

# Small Business Center at Forsyth Tech

“Increasing Business Success”



If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center for free information, including small business seminars and one-on-one counseling.

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SBC@forsythtech.edu

525@Vine Street  
Winston-Salem, NC  
27101



## Community Engagement

I would like to introduce the business counseling/mentoring services provided by the Small Business Center. We offer face-to-face business counseling/mentoring at no cost to you, the current or existing business owner. Whether you need assistance with starting a business, business planning, business growth, problem solving, or cash flow management, our business counselors are ready to personally meet with you to discuss your business goals.

I am pleased to discuss the importance of community engagement. We recently presented about this topic to a statewide organization. We are sharing some of the highlights because they may contribute to your business success.

We are constantly seeking the most effective ways to stay connected with our community partners. These partners include:

- Chambers of Commerce
- Small Business Service Providers
- Colleges and Universities
- Minority Support Groups
- City of Winston Salem

In our experience community engagement includes:

- Maximizing the ways that we connect with potential and existing clients
- Maintaining those connections after they are established
- Developing them into excellent long term relationships
- Staying aware of needs and activities

Three of our strategies for community engagement are:

- Social Media
- Co-Sponsorship
- Participation

Social media is an outstanding way to stay connected with others throughout our community. It is a great method to regularly and consistently share with and learn from others. Our social media strategy for community engagement includes a number of social media tools including LinkedIn, Facebook, and Twitter.

Our co-sponsorship strategy for community engagement includes a number of partners. Each month, we invite partners to co-sponsor our educational events. They promote selected events to their members/newsletter recipients. They benefit by being noted as co-sponsors of our educational events.

Our participation strategy for community engagement includes attendance at numerous events and activities. We also serve on the boards and committees of several organizations. We regularly attend ribbon cuttings, before and after hours events, annual meetings, and other special events.

We believe that it is important for every business to develop strategies for community engagement. We often support our business clients by helping them to develop and implement their strategies. We would love to partner with you.

You may visit the Small Business Center website at [www.forsythtech.edu](http://www.forsythtech.edu) to learn about our services. Feel free to stop by our office at 525@Vine in Wake Forest Innovation Quarter just east of the heart of downtown Winston-Salem. You may also contact us at [SBC@forsythtech.edu](mailto:SBC@forsythtech.edu) or by calling (336) 757-3810.

The objective of the Small Business Center at Forsyth Tech is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners in Forsyth and Stokes counties. Our motto is “Increasing Business Success,” which describes our commitment to clients. The N.C. Community College’s Small Business Center Network assists in starting an average of more than 700 businesses each year and the centers have an economic impact in 90 percent of all N.C. counties each year, helping to create and retain over 3,600 jobs annually.