

# Learning Center Transcript

## Introduction



Click **Begin** to learn more about the SBA's Learning Center, and the educational resources it offers for small business owners.

## What is the Learning Center?



The **SBA Learning Center** provides self-paced training courses, videos, worksheets, and checklists designed by business development specialists and educators to help entrepreneurs learn about business ownership. Courses provide introductory and intermediate entrepreneurship education, while worksheets and checklists help your clients write down their thoughts or ideas about a topic related to the course to discuss during their counseling session. Courses are designed to deliver basic knowledge to learners so that counselors can spend more time focused on client-specific or more complex issues.

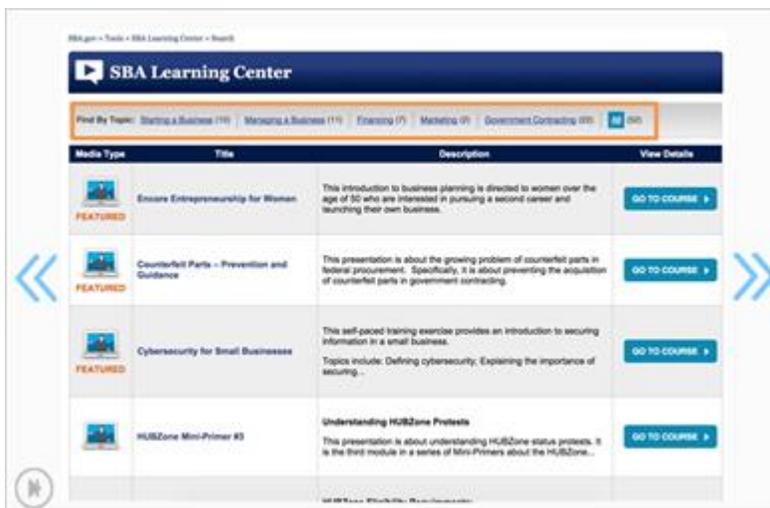
Counselors who leverage the free content at the SBA Learning Center may be more likely to have informed and educated clients, and better success rates. In fact, counselors have found that the SBA Learning Center content is even useful for expanding their own skills and knowledge, as well.

## Access the Learning Center



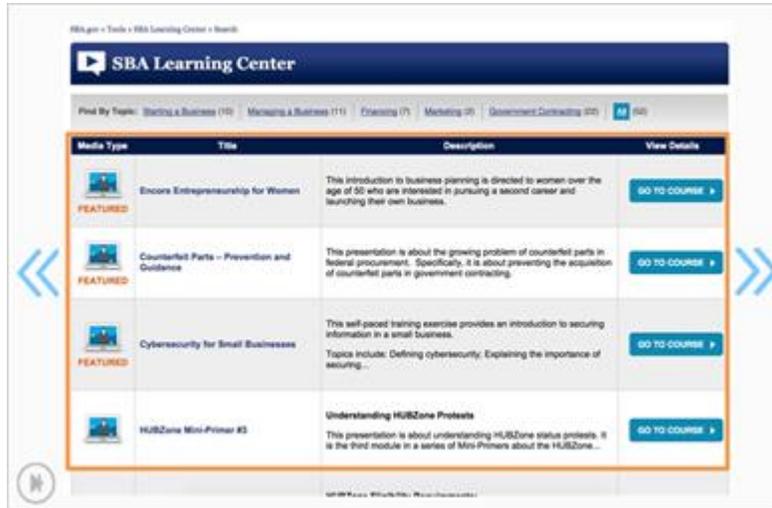
You can access the SBA Learning Center by clicking the “Learning Center” tab on SBA.gov. or by simply going to SBA.gov/learning.

## Filter for Courses



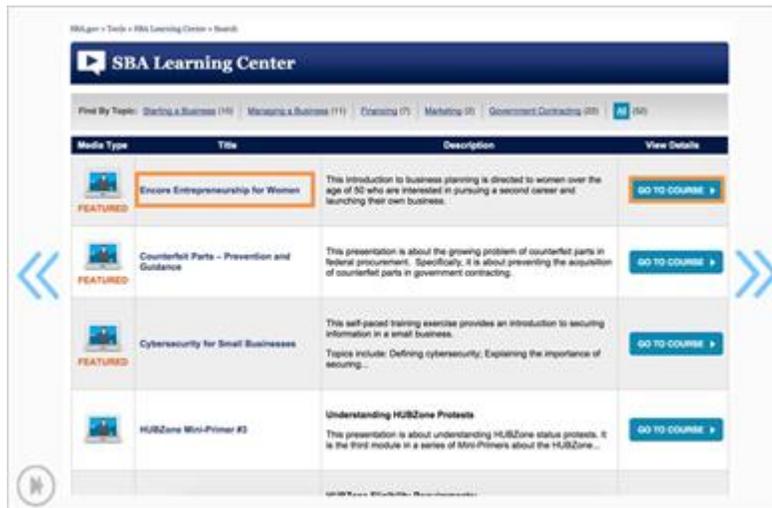
Courses are organized by topic, allowing you to filter and search for courses covering your particular interests. OR, you can browse through the entire catalogue of available courses.

