

## February 2019 Workforce Development Activities Cumberland County Public Library & Information Center

### Highlights:

February's Book A Librarian sessions included staff assisting 68 customers with job applications, résumés and cover letters to area businesses such as Applebee's, Butterball Foods, Cape Fear Staffing, Cape Fear Valley Medical Center, Circle K, Dunkin Donuts, Fayetteville Technical Community College, a job with concessions vendors for the Fayetteville Woodpeckers baseball team, Goodyear, Krispy Kreme, library jobs, Panera Bread, Sanford Construction, Sentel Corporation, Smithfield Foods, the United States Post Office and Walmart. Staff also helped customers with career assessment exams, applications for State Board Certifications and finding information about entrepreneurship and small business opportunities. Staff also helped customers locate information about the cost of living and other factors to consider for evaluating out of state job offers. Additionally, staff helped a deaf customer with accessibility options while searching for employment.

### Customer Comments/Success Stories:

IS Librarian I Anessa Olson assisted a customer who wanted to begin a career as a virtual assistant. Olson provided her with the library's materials for that career and also provided her with materials and information about operating home-based small businesses. The customer was thrilled with the resources and said that this was what she needed in order to get her career off of the ground.

IS Librarian I Brianna Davis helped a customer complete an employment application for Applebee's. With Davis's assistance the man was able to navigate the company's website and submit the application in time to attend an important meeting that afternoon.

### NCWorks News:



Headquarters Manager and Small Business Coordinator Jane Casto hosted the **Business Essentials: Overview of Business Plans** program. This program, presented by CEED and WBC Business Counselor Stuart Walters, explained why a business plan is one of the most crucial steps in starting a business. The program also covered the key components of a business plan.

Is Librarian I Robin Deffendall at West Branch library presented the **Job Search Boot Camp** series this month. The **Writing Killer Résumés and Cover Letters** program offered secrets on writing great résumés and guidance on when to include cover letters. The **Search Secrets and Strategies** program provided proven strategies to help participants locate the right job for them, as well as tools that can help with job searching and explained how traditional techniques may actually slow down job searches.

STATISTICS ~ Monthly Job & Career Programs/Activities	# of Activities	Attendance
✓ Adult Programs (Job Seekers Club)	1	5
✓ Outside Adult Programs (Job Search Boot Camp: Search Secrets and Strategies, Job Search Boot Camp: Writing Killer Résumés and Cover Letters)	2	12
✓ Outreach Events (DOT Small Business Transportation Resource Center)	1	25
✓ Small Business Programs (Business Essentials: Overview of Business Plans)	1	15
✓ Book A Librarian Sessions (one-on-one training on Résumés, Computer Skills, Job Search, etc.)	64	68
<b>Totals:</b>	<b>69</b>	<b>125</b>

<b>Online Job &amp; Career Resource Guide Usage</b>	<b>1,651</b>
<b>Career Related Reference Questions</b>	<b>367</b>