LBB cohort libraries representing 12 states and including urban, suburban, rural, and tribal libraries of all sizes. LBB projects have directly impacted nearly 15,000 small business owners and entrepreneurs across the United States, prioritizing low-income and underrepresented entrepreneurs. Libraries Build Business projects are thoughtfully designed with consideration of local business and industry

## WHAT IS LIBRARIES BUILD BUSINESS?

Libraries Build Business (LBB) is a national initiative of the American Library Association (ALA), supported by Google.org, intended to build capacity in libraries offering programming or services to local entrepreneurs and the small

## WHAT IS MONITORING AND EVALUATION?

The monitoring and evaluation (M&E) process is an iterative cycle of monitoring, evaluation, reflection, improvement, and implementation. M&E engages practitioners in an action and reflection cycle, incorporating feedback and data to make adjustments and improvements along the way. With data and feedback from your community, you'll be more prepared to provide responsive programming, services, and resources

programs. These resources are all available in [Appendix C](#) in the Playbook in their original forms for libraries to adapt and implement in their programs.

The LBB tools provide robust support specifically tailored to small business and entrepreneurship needs and small business programming. The questions in the small business surveys were designed to capture library patrons' responses to engagement with library small business programs and resources, as well as their feelings of confidence, motivation, and preparedness. These surveys can also be used to gain insight and perspective about who is using your business resources. The surveys can help you understand impact and change over time, by asking patrons to complete surveys before, during and after program series or workshops.

For more detailed information about how M&E works, the Libraries Build Business M&E tools, and how to incorporate it into your small business program, see the [Libraries Build Business Playbook](#).

## Using Project Outcome for M&E

Project Outcome offers free standardized outcome surveys and data analysis tools. The Project Outcome survey questions align with and measure four key patron outcomes—knowledge, confidence, application, and awareness. These four outcomes are the same across all surveys. This standardization allows libraries to see consistent and comparable data across all their programs and service areas. In addition, Project Outcome's data collection tool aggregates data and allows you to demonstrate the total impact of your programs and services nationally. Project Outcome surveys are short and a simple way to capture basic feedback about the outcomes of your program.

For programs related to business development, Project Outcome's Economic Development survey may be the best fit. It is intended to be used for programs/services to improve business start-up and development skills. The ready-to-go survey contains six pre-set questions designed to capture the outcomes of a patron's specific interaction with the libr

## HOW TO IMPLEMENT YOUR OWN SMALL BUSINESS PROGRAM SURVEY USING PROJECT OUTCOME

Now that you have a basic overview of M&E and its importance to the LBB project, we will discuss how to implement your own small business program survey using Project Outcome. Depending on what information you are looking to gather, you can tailor the existing Economic Development Survey by adding up to three questions. Use questions from the bank below or write your own questions.

While the pre-set questions in the Economic Development survey measure outcomes, these optional questions may help your library determine trends in the local business community, including areas of concern. There are also questions that would help you determine the use of library resources for businesses, which may help you with future outreach.

This question bank presents you with six potential questions that you can add to the Project Outcome Economic Development survey.

### Question Bank

To add a question to a Project Outcome survey, in step 4 of the [survey creation process](#), select “yes” when asked if you want to add custom questions. Then select “write your own question.” The questions you add can be open-ended (free

