

Working Smarter: Libraries Partner to Support Workforce Development

**NACo 2010 Annual Conference
Sunday, July 18, 2010**

Learning Outcomes

- ▶ Learn innovative and effective practices for initiating or expanding workforce development programs and partnerships across county agencies and public libraries.

 - ▶ Gain an understanding of the range of program opportunities – including mobile digital labs, technology skills training, career retooling classes and one-on-one small business consultation – to support job seekers, local businesses and more through your public libraries.
-



Speakers

- ▶ Larra Clark, Researcher, American Library Association
- ▶ Tony Bennett, Commissioner, Ramsey County, MN
- ▶ Susan Nemitz, Director, Ramsey County Library, MN
- ▶ Joe Bryan, Commissioner, Wake County, NC
- ▶ Betty Lou Ward, Commissioner, Wake County, NC
- ▶ Susan Wolf Neilson, Business Librarian, Wake County Library, NC





U.S. Public Libraries 101

- ▶ There are 16,671 public library locations in the United States.
- ▶ Nationally, libraries host 28.9 million visits and circulate nearly 43.8 million items every week.
- ▶ Public library visits and circulations per capita increased almost 20% between FY1999 and FY2008.
- ▶ 62% of American adults have library cards.
- ▶ Nearly one-third of Americans age 14 or older – or roughly 77 million people – used a public library computer or wireless network in the last year.





U.S. Public Libraries 101

Every year, Americans visit the library more often than we go to the movies and six times more often than we attend live sporting events (including football, baseball, basketball and hockey).

