

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

Highlights:

September's Book-A-Librarian sessions included assisting 52 customers with job applications, resumes and cover letters to area businesses such as Aldi Supermarket, Butterball Foods, Cape Fear Valley Medical Center, Carlie C's IGA, the Federal Emergency Management Agency (FEMA), Home Instead Senior Care, Moen Incorporated, Publix and Walmart. Library staff also taught job seekers how to create resumes and conduct job searches in *NCWorks*. Customers also learned how to use the *Reference USA* online resource to collect and compile data for marketing plans and how to use library resources to study and prepare for career-related exams.

Customer Comments/Success Stories:

Comments from September Job Fair Attendees:

- ✓ "This event is just wonderful. I drove here from Wilmington for this and was so impressed. It was so well organized and so many businesses were here to talk to. I've got contacts to send my resume to when I get back."
- ✓ "Thank you for the opportunity. It's been very motivational, especially for those of us who have been out of work for a while. This is just the boost I needed."
- ✓ "It made a difference to actually see the people who are hiring and not just read want ads on the computer. Also it gave me a better sense of direction for my job search."
- ✓ "Tomorrow I have an interview and found a lot more upcoming jobs that are hiring. The people were very nice and helpful."
- ✓ "I feel so much hope today. There are so many people like me who have been out looking but have had no luck yet. Today I feel good about my decision to come out and try again."

NCWorks News:

The library conducted its annual *Job Fair* in September with 39 local, regional and national businesses represented and nearly 450 job seekers learned about employment opportunities. Additionally, library staff and staff members from the Cumberland County Department of Human Resources and the NC Department of Employment Security taught classes and assisted by reviewing job seekers' resumes. Classes taught at the job fair included *How to Build Your Resume Using NCWorks*, *Marketing Yourself: Career Success at Any Stage and Interviewing Tips*. The library also provided an *Internet Job Café* so that job seekers could update their resumes and apply for jobs online.



The Cliffdale Regional library hosted *What to Expect When Expecting a Small Business Loan* seminar for small business owners and aspiring small business owners. A counselor from the Center for Economic Empowerment & Development (CEED) explained the differences between loan lenders, various small business loans, how to prepare personal and business finances before applying for a loan, why personal credit is important to the process and which local lenders can assist small business loan seekers. Cliffdale library also hosted the program *Business Plan 101*. CEED staff presented a seminar to introduce small business owners to the components of a business plan and why they are important to increasing the probability of success.

STATISTICS ~ SEPTEMBER 2017 JOB & CAREER PROGRAMS/ACTIVITIES	# of Activities	Attendance
✓ Adult Programs (Library Job Fair, Resume Review & Interviewing Tips, Learn how to use NCWorks Job Portal, Marketing Yourself: Career Success at any Stage, Discover the Peace Corps)	5	541
✓ Outside Adult Programs (Write On, Right Now)	1	7
✓ Outside Young Adult Programs (Juvenile Detention Center)	1	16
✓ Computer Literacy Programs (Excel for Beginner, Introduction to Windows 10, Build your Resume, Computers for the Absolute Beginner, Intermediate Word, PowerPoint for Beginner)	7	57
✓ Small Business Programs (Business Plan 101, Lunch & Learn: What to Expect When Expecting a Small Business Loan)	2	30
✓ Book-A-Librarian Sessions (one-on-one training on Resumes, Computer Skills, Job Search, etc.)	51	52
Totals:	67	703

Online Job & Career Resource Guide Usage	2,719
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Career related Reference Questions	374
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