



Federal Resources
for Small Businesses



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Covid-sb.org Business Advisor Learning Center Course Catalog

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Welcome to the Business Advisor Learning Center at covid-sb.org

About the Business Advisor Learning Center

Under the CARES Act and with the support of the U.S. Small Business Administration (SBA), America's SBDC and the Association of Women's Business Centers have developed covid-sb.org to consolidate the latest COVID-19-related federal resources into a single, easy-to-navigate website for business owners and the advisors and mentors who serve them.

A key component of covid-sb.org is the [Business Advisor Learning Center](#), an online training portal created for business advisors and mentors from the Small Business Development Centers (SBDCs), SCORE, Veterans Business Outreach Centers (VBOCs), and Women's Business Centers (WBCs). The Business Advisor Learning Center features a growing collection of courses to help business advisors and mentors serve clients in a rapidly changing environment.

[Watch our one-minute video overview](#)

Benefits of the Business Advisor Learning Center

Informed. We prioritize feedback from business advisors and mentors. The result is a collection of *courses designed to help you better serve your clients and strengthen your center or chapter's operations during challenging times.*

Accessible. Content is *508 compliant and accessible for individuals with disabilities.*

Accurate. Topics are presented by *vettted and qualified subject matter experts.*

Responsive. As new opportunities for small businesses emerge, we offer *live webinars* presented by subject matter experts to help business advisors and mentors mobilize quickly. Recordings of live webinars are available in the learning center.

Timely. You can access what you need, when you need it. Live webinars deliver timely, concentrated information. Self-directed modules and webinar replays allow you to take learning at your own pace. You can also *get what you need on the go with downloadable resources* such as pocket guides, tip sheets, templates, and checklists.

Secure. The Business Advisor Learning Center is *secure and available to any business advisor who requests an account.*

Welcome New Advisors and Mentors!

In response to increased demand from clients during the pandemic, SBA's resource partner organizations have recruited new business advisors and mentors. We are pleased to support your onboarding efforts with additional learning resources in the Business Advisor Learning Center. When you see the tag ***Recommended for New Advisors** at the end of a course description, you'll know the course is useful for those just getting started. These courses will help you better understand the technical assistance ecosystem and your important role in it.

Accessing the Business Advisor Learning Center

We've created three user guides to help you get started:

[Requesting a New Business Advisor Learning Center Account](#)

[Business Advisor Learning Center Existing Users Login Guide](#)

[Enroll in Business Advisor Learning Center Courses](#)

[Log in](#)

Business Advisor Learning Center Courses by Topic

Financial Assistance and Resources

Equipping Rural Centers With Resources For Success

Rural businesses have been disproportionately affected by the pandemic. The health of rural small businesses is integral to the long-term prosperity of local communities and the national economy. In this course, a representative of the SBA's Office of Rural Affairs shares SBA resources available to assist rural businesses. Business advisors and mentors will learn how to access timely resources to foster strategic connections for your centers, communities, and clients.

***Recommended for New Advisors**

Funding New Technologies For And In The Time Of COVID-19: 4 Billion Dollars For Next-Generation Technology

In this course, Erick Page-Littleford, from the SBA's Office of Investment and Innovation, shares an overview of the Small Business Innovation Research and Small Business Technology Transfer programs. These programs fund a diverse portfolio of startups and small businesses across technology areas and markets to stimulate technological innovation, meet federal research and development (R&D) needs, and increase commercialization to transition R&D into impact.

Optimizing PPP Forgiveness

In this course, Karen Harbaugh, a lawyer with Squire Patton Boggs, and Bill Walter, a CPA with Dixon Hughes Goodman, share an overview of the Paycheck Protection Program's loan forgiveness process and the adjustments that could impact your clients' ability to receive full forgiveness. Participants will gain an understanding of the interim final rules associated with the PPP forgiveness process and be able to identify the types of expenses that would not qualify for forgiveness. This course also includes the recording and supporting materials from a live webinar held on June 3, 2021: "PPP Forgiveness: What Your Clients Need to Know About Compliance and Forgiveness."


**Well done and
concise! Easy to
follow.**

Restaurant Revitalization Fund: Assisting Clients With The Application

This course includes the recording and supporting materials from a live webinar held April 30, 2021 — "Restaurant Revitalization Fund, Assisting Clients with Applications" — in which experts from the Small Business Administration provide an overview of the Restaurant Revitalization Fund program and describe best practices for helping your clients.

SBA Office Of International Trade: Leading Your Clients To Global Market Success

The global marketplace offers new opportunities for small businesses to grow and diversify. In this course, representatives from the SBA's Office of International Trade present an overview of the services they offer to those interested in exploring international trade. Services include counseling and business support as well as grants and loans that can help your clients explore international trade as a strategy for survival and growth, particularly during the pandemic.

