

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

### Highlights:

January's Book A Librarian sessions included staff assisting 80 customers with job applications, résumés and cover letters to area businesses such as Aldi, Andrews International, Arby's, Big Lots, Burger King, Cape Fear Valley Health, Circle K, Cumberland County Schools, Cypress Trucking, Eaton, a contractor position on Fort Bragg, Humana Health, Pizza Hut, Red Lobster, Ruby Tuesdays, Short Stop, Smithfield Foods, Uber and Walmart. Staff also helped customers create fliers for their small businesses and locate forms required to set up non-profit organizations. Additionally, staff helped customers with information and testing for career assessments.

### Customer Comments/Success Stories:

A customer at Cliffdale Regional Library asked IS Librarian II Nathan Whitt for assistance with modifying and updating her résumé. After assisting with the updates, Whitt asked her if she was happy with how the résumé looked. The customer gave Whitt a big grin and a high five and told Whitt, "Yes! It looks like my future."

IS Librarian I Sabrina Taylor taught a customer how to create a budget sheet in Excel. Taylor also showed her some basic features in Excel, including features relevant to budget spreadsheets. Afterwards, the customer hugged Taylor and thanked her for all the help.

IS Library Associate Kathleen Schrum taught a customer how to create, format and edit fliers for her new business. When the customer printed them out, she was ecstatic and told Schrum that they were perfect.

### NCWorks News:



Jane Casto, Headquarters Branch Manager and Small Business Coordinator, hosted the program **Business Essentials: Budgeting and Credit**. This program provided tips and best practices for planning and managing family budgets, and discussed how to manage and improve credit scores.

Cliffdale Regional Library hosted a **Job Seeker's Club**. Participants received help with job searches, resumes and job applications. Attendees also had the opportunity to build networks and to receive encouragement and support from other job seekers.

West Branch Library hosted two programs on using Facebook for your business. Beth Hess of *The Fayetteville Observer* presented **Getting Started with Facebook for Business**, which discussed the basics of how to set up a Facebook page and how to use it to meet the needs of a specific business. Hess also presented **Advanced Facebook for Business**, which provided concrete, practical skills that business owners can use to harness the full power of Facebook by optimizing and monetizing their social media strategies.

STATISTICS ~ Monthly Job & Career Programs/Activities	# of Activities	Attendance
✓ Adult Programs (Job Seekers Club)	1	5
✓ Outside Adult Programs (Demonstration of VetNow for NCWorks staff)	1	11
✓ Small Business Programs (Budgeting Essentials: Budgeting and Credit; Getting Started with Facebook for Business; Advanced Facebook for Business)	3	31
✓ Book-A-Librarian Sessions (one-on-one training on Résumés, Computer Skills, Job Searches)	76	80
<b>Totals:</b>	<b>81</b>	<b>127</b>

<b>Online Job &amp; Career Resource Guide Usage</b>	<b>1,922</b>
<b>Career Related Reference Questions</b>	<b>319</b>