



# *News Release*

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## **MEL OFFERS NEWLY-DESIGNED BUSINESS GATEWAY MICHIGAN eLIBRARY SUPPORTING ECONOMIC DEVELOPMENT STATEWIDE**

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LANSING – Michigan’s eLibrary, MeL.org, is debuting a newly-designed Business Gateway (<http://mel.org/business>) featuring a video series designed to assist entrepreneurs in starting and growing businesses.

“Our library resources are providing greater customer service and helping Michigan continue to improve its economic growth,” said State Superintendent Brian Whiston. “MeL.org’s online Business Gateway is an exciting advance in assisting Michigan’s job providers.”

MeL’s Business Gateway offers everything from subscription resources available at no cost to Michigan residents and a gateway that strategically supports economic development efforts, to the video series that targets how libraries and business-support organizations use MeL.

State Librarian Randy Riley said the MeL team at the Library of Michigan partnered with business librarians, representatives from business-service organizations, and entrepreneurs across the state on the Business Gateway’s new look and content.

“This collaboration resulted in a better understanding of how libraries and entrepreneurial organizations can work together using common resources to foster economic development in Michigan,” Riley said.

Business owners and entrepreneurs can use powerful online tools, such as *BusinessInsights: Global; BusinessDecision; DemographicsNow; Small Business Resource Center, Gale Virtual Reference Library: Business Collection; and Gale Legal Forms*. All subscription content is available at no cost to all Michigan residents with no log-ins required.

The portal also has resources for high school and college students, especially those in business education, marketing, or entrepreneurial programs that may require data-driven tools for projects and reports.

College students, meanwhile, can access trade publications and Dun & Bradstreet, and learn how to do Strengths Weaknesses Opportunities and Threats (SWOT) analyses.

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The Library of Michigan – Michigan’s official state library agency for more than 175 years – is part of the Michigan Department of Education. To learn more, visit [www.michigan.gov/libraryofmichigan](http://www.michigan.gov/libraryofmichigan).