***Recommended for New Advisors**


**Great
information.**

Small Business Lending 101: Help Your Clients Leverage Financing As A COVID Resilience Strategy

Access to credit is a critical need for small businesses. In this course, Susan Brown, an expert in small business lending and CDFIs, leads business advisors through a comprehensive overview of the basics of small business lending. She reviews the five C's of credit and explains how to use them to assess whether your clients will be approved for the loan. This course covers the small business lending preparation and decision-making process so you can help your clients avoid the heartache of getting a no from the lender.

***Recommended for New Advisors**

System For Award Management (SAM.Gov) Registration: Preparing Small Business Clients For SBA Shuttered Venue Operator Grants

This course offers the recording and supporting materials from a live webinar held April 7, 2021: "Ask An Expert: SAM Registration and Preparing Small Business Clients for SBA Shuttered Venue Operator Grants." Experts from the Center for Government Contracting lead business advisors and mentors through the SAM registration process, providing tips for registering successfully.

Tax Considerations And Strategies In The COVID-19 Environment

COVID-related changes in tax law present the potential for unexpected liabilities. However, newly created tax credits may help small businesses with recovery. The presenters in this session help business advisors understand the tax implications of remote workers, disaster losses, and state tax PPP forgiveness. They also share an overview of COVID-related employee tax credits, including employee retention and sick leave credits. This session is led by Matthew Secrist, a partner with the international law firm Squire Patton Boggs (US) LLP; Nathan Clark, a tax partner at Dixon Hughes Goodman; and Jack Small, leader of Dixon Hughes Goodman's State & Local Tax practice.


**Super
educational and
helpful. Thanks!**

COVID Innovation and Resilience

Cybersecurity Basics For Business Advisors

Cybersecurity is crucial for small businesses. One bad experience can lead to devastating outcomes. In this course, leaders from three SBDCs who specialize in cybersecurity explain basic cybersecurity threats, such as phishing, and describe ways to mitigate risks by using backups, updates, two-factor authentication, passwords, and antivirus and anti-malware software.

Equipping Rural Centers With Resources For Success

See course description under [Financial Assistance and Resources](#).

Essentials Of Export Assistance: An Advisor's Guide To International Trade

International trade is complex but important for small businesses to consider during and after the pandemic. In this course, international trade expert Jim Foley, director of the Turner Center for Entrepreneurship and the Illinois SBDC International Trade Center at Bradley University, helps business advisors and mentors understand the importance of offering international trade assistance in their centers. You will learn how to identify clients with export potential and discover best practices for offering export assistance as part of your advisory services.

Helping Employers Succeed: Introduction To The Digital Pocket Guide For Workplace Compliance And Resources From The Department Of Labor

Helping clients navigate labor laws is critical, especially during the pandemic. This course contains the latest U.S. Department of Labor (DOL) digital pocket guide, which explains the latest updates to labor laws and DOL resources. Business advisors and mentors can use the guide as a time-saving tool and share it with their clients to help them increase their understanding of DOL's resources, services, and policies.

***Recommended for New Advisors**

How To Choose A Learning Management System

Because of the COVID-19 pandemic, many small businesses and resource partner centers have moved their in-person events and services to online platforms and have added new services to replace lost revenues. Organizing, leveraging, and selling digital products and services may require an investment in a learning management system. In this course, instructional design expert Margie Kurko guides participants through the various types of learning management systems and outlines a decision process to help you select the right system for your center or for your client's business.

Operating Or Reopening A Business During COVID

The pandemic has created many new challenges for businesses as they strive to keep their physical locations free of health and safety risks. This course covers a business's legal obligations concerning customer and employee health and safety and includes an easy-to-use operations plan template. Topics include employee travel; policies regarding vaccination, masks and other protective equipment, and social distancing; and options to help reduce the spread of the coronavirus if an employee tests positive.


**Informative,
great links and
resources.**

Resources For Women-Owned Businesses In COVID-19

The National Women's Business Council (NWBC) plays an important role in advocating for women-owned businesses and offers a variety of resources that business advisors and mentors can use when advising women who own businesses. In this course, Jessica Flynn, CEO of Red Sky, and member of the NWBC, provides an overview of the NWBC's purpose, mission, priorities, and resources. She discusses the NWBC's focus on access to capital, federal procurement, and women entrepreneurs in rural areas.

