

April 2019 Workforce Development Activities Cumberland County Public Library & Information Center

Highlights:

April's Book A Librarian sessions include staff assisting 73 customers with job applications, résumés and cover letters to area businesses such as Butterball Foods, Cape Fear Valley Medical Center, Cumberland County Government, Fayetteville Woodpeckers Baseball, the City of Fayetteville, Kelly Services, the State of North Carolina, PeopleReady, Trojan Labor, United American Security and US Census jobs. Staff also assisted several small business owners with services such as formatting documents for a small business, creating business cards, renewing NC business licenses and creating and formatting menus for a restaurant. Additionally, staff helped customers find information needed to study and prepare for continuing job certifications. Staff also promoted the upcoming library job fair.

Customer Comments/Success Stories:

A customer had been struggling to get interviews for jobs and she attended several of the programs in the **Job Search Bootcamp** series to help her improve her résumé and her job searching skills. She contacted the library staff at West Branch to let them know that she had recently been granted several interviews and had been called back for a second interview with one of the companies. She told library staff that she knew her recent interviews were the result of improvements she learned in the **Job Search Bootcamp** programs.

Library Associate Joselyn Williams assisted a customer with job searching and with developing her résumé over the course of a few Book A Librarian sessions. During these sessions, Williams told the customer about upcoming job fairs and hiring opportunities, including job opportunities with the Fayetteville Woodpeckers baseball team. Soon after one of the sessions the customer told Williams that she had been hired as a caterer with the baseball team.

NCWorks News:



Jane Casto, Headquarters Branch Manager and Small Business Coordinator, hosted the program **Business Essentials: Financial Essentials, Business Loans 101**. This program, presented by CEED and WBC Business Counselor Stuart Walters, covered the information that small business owners need to know prior to applying for loans. The program explained the differences between start-up loans and existing loans, the importance of credit scores, the reasons why interest rates vary and how to figure out how large a loan a potential small business owner can afford. In the library's efforts help customers with their job seeking, the West Branch presented **Rock Your Résumé! Drop-In Clinic**. Library staff taught job seekers how to highlight their employment accomplishments and also showed job seekers how to turn their résumés into advertisements that showcased their value in the workforce.

STATISTICS ~ Monthly Job & Career Programs/Activities	# of Activities	Attendance
✓ Outreach Events (Chamber of Commerce Chairman's Breakfast)	1	10
✓ Small Business Programs (Business Essentials: Financial Essentials, Business Loans 101)	1	2
✓ Book A Librarian Sessions (one-on-one training on Résumés, Computer Skills, Job Search, etc.)	71	73
Totals:	73	85

Online Job & Career Resource Guide Usage	1,673
Career Related Reference Questions	307