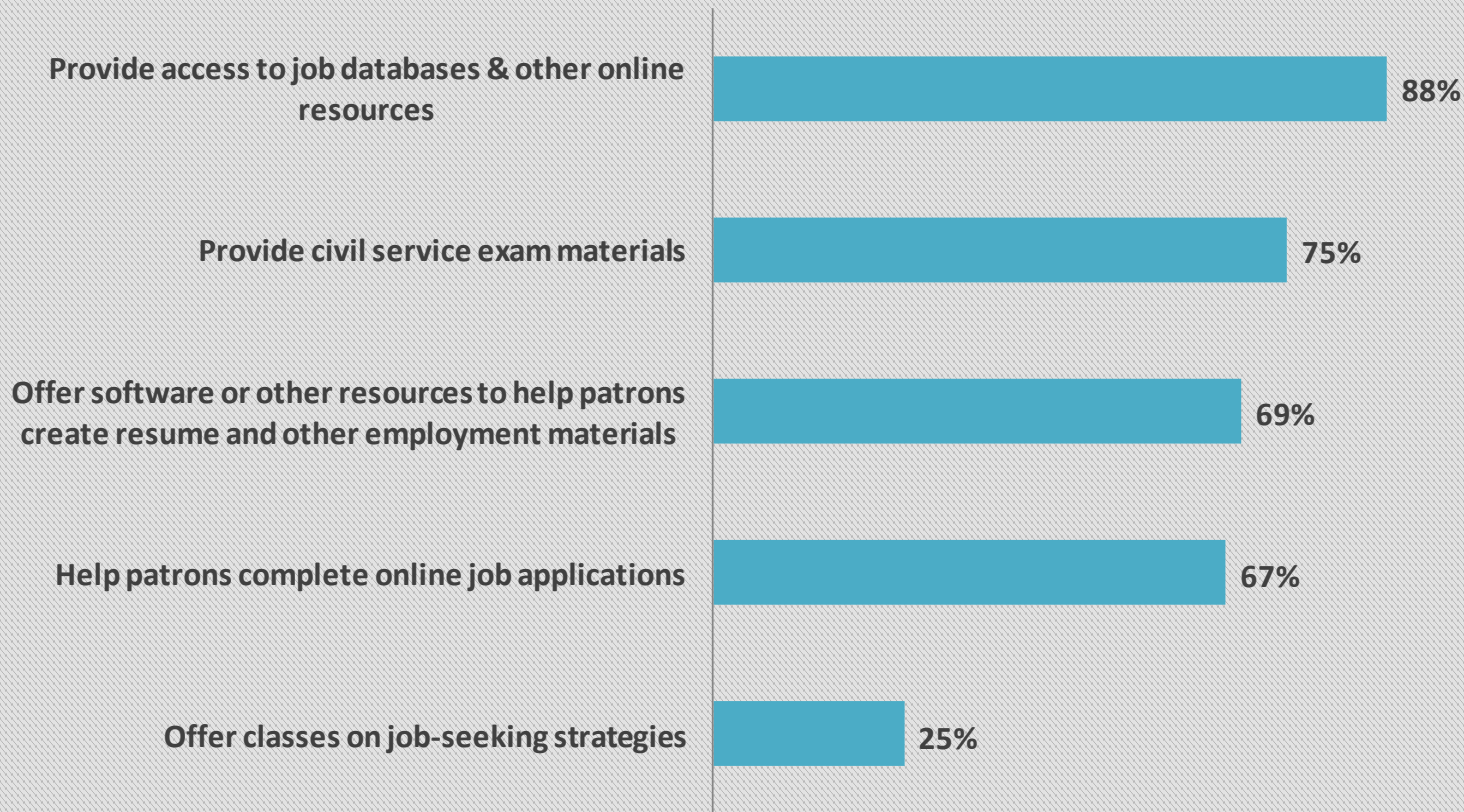


Public Library Funding & Technology Access Study

- ▶ National study funded by American Library Association and Bill & Melinda Gates Foundation, continuing research begun in 1994 tracking public library technology development.
- ▶ 99% of all public libraries offer free access to computers and the Internet.
- ▶ 67% of libraries report they are the only source of free public access to computers and the Internet in their communities.
- ▶ 76% of libraries report public use of their computers increased in 2009.

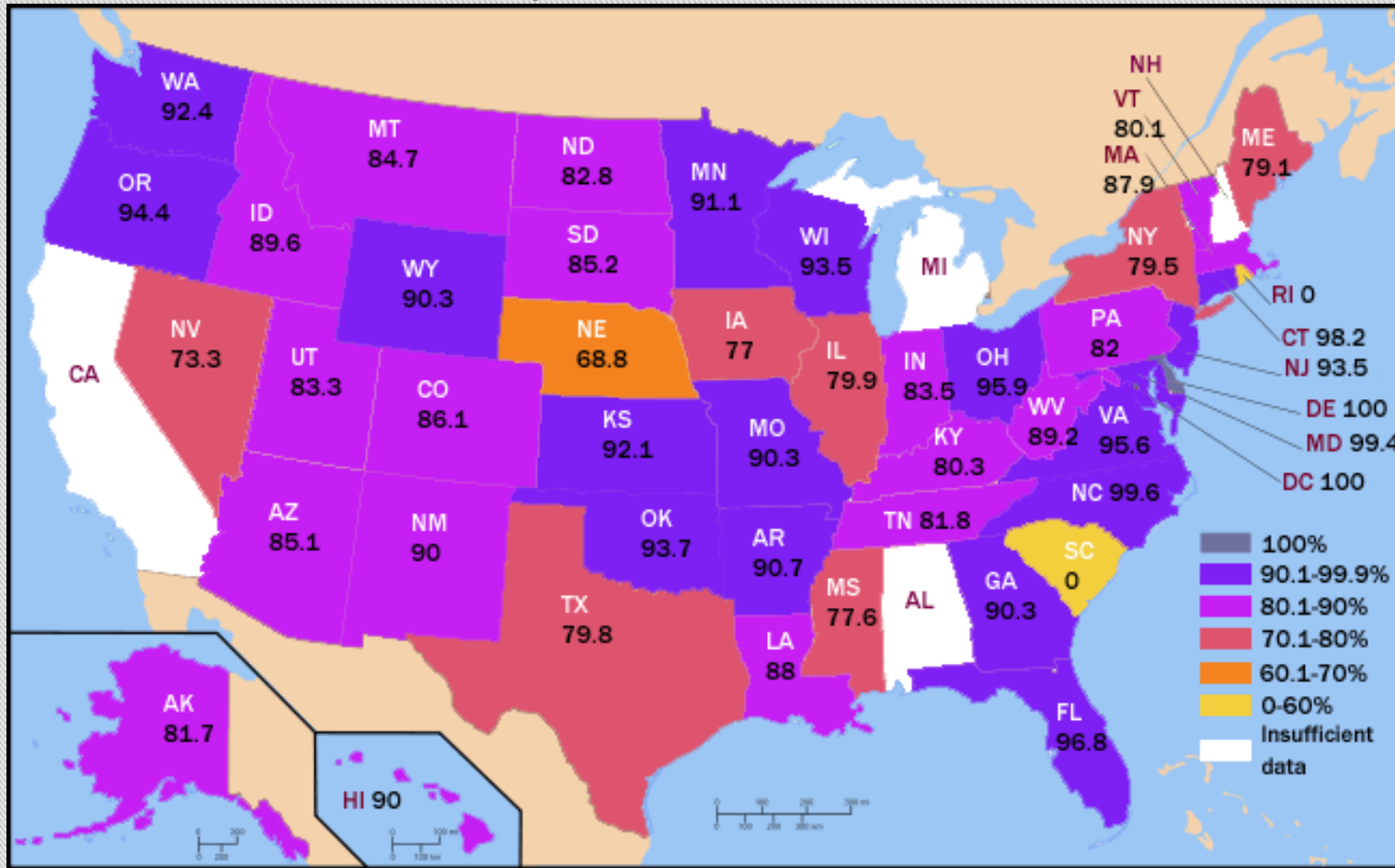
Public Library Funding & Technology Access Study

Public Libraries' Job-Seeking Services, 2009-2010



Public Library Funding & Technology Access Study

Percent of libraries providing jobs databases and other online job resources





Find your future on Cuyahoga Works

Cuyahoga County Public Library and the City of Cleveland /Cuyahoga County Workforce Investment Board are partnering to provide Cuyahoga Works. Cuyahoga Works offers information about and direct access to resources and services available to job seekers within Cuyahoga County. The portal serves as a starting point for job-seekers of all levels, searching for services and resources.