## Page Setup



When you first access the Learning Center, you'll find several featured courses at the top of the page. Each course offers a description of the content covered in the course.

## Go To Course



To view more information, or to take a course, click the course title, or click "Go To Course" in the right-most column.

## Launch a Course



Each course launch page includes a more detailed description of the course, the duration, related courses, access to local assistance, and a text-based version of the course, which consists of the audio transcript in PDF format. This page is also where course worksheets and checklists will be linked if they are part of the course. Click the “Begin Course” button to get started.

## Enter your Information

The screenshot shows a demographic information form titled 'Taking Your High-Tech Product to Market'. The form asks for the following information: Name (First Name, Last Name), Email, Business Address (City, State, ZIP), Gender (Male, Female), Disability (Yes, No), Military Status (Member of Reserve or National Guard, Not a Member of Reserve or National Guard), Business Status (Recent (pre-startup), Start-up (or business less than 12 months), In-Business (operating for more than 12 months)), Veteran Status (Veteran, Service-Disabled Veteran, Non-Veteran), Ethnicity (Hispanic, Not Hispanic), and Race (Native American or Alaska Native, Asian, Black or African American, White, Native Hawaiian or other Pacific Islander). A 'Submit' button is located at the bottom right of the form. A small disclaimer at the bottom of the form states: 'Please note: This information is used for completing this form in less than 15 minutes. This is not required to request to you collection information unless it applies to a course. Call SBA support number. Complete an SBA form and/or visit us at: SmallBusinessAdministration, 401 E. Street, SW, Washington, DC 20540, you can also contact SBA District Office or Management and Budget Dept. Business Office/Helping, Room 4000, Washington, DC, 20540. SBA support (202) 645-6000. All rights reserved. © 2010 SBA.' The form is framed by a blue double-headed arrow on the left and right sides.

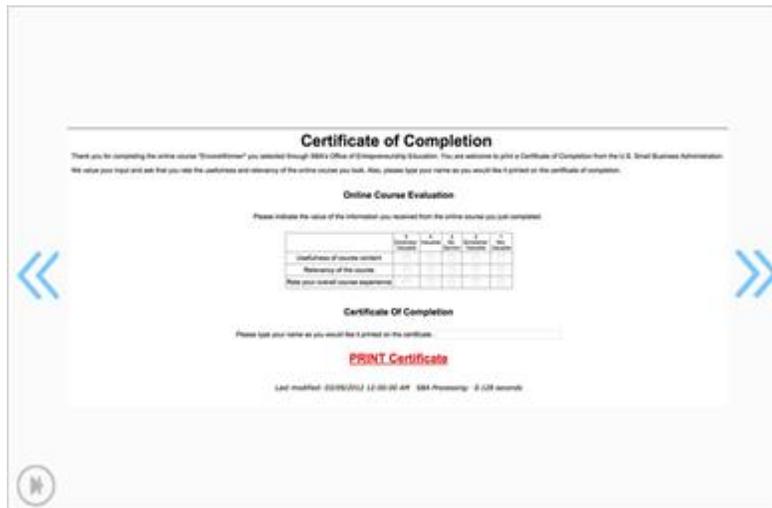
You will be asked to enter some demographic information before you get started. Note that completion of this information is NOT required. You may simply click “Submit” to move straight to the course, which will then launch within your web browser. However, when advising clients, please try to convey that the SBA does appreciate collecting this voluntary information because it helps to determine how to allocate resources for future content development.

## Course Navigation



Courses are easy to navigate using the course menu. They include audio, which can be muted if you prefer to read the transcript, in the "Transcript tab."

## Certificate of Completion



When a course is completed, you will be able to print a certificate of completion. You will also be asked to complete an optional course evaluation, which helps to improve the quality of materials offered by the SBA Learning Center.

## A.C.T. NOW!



New to the SBA Learning Center, the “ACT NOW!” page offers four opportunities for you to take action related to each course you complete. ACT is an acronym for Article, Course, and Tool. The page launches after you click the Certificate icon or the Next button within the course. The *A.C.T. NOW!* page also links to the local assistance tool and provides social media icons that allow you to share the course URL across your social networks.

Since its introduction in 2014, the ACT NOW! page has a click-through rate of approximately 30 percent. The SBA Learning Center is an effective tool to drive traffic to partner resources and information, whether internal to SBA or any of SBA's external partners.

## Additional Resources



For more information about the SBA Learning Center, or to take a course or two for yourself, check the SBA Learning Center out at [SBA.gov/Learning](http://SBA.gov/Learning)