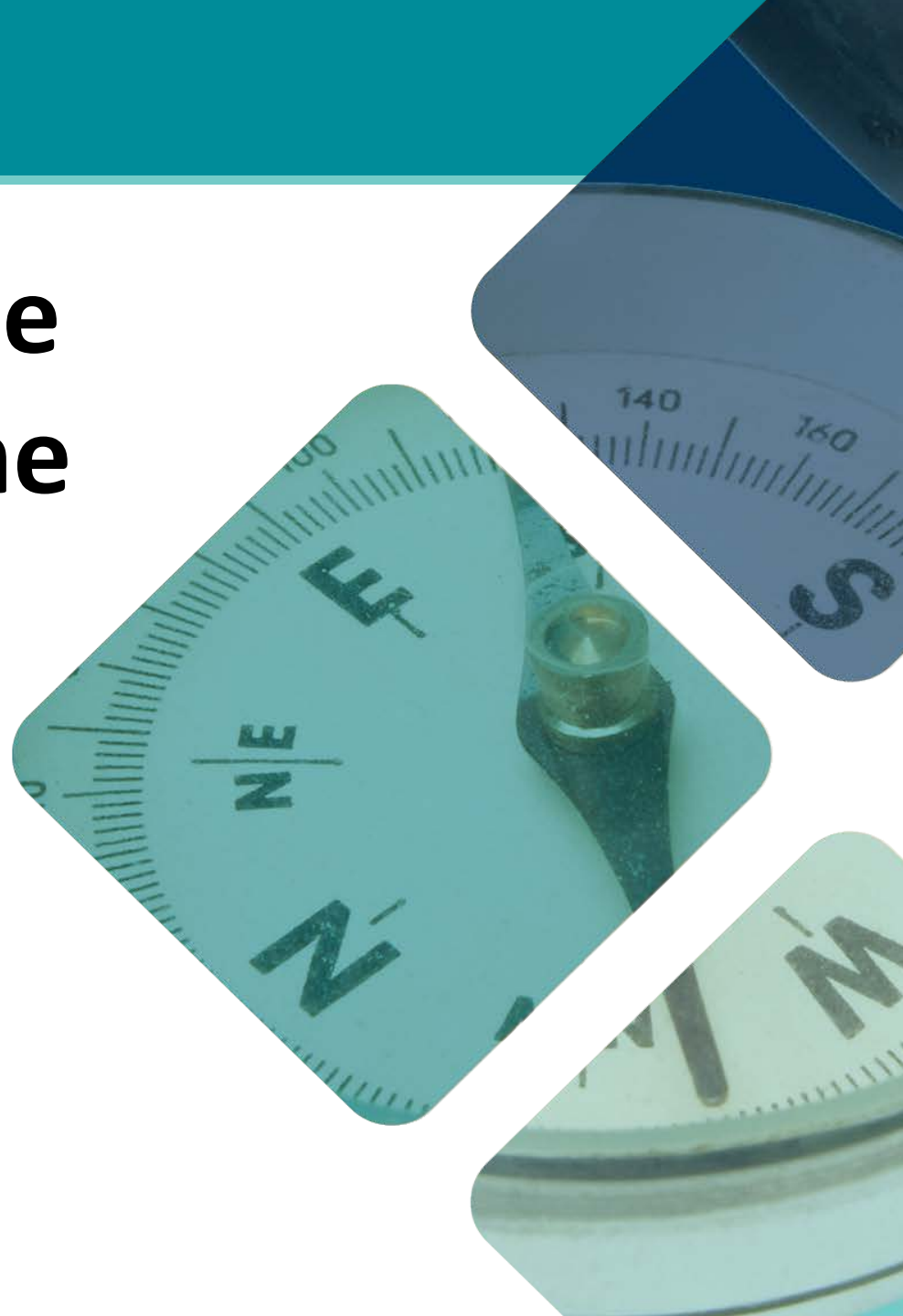


# Libraries lead the workforce for the 21<sup>st</sup> Century





Project Compass is a partnership between WebJunction and the State Library of North Carolina.



It is funded by a grant from  
The Institute of Museum and Library Services (IMLS).



# Today's Presenters

## **Betha Gutsche**

Project Compass  
Program Manager,  
WebJunction



## **Christine Hamilton-Pennell**

Growing Local  
Economies, Inc.