Get Started Now...

Enter a Search Term



Featured Industry: Healthcare

Seven of the twenty fastest growing occupations are healthcare related and more jobs will be generated in healthcare between 2006 and 2016 than any other industry.

See more about working in the healthcare field in our [Spotlight](#) section.

Job Seekers

Search for positions currently available in our area:

- [Ohio Means Jobs](#)
- [Cleveland.com](#)
- [NEOintern](#)
- [Cleveland Job Link](#)

Resources

Some select resources to help you on your job or career search:

- [Career Information Page](#)
- [Ohio Means Jobs](#)
- [Employment Connection](#)
- [Where to Find Help](#)

Events [Subscribe by RSS](#)

Basic Computer Skills for Job Hunters

Saturday, October 10, 2:30 pm- 4:30 pm
Parma-Ridge Branch: Technology Learning Center

Over 50 and Out of Work

Wednesday, October 14, 6:30 pm- 8:30 pm
Strongsville Branch: Meeting Room

Career Networking Workshop

Monday, October 19, 6:30 pm
North Royalton Branch

Volunteer Opportunities

Gain experience and make a difference!

Volunteering allows you to gain experience in a field and help share your talents. Opportunities to make a different in Northeast Ohio are plentiful. Every interest and area has an opportunity and a need. Visit our [Spotlight](#) section to learn more about volunteering and sharing your talents with your community.

Sign Up for Email Alerts

Sign up for emails from Cuyahoga Works to stay connected to the latest job resources.

Your Email Address

A Partnership of...

This web site is made possible by the generous donations of these organizations



Courtesy of Cuyahoga County Public Library

Opportunity for All

- ▶ 67% of all library computer users received one-on-one help from library staff or volunteers.
- ▶ 40% of library computer users (roughly 30 million people) used library resources to help address career and employment needs in the past 12 months.
- ▶ Among these users, 76% reported they searched for jobs online.
- ▶ Among job seekers, 68% went on to apply for a job or submit a resume.
- ▶ 23% used library computers to receive job-related training.

▶ <http://tascha.washington.edu/usimpact>



Opportunity for All

- ▶ 7.6 million users were **granted an interview** after using library computers to submit applications (32% of job seekers).
- ▶ 3.7 million people **got hired after using library** computers to submit applications (16% of job seekers)

▶ <http://tascha.washington.edu/usimpact>



Workforce agencies, libraries partner

- ▶ June 29: Department of Labor Employment and Training Administration issues Training and Employment Notice to encourage workforce and library collaboration.
- ▶ July 19 webinar to feature workforce-library partnerships in the State of Illinois and Jefferson County, Colorado:
www.workforce3one.org

“Some of the benefits that One-Stops derive from this partnership include longer library hours that allow access beyond One-Stop hours, better and more technological access, and the fact that parents can work on their job search while children are engaging in productive activities. We consider libraries to be extensions of One-Stops in North Carolina.”

-- Linda Strong, NC JobLink manager



Ramsey County, Minnesota



Ramsey County

- ▶ Home of the capitol of MN – St. Paul
- ▶ Fully developed
- ▶ 500,000 residents
- ▶ Most diverse county in the State
- ▶ Employers include 3M, US Bancorp, Health East, Ecolab
- ▶ Well educated workforce
- ▶ 6.4% unemployment (May 2010)



Ramsey County Library

- ▶ Seven locations serving suburban area (230,000)
- ▶ Circulation of 4.5 million (up 62% over ten years)
- ▶ Staffing down 10%
- ▶ Explosive growth in web visits, computer use, wireless use, computer class enrollment
- ▶ Ranked a Hennen's Top Ten Library



Workforce Development at the Library

1. Access to technology
2. Digital literacy
3. Career assistance
4. Transitional work experiences



Access to Technology

- ▶ Hardware
- ▶ Software
- ▶ Bandwidth
- ▶ Computer Skills
- ▶ Availability



Digital Literacy

- ▶ Basic computer classes
- ▶ Mobile computer lab
- ▶ Volunteer assistants
- ▶ Digital Literacy Certificate Program
- ▶ Regional collaboration



Career Assistance

No Wrong Door

- ▶ Partnerships
- ▶ Classes
- ▶ Collections
- ▶ Web links and digital collections
- ▶ Staff training



Transitional Work Experiences

- ▶ Changing Lives Program – paid work experience for low income adults
- ▶ RFID conversion of 800,000 items (valued at \$130,000)
- ▶ Summer Youth Program



Next Steps

- ▶ AmeriCorps workers
- ▶ Mobile lab outreach
- ▶ Open laboratories
- ▶ Curriculum expansion
- ▶ In-house career counseling
- ▶ Web expansion
- ▶ State and federal programs



