

## October 2017 Workforce Development Activities Cumberland County Public Library & Information Center

### Highlights:

Book-A-Librarian sessions included assisting 56 customers with job applications, resumes and cover letters to businesses such as Cape Fear Valley Medical Center, Cumberland County Schools, Falcon Children's Home, the Federal Emergency Management Agency, the National Autism Society, Smithfield Foods, Sykes and Walmart. Staff taught customers how to create business fliers, how to create email accounts to receive and track job assignments and how to update employment credentials such as Certified Nursing Assistant certifications. Staff also trained other staff members on how to access databases to help with creating business plans.

### Customer Comments/Success Stories:

IS Librarian I Robin Deffendall said that a busboy at a local restaurant recognized her and stopped to thank her for help with his resume. At the Vocational Job Fair, Deffendall showed him how to include school events and community volunteerism in his resume to enhance his work experience section. He credits the revised resume with helping him get his job!

A mother, who brought her daughter to the October Vocational Job Fair said, "I'm glad that you have a job fair for teens. This has given my daughter the chance to see what employers want when they hire people."

A customer who wants to start a ceramics business asked Library Technician Aprille Apple and IS Librarian II Nathan Whitt for help with business plans. The three showed her examples of business plans from a library database, gave her a copy of the library's "Entrepreneurship and Small Business" booklet and registered her for an upcoming *Business Plan 101* program at Cliffdale Regional library.

### NCWorks News:

Nearly 120 individuals attended the library's Vocational Job Fair for teenage and young adult job seekers. Library staff taught a class on *Interviewing Skills*, reviewed resumes and helped job seekers with online applications.



The library presented a multi-part *Job Search Bootcamp* series with topics covering "search secrets & strategies," "writing resumes and cover letters," "finding insider information on job prospects," and "acing the interview."

The Cliffdale Regional library hosted *From Combat Boots to Work Shoes* led by staff from NCWorks. The program was designed for veterans seeking to enter the post-military workforce. Topics included: information on resumes, cover letters, interviews, and the NCWorks website. Cliffdale Regional library also hosted *Planting the CEED: Basics of Business Growth*, which was presented by staff from the Center for Economic Empowerment and Development (CEED). The program provided small business owners with ten steps for planning, growing and nurturing their businesses.

STATISTICS ~ OCTOBER 2017 JOB & CAREER PROGRAMS/ACTIVITIES	# of Activities	Attendance
✓ Adult Programs (Writing Killer Résumés and Cover Letters, Acing the Interview, From Combat Boots to Work Shoes)	3	11
✓ Outside Adult Programs (Introduction to Email; Intro to Social Media; Write On, Right Now)	3	13
✓ Young Adult Programs (Vocational Job Fair, Resume Review, Interview Skills, Internet Job Cafe)	4	183
✓ Computer Literacy Programs (Internet, PowerPoint, Excel for the Absolute Beginner, Building a Great Presentation, Intermediate Excel: Charting, Job Search Boot Camp: Search Secrets and Strategies, Job Search Boot Camp: Finding Insider Information on Employment Prospects Résumé Writing Workshop)	8	41
✓ Small Business Programs (Holiday Marketing, Planting the CEED: Basics of Business Growth)	2	23
✓ Book-A-Librarian Sessions (One-on-one training on Resumes, Computer Skills, Job Search, etc.)	51	56
<b>Totals:</b>	<b>71</b>	<b>327</b>

<b>Online Job &amp; Career Resource Guide Usage</b>	<b>2,904</b>
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<b>Career related Reference Questions</b>	<b>377</b>
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