

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

Highlights:

August's Book A Librarian sessions include staff assisting 70 customers with job applications, résumés and cover letters to area businesses such as AutoZone, Burger King, Carlie C's, Coleman Moving Company, Cumberland County School system, Dick's Sporting Goods, First Watch Restaurant, Goodyear, Homegoods, K&W Cafeteria, Manpower Staffing, McDonald's, a military contractor, Smithfield Foods, Stanley Steemer, Veteran's Admin., and Walmart.

Staff also assisted customers with job-related certification testing, with creating fliers and brochures for small businesses and with how to use the Testing and Education Resource Center (TERC) database. Additionally, staff helped customers research information on developing business plans.

Customer Comments/Success Stories:

Library staff taught several customers about the advantages and benefits of registering for *NCWorks* this month. Many customers were excited to learn that they could search and apply for multiple jobs with one job application. Customers were also pleased with the résumé feature in *NCWorks*.

NCWorks News:



Both North Regional and Cliffdale Regional libraries hosted programs in the **Small Business Essentials** series. In the **Business Essentials: Overview of a Business Plan** program, a CEED counselor explained the key components of a business plan, including what is a business plan, how to start developing a business plan and how to fill in the gaps in a business plan. In the **Business Essentials: Marketing Strategies** program, CEED counselor Katlin Neese provided marketing strategies for small business owners, including tips that cover social media, email marketing, website conversions, press releases and radio spots.

STATISTICS ~ Monthly Job & Career Programs/Activities	# of Activities	Attendance
✓ Adult Programs (Job Seekers Café)	1	4
✓ Small Business Programs (Business Essentials, Chairman's Coffee, Chamber of Commerce Orientation, FTCC 1 Million Cups)	5	69
✓ Outreach Events (Chairman's Coffee, Chamber of Commerce Orientation, FTCC 1 Million Cups)	3	40
✓ Book A Librarian Sessions (one-on-one training on Résumés, Computer Skills, Job Search, etc.)	68	70
Totals:	77	183

Online Job & Career Resource Guide Usage	1,950
Career Related Reference Questions	274