**Employment Assistance Programs
@ Wake County Libraries
Wake County, NC**





Wake County, North Carolina

Trends and Outlooks

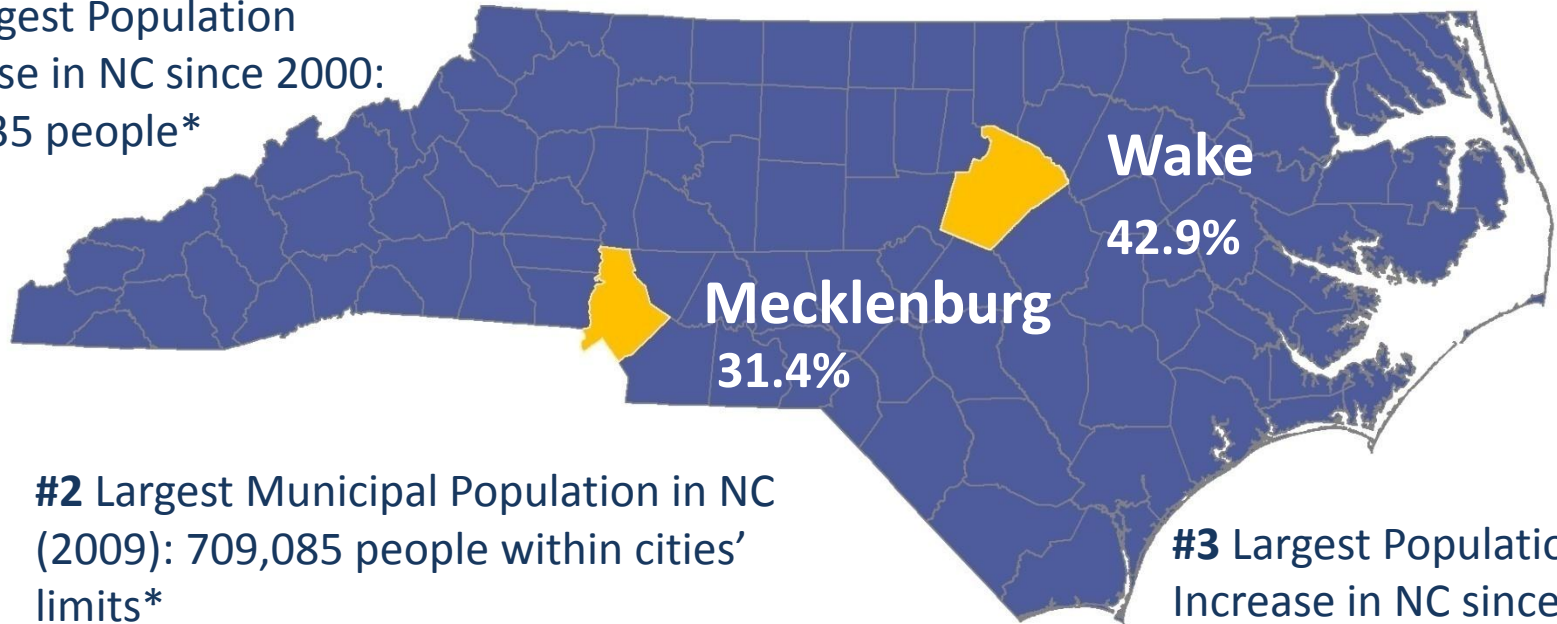
Most Populated Counties in North Carolina

Wake County July 1, 2009, Population 897,214

#1 Largest Population

Increase in NC since 2000:

