

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

Highlights:

November's Book A Librarian sessions included staff assisting 61 customers with job applications, résumés and cover letters to area businesses such as Circle K, Dollar Tree, the Hoke County School system, the Wayne County School system, a job as an architect, a horticultural job, Smithfield Foods, USAJobs and Walmart. Staff also assisted customers with finding materials and tests to prepare for the CDL exam, with finding information about starting small businesses and finding information about self-publishing books.

Customer Comments/Success Stories:

Some of the feedback from the **Artisan Alley** program included the following:

“This was a great opportunity to network with other local artisans.”

“I learned how to better market my artwork.”

“I got some wonderful ideas for my small business.”

NCWorks News:

Nearly 180 people attended the Library's **Small Business Saturday** event, **Artisan Alley**. This event allowed local, independent artisans to showcase their products and artwork. The artisans also had the opportunity to widen their customer base and to network with fellow entrepreneurs.



The Clifffdale Regional library hosted the **Small Business Essentials: Budgeting and Credit** program. During this program, a CEED counselor taught attendees tips and best practices for planning and managing budgets, as well as managing and improving credit scores.

| STATISTICS ~ Monthly Job & Career Programs/Activities | # of Activities | Attendance |
|--|-----------------|------------|
| ✓ Adult Programs (NCWorks: Job Skills Training for Veterans) | 1 | 8 |
| ✓ Small Business Programs (Business Essentials: Budgeting and Credit, Chairman's Coffee – Chamber Event, Artisan Alley – Small Business Saturday Pop-up) | 3 | 187 |
| ✓ Outreach Programs (Chairman's Coffee – Chamber Event) | 1 | 5 |
| ✓ Book A Librarian Sessions (one-on-one training on Résumés, Computer Skills, Job Search, etc.) | 53 | 61 |
| Totals: | 58 | 261 |

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| Online Job & Career Resource Guide Usage | 1,496 |
| Career Related Reference Questions | 217 |