Roadmap To Excellence: Helping Businesses Make The Leap From Struggling To Thriving

Business owners recognize the importance of operating efficiently, cutting costs without sacrificing quality, and being prepared for what comes next, whether it's a booming economy or an unexpected crisis like the pandemic. In this course, Mike Kramer shows you how to help clients make the leap from a struggling small business to an organized, innovative, productive, and profitable business. You'll learn how to help clients identify and solve management challenges, including scaling operations, handling customer complaints, managing unproductive employees, and reinvigorating plateaued sales.

SBA Office Of International Trade: Leading Your Clients To Global Market Success

[See course description under Financial Assistance and Resources.](#)

Small Business Lending 101: Help Your Clients Leverage Financing As A COVID Resilience Strategy

[See course description under Financial Assistance and Resources.](#)

System For Award Management (SAM.Gov) Registration: Preparing Small Business Clients For SBA Shuttered Venue Operator Grants

[See course description under Financial Assistance and Resources.](#)

“
Very
organized and
informative!”

Small Business Operations

COVID Health And Safety: Helping Small Business Adapt In The COVID-19 Environment

The Occupational Safety and Health Administration (OSHA) offers up-to-date guidance on COVID-related business risks. Andy Levinson, deputy director of OSHA's Directorate of Standards and Guidance, discusses these risks and describes steps you can take to help your clients function safely and effectively during the pandemic.

Cybersecurity Basics For Business Advisors

[See course description under COVID Innovation and Resilience.](#)

“
Helpful
information,
well-presented
in a succinct,
educational
format.”

☐ **Helping Small Business Employers Succeed: Introduction To The Digital Pocket Guide For Workplace Compliance And Resources From The Department Of Labor**

See course description under [COVID Innovation and Resilience](#).

☐ **How To Choose A Learning Management System**

See course description under [COVID Innovation and Resilience](#).

☐ **Roadmap To Excellence: Helping Businesses Make The Leap From Struggling To Thriving**

See course description under [COVID Innovation and Resilience](#).

☐ **System For Award Management (SAM.Gov) Registration: Preparing Small Business Clients For SBA Shuttered Venue Operator Grants**

See course description under [Financial Assistance and Resources](#).

☐ **Understanding Labor Laws And Employee Response To COVID-19**

Compliance with federal labor and employment laws is a critical responsibility for any small business owner, especially during the pandemic. In this course, Shequeila Birdsong and Robert Vaden, representing the Department of Labor's Wage and Hour Division, offer an overview of business owners' responsibilities, with an emphasis on what has changed as a result of the pandemic.

“
Very nice
step by step
approach.”

Business Advisor/Mentor Center Success

☐ **Achieving Client Outcomes Through Online Programs: Understanding Your Options**

SBA resource partner centers and chapters across the country are providing technical assistance online to meet client needs during the pandemic and to expand their geographic service area. In this course, Joy Taylor, founder of Lead Online Academy, discusses five types of online programs: webinars, multisession classes, masterminds, accountability groups, and coaching. Business advisors and mentors can assess which of these online group programs would be a good fit for them, their center, and their clients.

☐ **Building Inclusive Economic Ecosystems**

Black-, Latinx-, Asian American and Pacific Islander-, Native American-, and LGBTQ-owned small businesses have been disproportionately affected by the pandemic, with further intersectional impacts on women-owned and rural-based businesses. The national network of SBA resource partners has an opportunity to help rebuild an inclusive economy. This course offers the recording and supporting materials from a live webinar: “Building Inclusive Economic Ecosystems.” Shelby Scales and Dr. Bryle Henderson-Hatch, diversity and inclusion experts with the National Institute of Minority Economic Development, share strategies for creating inclusive outreach and service models that transcend transactional relationships.

Community Navigators: Lessons From A Pilot Program Featuring The Pennsylvania SBDC

The Community Navigators Pilot Program was created to ensure that the nation's small businesses receive the support they need to access federal relief programs that can help them weather the economic downturn caused by the COVID-19 pandemic. The ability to form effective partnerships will be key to meaningful outcomes for any resource partner interested in participating in the program. When preparing a grant application to the program, it is vital to understand what a successful model could look like. Before embarking on a project of this magnitude, you need to understand strategies and tactics that could help maximize positive outcomes, especially if you are managing multiple grant programs simultaneously with community outreach. In this recording of a live webinar, Ernie Post (state director) and Destiny Fisher (Community Navigators manager) of the Pennsylvania SBDC provide an overview and answer questions about their Community Navigators Pilot Program.

Empower Your Clients With Free Digital Training Tools From Grow With Google

The Grow with Google Partner Program offers your center a variety of free digital resources and tools to help you help your small business clients. In this course, Justine Benisch, team lead for the Grow with Google Partner Program, provides an overview of the program, whose resources include COVID-19-related content, and explains how you can use it to support your clients.