269,335 people*



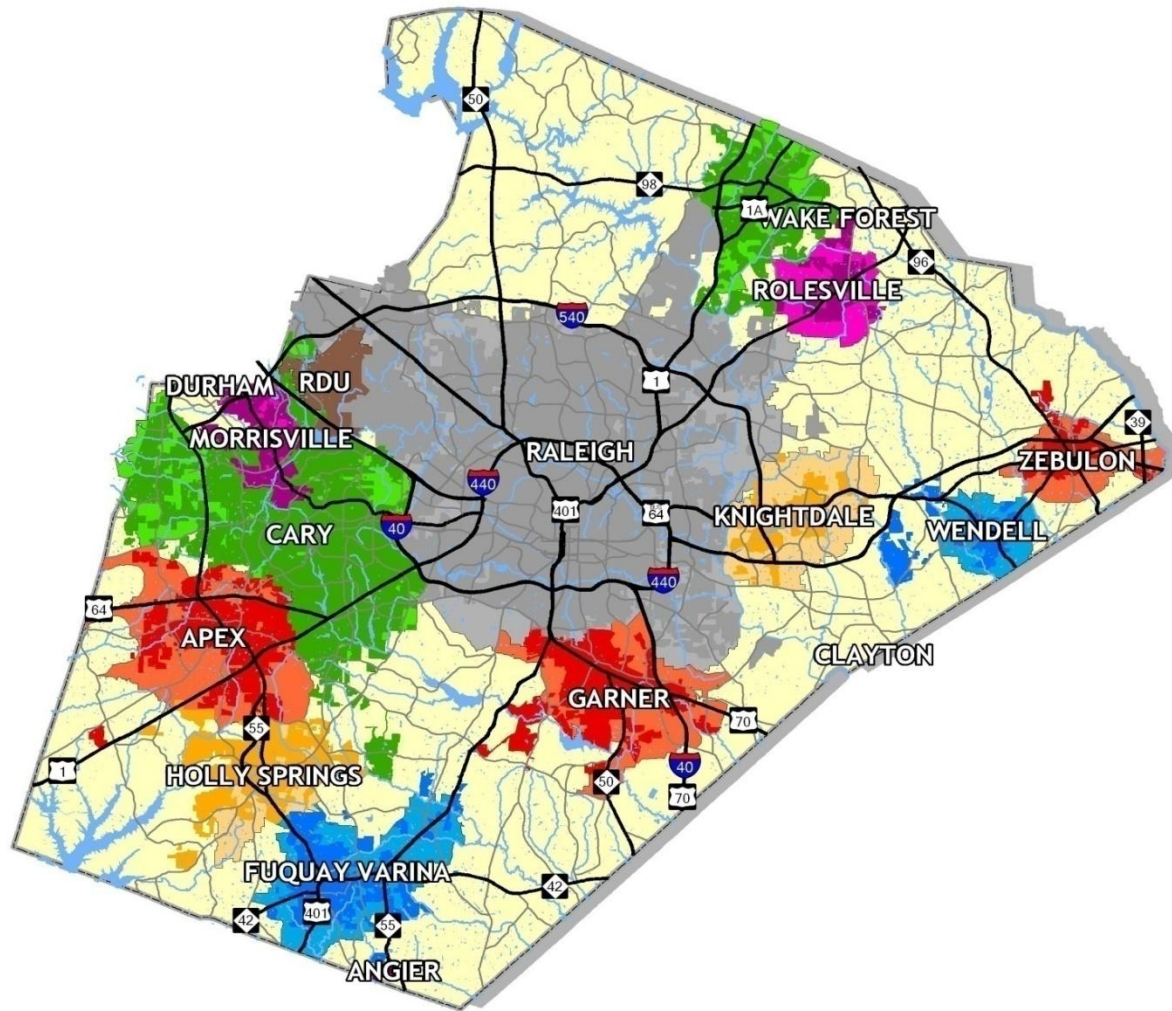
#2 Largest Municipal Population in NC
(2009): 709,085 people within cities'
limits*

#3 Largest Population
Increase in NC since 2000:
269,335 people*

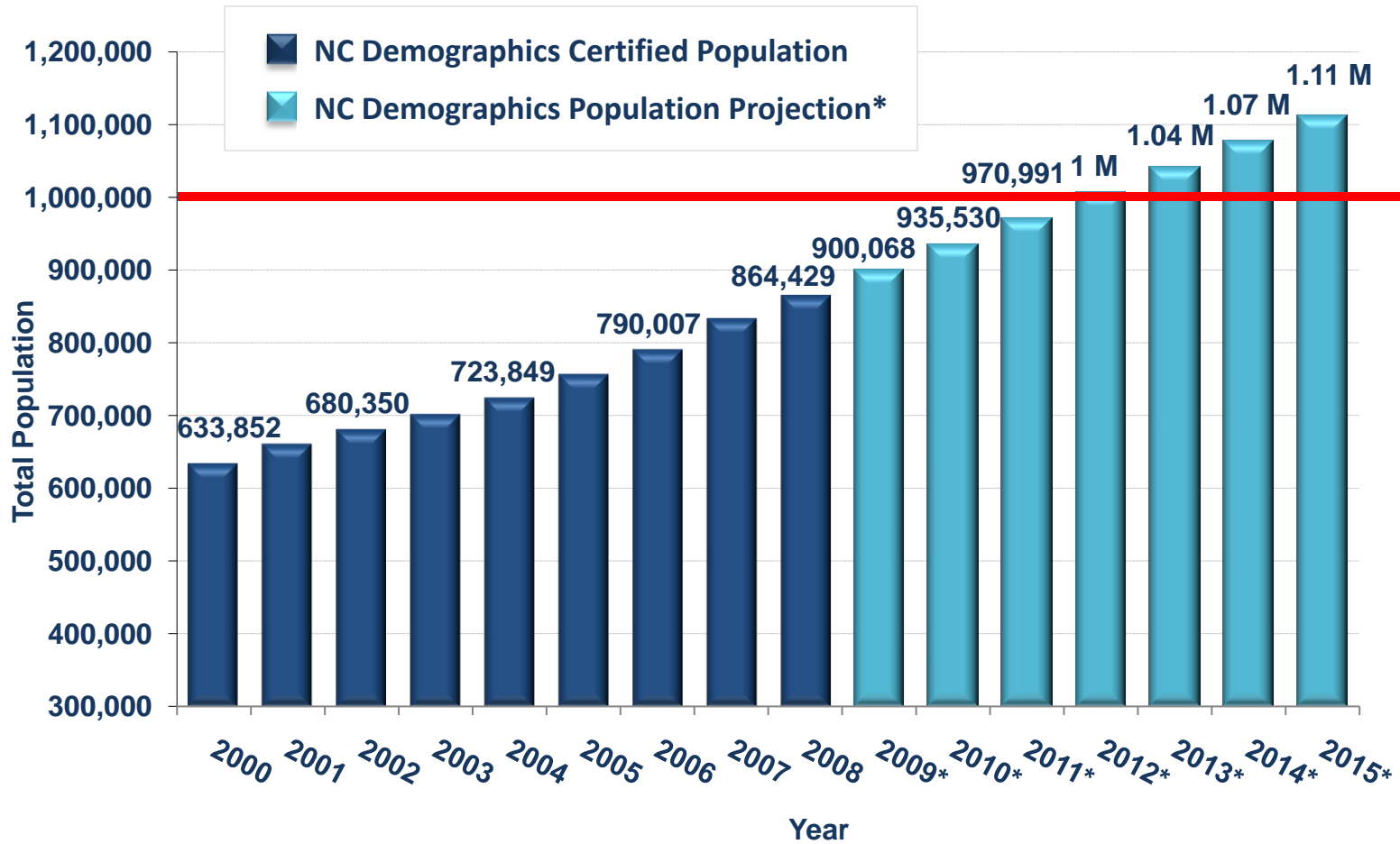
#54 Most Populous County in US: New Residents – 29,146 (80/per day) July 2008-2009*

