

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

Highlights:

June's Book A Librarian sessions include staff assisting 64 customers with job applications, résumés, and cover letters to area businesses such as the Coca-Cola Company, the Eaton Corporation, Family Dollar, the City of Fayetteville, Frito Lay Inc., Home Goods, Lowe's Home Improvement, Marriott Hotels, jobs in the phlebotomy field, Smithfield Foods, USA Jobs and Waffle House. Staff also assisted small business owners with setting up social media accounts, as well as helping create advertisements and fliers for businesses. Additionally, staff helped customers investigate different career fields and find training resources to prepare for new career fields, as well as helped customers print work permits, prepare for job interviews and learn about self-publishing options for writers.

Customer Comments/Success Stories:

A customer at North Regional library told the staff that she had just gotten a job with a medical dialysis business and that she would never have been able to get the job without the help that she received from library staff.

IS Librarian I Robin Deffendall assisted a recent college graduate. She was able to help him revise and tailor his résumé and also guided him in a job search. Deffendall also provided some coaching for job interviews. When the young man first spoke with Deffendall, he was discouraged about his job opportunities, but afterward he felt more confident and energized about his job opportunities.

NCWorks News:



Jane Casto, Headquarters Branch Manager and Small Business Coordinator, hosted the program **Business Essentials: Marketing Essentials – Branding 101**. This program, presented by CEED and WBC Business Counselor Katlin Neese, provided attendees with ten tips to help implement their business brand. The program addressed the various components of a brand, business logos, how to target audiences, how to tell the story of the business and how to attach a brand to a cause.

Hope Mills Library hosted two **Career Guidance** programs, (**Health Careers** and **Engineering and Applied Technology Careers**). In these programs, staff and professors from FTCC discussed different programs offered at FTCC, what steps are needed for enrollment, what to expect in the programs and what career options exist upon completing the program.

STATISTICS ~ Monthly Job & Career Programs/Activities	# of Activities	Attendance
✓ Adult Programs (Career Guidance: Health Programs, Career Guidance: Engineering & Applied Technology, Job Seekers Cafe)	3	10
✓ Small Business Programs (Business Essentials: Marketing Essentials – Branding 101, Small Business Networking Breakfast)	2	40
✓ Young Adult Outside Programs (C3 Coding Camps)	2	128
✓ Book A Librarian Sessions (One-on-one training on Résumés, Computer Skills, Job Search, etc.)	57	64
Totals:	64	242

Online Job & Career Resource Guide Usage	1,928
Career Related Reference Questions	294