Excellent material.

The Future Of Remote Counseling

COVID-19 has caused a disruption in how centers and their advisors support their small business clients. In this course, GrowthWheel founder David Madié shares his vision for how the work of an advisor will look in the future, including changes in workflows and technologies as counseling goes remote and stays remote indefinitely because of increased productivity and impact.

Get To Know The SBA Resource Partners: SBDC, SCORE, VBOC, And WBC

This course offers an overview of SBA-funded resource partners: SCORE, Small Business Development Centers (SBDCs), Veterans Business Outreach Centers (VBOCs), and Women's Business Centers (WBCs). To inspire collaboration among resource partners in communities, representatives from each of the resource partners share information about their network's approach to helping small businesses.

***Recommended for New Advisors**

How To Choose A Learning Management System

[See course description under COVID Innovation and Resilience.](#)

□ How To Support Clients Virtually

Do you provide online technical assistance? Are you getting the engagement and participation you want? In this course, Joy Taylor, founder of Lead Online Academy, shares online training best practices designed to improve the online training experience. Learn how to engage online learners with simple activities that leverage technology, encourage learning, and enhance participation.

□ Leveraging Covid-sb.org To Strengthen Technical Assistance

Your clients look to you for the latest information, especially in challenging times. Where can business advisors and mentors go to sharpen their skills and stay in the know? In this course, business advisors and mentors can take a virtual tour of covid-sb.org, a website for U.S. small businesses affected by the COVID-19 pandemic. Convenient and easy to navigate, covid-sb.org is your hub for consolidated, COVID-related federal resources to assist small business owners and business advisors.



The presenter was excellent, the pace was great and the length was just right, too.

□ Leveraging Partnerships For Stronger Client Outcomes: Panelists Share Challenges, Opportunities, And Wins

This course contains a recording of a panel discussion from the 2020 Association of Women's Business Centers Leadership Conference. SCORE, SBDC, VBOC, and WBC leaders share examples and best practices for collaboration among resource partners. Participants will hear how their peers have overcome challenges to work together for client, community, and center success. Learn how to initiate collaboration in your region and gather tips for building long-term partnerships.

***Recommended for New Advisors**

□ The Results Oriented Operating System (ROSY): A Leadership Model For SBA Resource Partners To Achieve Results

The pandemic has brought about many changes for resource partner organizations all across the country. In this course, Christian Conroy, director of strategic partnerships with America's SBDC, presents an overview of the Results Oriented Operating System (ROSY), a leadership model that can help resource partners weather changes and continue to achieve long-term results.

□ Spotlight On Success Episode #1: Online Business Fair Creates Bigger Impact For Small Businesses

In this course, SCORE Greater Seattle, winner of the 2020 SCORE Chapter of the Year Award, highlights how thinking big and fast can get results for small businesses during the pandemic. Krista Fuller, chapter chair, explains how her chapter organized and led a collaboration of state agencies, nonprofits, and businesses to host a virtual version of the state of Washington business fair known as BizFair. Krista will share insights on collaboration and virtual events, including partnerships, sponsorships, and volunteer engagement.

Spotlight On Success Episode #2: Exceed Your Metrics With Community Connections

Tamara Bryant, director of the Veterans Business Outreach Center at Fayetteville State University, which was the 2020 recipient of the SBA's Veterans Business Outreach Center Excellence in Service Award, explains how pivoting to an online service model and strengthening collaborative partnerships was key to helping the center drive job creation and increase access to capital during the pandemic, with stellar outcomes.

Spotlight On Success Episode #3: Statewide Collaborations Give Impacted Clients Access To Needed Specialties

Michael Wholihan, associate director of the Pittsburgh SBDC, explains how SBDCs in Pennsylvania collaborated to design and provide industry-specific programs that allowed businesses to access experts across the state while maintaining local counseling relationships. This innovative model helped a network of nine centers of excellence better serve small businesses throughout the state.

Spotlight On Success Episode #4: Innovative And Responsive (Industry Specific) Programs Lead To Substantial Capital Access

Laura Stetler, program manager with the Southeastern Connecticut Women's Business Center, which was the 2020 recipient of the SBA's Women's Business Center of Excellence Award, launched responsive, innovative, and industry-specific programs that helped small businesses grow and find new funding sources during the pandemic. In this course, Laura highlights the programs and partnerships that created financing opportunities for women entrepreneurs and led to the growth of women-owned businesses and the regional economy.

Thank you for all you do to support small businesses!

**Get started in the Business Advisor
Learning Center today.**

[Log in](#)

[Request an account](#)