#2 Fastest Growing County in US among the nation's 100 most populous
(3.4%) July 2008-2009*

Wake County, North Carolina



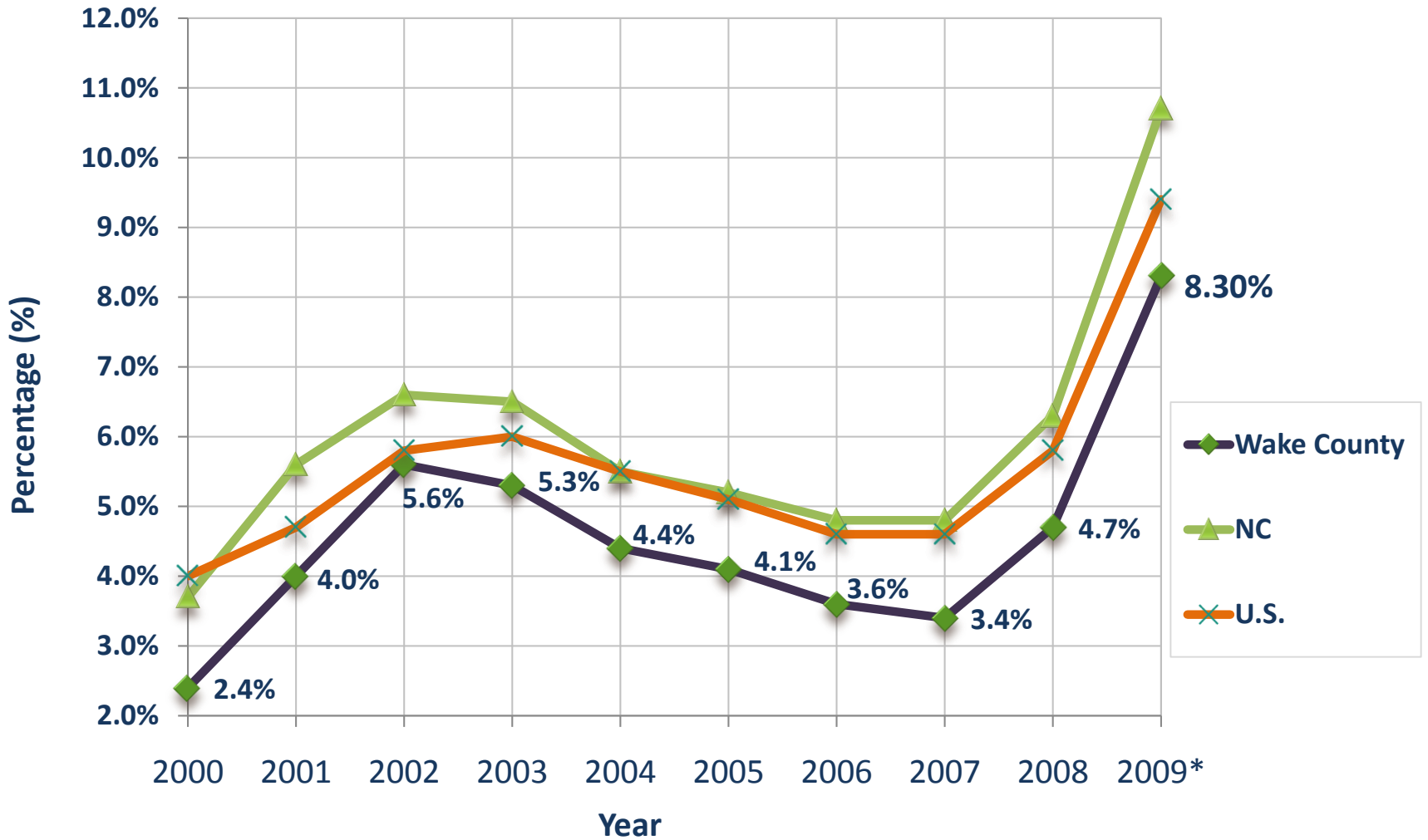
Population Projections



Largest Employers

Wake County Major Employers	# Employees
State of North Carolina	25,458
Wake County Public School System	16,755
N.C .State University	8,000
WakeMed Health and Hospitals	6,893
GlaxoSmithKline	6,400
Progress Energy Inc.	5,000
SAS Institute Inc	4,149
Rex Healthcare	4,000
Wake County Government	3,744

Unemployment Rates 2000-2009





Wake County Libraries

Services and Priorities

Wake County Public Libraries

- ◆ Six Regional Libraries
- ◆ 12 Community Branches
- ◆ Local History Library
- ◆ Electronic Information Center
- ◆ Bookmobile



Wake County Public Libraries

- ◆ Circulate 11 million books (+6%)
- ◆ 6 million visitors this year (+5%)
- ◆ 8,504 programs offered with total attendance of 264,160



Wake County Public Libraries

◆ **Mission**

To promote the love of reading and to foster the pursuit of knowledge for the residents of Wake County.

◆ **Priorities**

- Services to children
- Recreational reading
- Being a center of lifelong learning
- The library as community center
- Bridging the technology gap



- ◆ 622 Computers available for public use
- ◆ Computer use is 1,092,060
- ◆ **2009 Outstanding County Program Award winner** from the N.C. Association of County Commissioners



Employment Assistance Programs

At Wake County Libraries

What we saw at our libraries

- ◆ Lack of Internet access
- ◆ Lack of computer skills
- ◆ Lack of career/resume writing skills
- ◆ Loss of job/ Unemployed
- ◆ Underemployed
- ◆ Loss of home
- ◆ Frustration at economy/world/life
- ◆ High stress levels

- ◆ Interest in finding jobs
- ◆ Interest in retooling job skills
- ◆ Desire to connect with people
- ◆ Desire to learn new skills/career/job
- ◆ Willingness to help others
- ◆ Interest in starting over/starting a new business

Mission of the Employment Assistance Programs



To provide training, information, and support for unemployment, underemployed, and financially stressed citizens of Wake County in response to the national economic downturn.

Challenges at library level

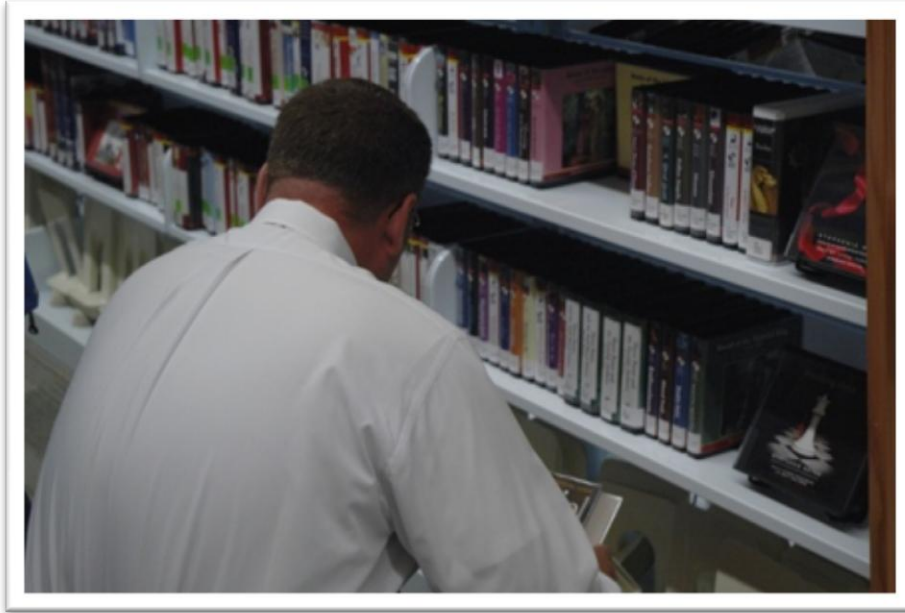


- ◆ No centralized programs, events
- ◆ Interests of branches were different/unique
- ◆ Communication
- ◆ No programming money or outside funding opportunities
- ◆ Stretched staff/ freeze in hiring
- ◆ What can WE do?

