

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

HIGHLIGHTS

August's Book-A-Librarian sessions included staff assisting 75 customers with job applications, resumes and cover letters to businesses such as Butterball Foods, Cape Fear Staffing, Cumberland County, Fayetteville State University, Lowes Home Improvement, Publix, Smithfield Foods, Taco Bell, U.S. Postal Service, VA Hospital and Walmart. Staff provided guidance for employment in the fields of certified nursing assistant, culinary arts, federal government contracting, flight attendant, and the oil & gas production industry. Staff taught job seekers how to register for *NCWorks* and how to search for jobs through the library's Job & Career Center. Small business owners learned how to: find resources to create a marketing plan, find small business grants, create mailing lists, and use social media and e-commerce sites specializing in hand-crafted items.

Customer Comments/Success Stories:

Librarian I/FTCC Liaison Theresa Wagner helped a customer with instruction on using computers and tips for her resume and English skills. A native speaker of Korean, the customer desired to improve her language skills to find a part-time job.

Library Associate Dee Turner helped a customer fax his resume to Cape Fear Valley Hospital. A few weeks later, he returned to the library wearing hospital scrubs and told Turner that he had recently been hired at the hospital thanks to her assistance.

IS Librarian I Robin Deffendall helped a customer create a marketing plan for her employer. Deffendall helped the customer find statistical information, taught her advanced searching techniques and suggested useful trade associations. The customer was thrilled with the new access to the resources.

NCWorks News:

East Regional library hosted the program **Veteran Employment Assistance**. *NCWorks* staff presented a class that focused on helping veterans who struggle with barriers to employment.



Cliffdale Regional library and West Regional library hosted the program **Crowdfunding Do's and Don't's**. Staff from the Center for Economic Empowerment & Development (CEED) and the NC Department of Secretary of State presented a workshop that taught customers about laws and best practices for crowdfunding.

Hope Mills Branch Manager MaryAnne Sommer and Librarian I/FTCC Liaison Theresa Wagner staffed an information table at the **5th Annual Boots to Suits Conference & Job Fair**. Presented by Fayetteville State University and hosted by Ft. Bragg, the event connects hiring-ready businesses with employment-ready service members who are transitioning to the civilian workforce.

Cliffdale Regional library hosted the **How to Finance Your Business** program. Staff from the FTCC Small Business Center presented a class about the financial challenges faced by small business owners, explored the advantages and disadvantages of different types of funding and presented strategies for choosing the right option for specific needs.

STATISTICS ~ AUGUST 2017 JOB & CAREER PROGRAMS/ACTIVITIES	# of Activities	Attendance
✓ Adult Programs (Resume Repair, Veteran Employment Assistance, Write On Right Now)	3	8
✓ Young Adult Programs (Juvenile Detention Center)	1	9
✓ Computer Literacy Programs (Easy Professional Resumes for Word; Advanced Word: Using Graphics to Create Advertisements; Internet, Excel, and Word for the Absolute Beginner; Intermediate Word and Excel)	9	40
✓ Small Business Programs (How To Finance Your Business, Crowdfunding: Do's and Don'ts; Advanced Word: Using Graphics to Create Advertisements)	3	15
✓ Outreach Programs (FYP Lunch and Learn)	1	20
✓ Book-A-Librarian Sessions (one-on-one training on resumes, computer skills, job search, etc)	72	75
Totals:	89	167

Online Job & Career Resource Guide Usage	3,126
Career related Database Searches (Vendor statistics currently unavailable)	
Career related Reference Questions	442