

April 2017 Workforce Development Activities Cumberland County Public Library & Information Center



HIGHLIGHTS

Collaboration with the FTCC Small Business Center, the Center for Empowerment and Economic Development (CEED) and the U.S. Small Business Association continues providing flexibility for job seekers by exploring entrepreneurship. In April, the library hosted programs introducing the idea of becoming an entrepreneur with *50 Home-Based Businesses to Start*, *Creative Marketing* and *Basics of Business Growth*. As another alternative to conventional employment, Headquarters IS Librarian I Robin Deffendall conducted a three-part *Easy Self Publishing* series to assist local aspiring authors with publishing their books.

April's Book-A-Librarian sessions included library staff assisting 52 customers with job applications, resumes and cover letters to area businesses such as Autism Society of America, Boston Market, Coca Cola, Express Employment, Harris Teeter, Kelly Career Network, Lowe's Home Improvement, PWC, Shoe Carnival, Target, Time2Care, TLC Auto Wash, Uber and Walmart. Staff also taught job seekers how to use the ProQuest Business database and Simply Map to help determine marketing statistics for business. Staff also helped customers transfer professional licenses in order for them to continue working in North Carolina and provided assistance to individuals starting small businesses such as a restaurants, pressure washing companies and cake baking.

Customer Comments/Success Stories:

A customer came to the Hope Mills library to warmly thank staff. Formerly unemployed, she had used the Job & Career Center regularly over the last few months. She told Library Associate Trina McNeill that she now works for Cumberland County Schools.

A frequent customer of the Spring Lake library, who had been using the Job & Career Center, came in to tell FTCC Liaison/Librarian I Theresa Wagner that he scheduled several interviews for restaurants in Spring Lake. He was hopeful that he would get a position at one of them. He said that he was thankful for the use of the computer and the help with online job applications.

NCWorks News:

Veterans Career Advisor Gregory Jones of the NCWorks Career Center and five other advisors visited library branches to provide information about workforce development resources available to them at the career center.



STATISTICS:

APRIL 2017 JOB & CAREER PROGRAMS/ACTIVITIES	# of Activities	Attendance
✓ Adult Programs (Peace Corps and AmeriCorps)	1	5
✓ Outside Young Adult Programs (Great Stories Club at Ramsey Street High School, Juvenile Detention Center)	4	48
✓ Computer Literacy Programs (Microsoft Word, Microsoft PowerPoint, Easy Self-Publishing, Using Google Docs, Internet Basics, Advanced Word: Using Graphics to Create Advertisements)	9	19
✓ Small Business Programs (50 Home-Based Businesses to Start, Planting the CEED Basics of Business Growth, Creative Marketing Ideas for Small Business, Advanced Word: Using Graphics to Create Advertisements)	4	52
✓ Book-A-Librarian Sessions (one-on-one training on resumes, computer skills, job search, etc)	50	52
Totals:	69	176

Online Job & Career Resource Guide Usage	2,466
Career related Database Searches (sessions included where searches are not reported)	3,995
Career related Reference Questions	303