Opportunities

- ◆ Library committees/groups with interest in community issues
- ◆ Staff with interest and desire to help
- ◆ Communities of Interest interested in helping
- ◆ County/other government agencies with experience and know-how
- ◆ We heard the voice of the public – we knew what they wanted and needed.

Service Categories



- ◆ Career Retooling
- ◆ Building Technology Skills
- ◆ Life Management
- ◆ Small Business Assistance

1. Career Retooling

- ◆ Landing the Right Job
- ◆ Interview Skills
- ◆ Dress for Success
- ◆ Resume Writing
- ◆ Resume and Job Application Labs



Partners

- Capital Area Workforce Development *JobLink Career Centers* – AmeriCorps Volunteers
- HR representatives from business community
- Employment Securities Commission
- State Library Career Toolbox developed for staff
- AARP
- Library Staff



2. Building Technology Skills

- ◆ Microsoft Word
- ◆ PowerPoint
- ◆ Advanced Google
- ◆ Excel and Access
- ◆ How to Research Topics

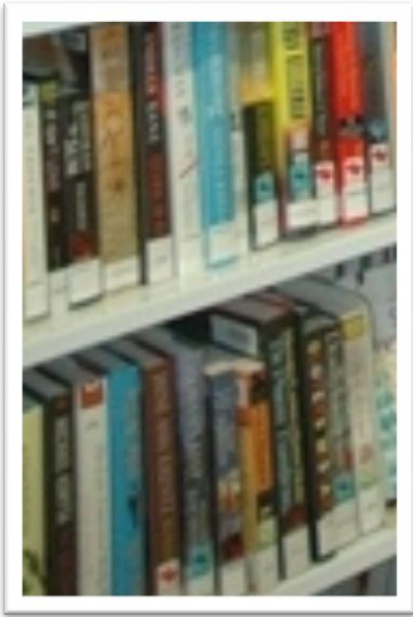


3. Life Management

- ◆ Building Self-Confidence
- ◆ Stress Reduction
- ◆ Dare to Dream: Goal-Setting Workshop
- ◆ Motivation workshops
- ◆ Overcoming Obstacles and Making Goals



4. Small Business Assistance

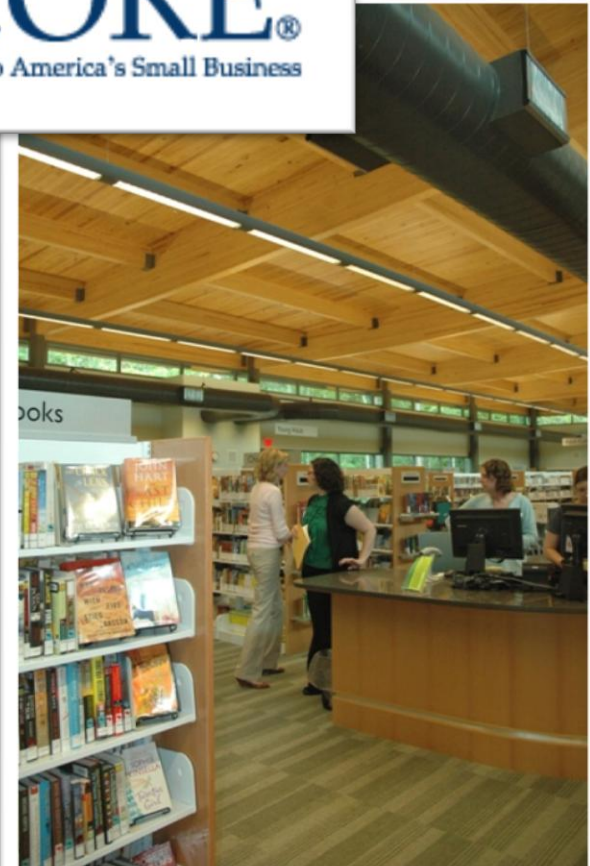


- ◆ Free and easy Small Business counseling in libraries
- ◆ Small Business Workshops – getting started, business plans, financing a business
- ◆ Nonprofit business included
- ◆ Using GIS resources from the library and county
- ◆ Business Librarians offering free research

Partners

- ◆ SCORE, Counselors to America's Small Business
- ◆ Local Attorneys
- ◆ Business Librarians - staff

SCORE[®]
Counselors to America's Small Business



NCACC Outstanding County Program -award criteria-

1. What are the purpose, history, timeline and budget of the program/project? Cost savings?
2. What makes the program/project unique? How does it differ from similar projects in your county or in other counties?
3. How well did the program use available resources, given the limitations on such resources?
4. Can this project be duplicated in other counties?
5. How did the project involve collaboration with other agencies, jurisdictions, nonprofits, businesses, etc.?

What's next?

- Continuation of programs
- Planning new workforce development series
- Entering into an expanded partnership with SCORE business consultants
- Expanding hours and locations of resume and job application assistance labs in branches

What's next? (continued)

- “Asset Building” efforts
- Seeking additional partnerships with communities of interest (U.S. Dept. of Labor Initiatives)
- Seeking funding opportunities

Questions?