## **Jennifer Peterson**

WebJunction  
Community Manager



## **Holly Fulghum-Nutters**

Project Read,  
Program Manager,  
South San Francisco  
Public Library



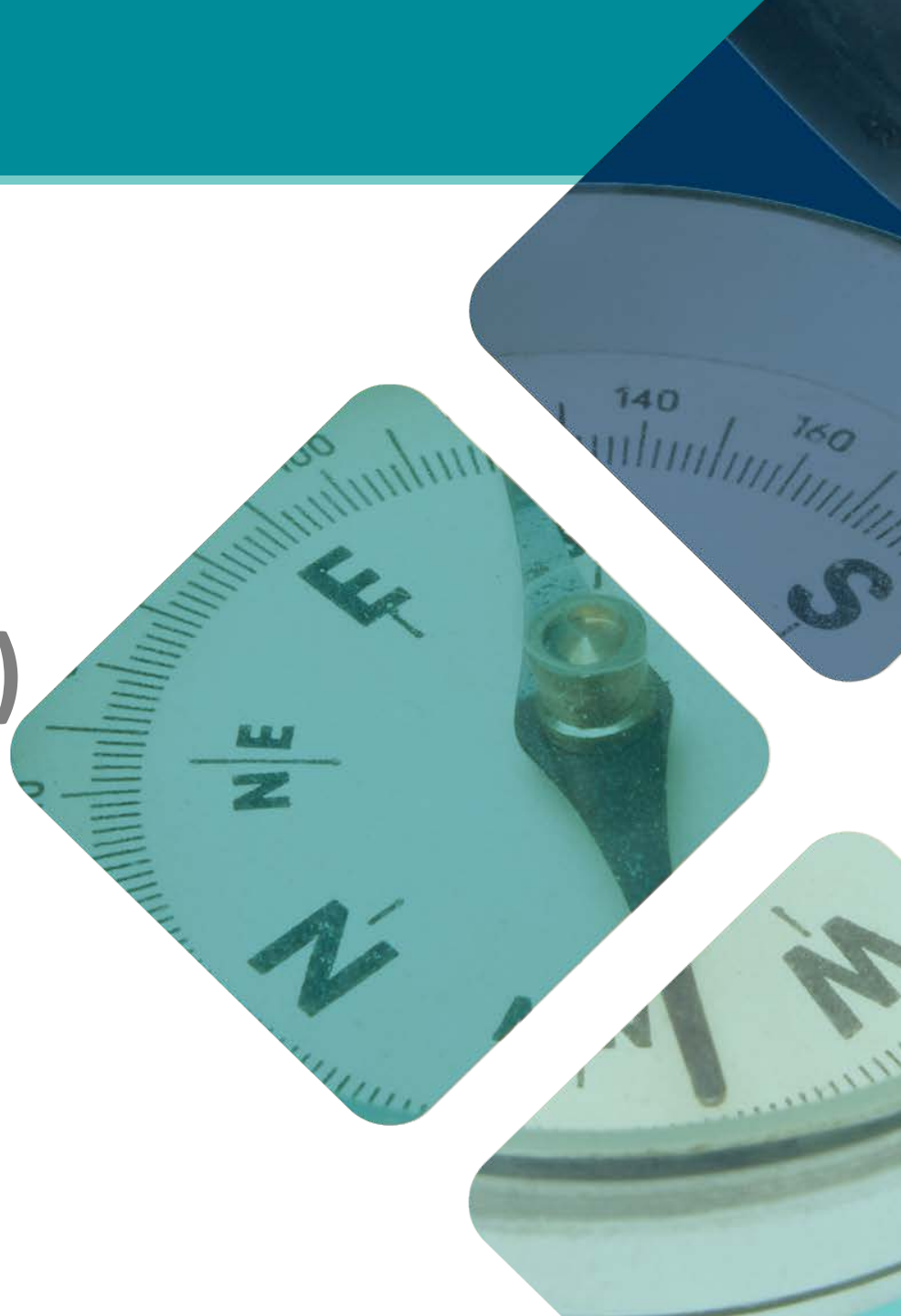


# Outline

- 32 things you (your library) can do
- Skills for the 21<sup>st</sup> century workforce
- Creating a Business-Friendly Library
- Project Read Gets Smart with Money

# 32 Things

you (your library)  
can do



# to create a friendly place

**Free print copies for job seekers**

Offer one free copy of resume  
on nice resume paper.

Offer 5 free resume faxes per week!

Remove time limits  
for computer use for  
job seekers

Open early  
1-2  
days/week  
for job  
seekers  
only.

Have a flexible phone policy  
for those in need.

Chat daily with a  
job-seeker.  
Ask what they're doing  
and what they need.

Offer free coffee  
during job center  
hours.

Can't afford coffee?  
Ask a local bank or  
business to sponsor it!



# to build programs for job seekers



*Create handouts about  
library services for job seekers*

Bookmark popular  
job search sites on  
your public  
computers

Feature the best of  
your collection  
for job seekers  
in a display or  
on your website.

**Create an  
online job center**

Offer workshops on  
resume-writing

Offer library  
meeting  
rooms to  
local  
workforce  
agencies.

Offer 1-on-1 interview tutoring

*start a job club*

# to build community connections

Have a breakfast for the Chamber of Commerce or local politicians to let them know what you are doing.

Create a "Help for Hard Times" flyer with community information

Bring in reps from the local community college to offer student loan workshops

Learn about local social service agencies, their hours and what they do.

Create a Social Services bulletin board with brochures & flyers from local agencies

Recruit retirees for resume evaluation, interview help and computer tutoring.

Get your library board involved!

Ask your Workforce Board where you can "fill in the gaps" so you aren't duplicating already-successful efforts.





# to support families

Schedule job seeker workshops  
to coincide with storytimes

Start a "coupon exchange club" to  
help families save money.

Place a  
computer in  
the  
children's  
area for  
parents to  
use for job-  
seeking

Provide "tough times" info on help  
with bill paying, food pantry  
locations, emergency housing, etc.

Invite Ag. Extension  
to do a workshop on  
home vegetable  
gardening or raising  
chickens in the  
backyard.

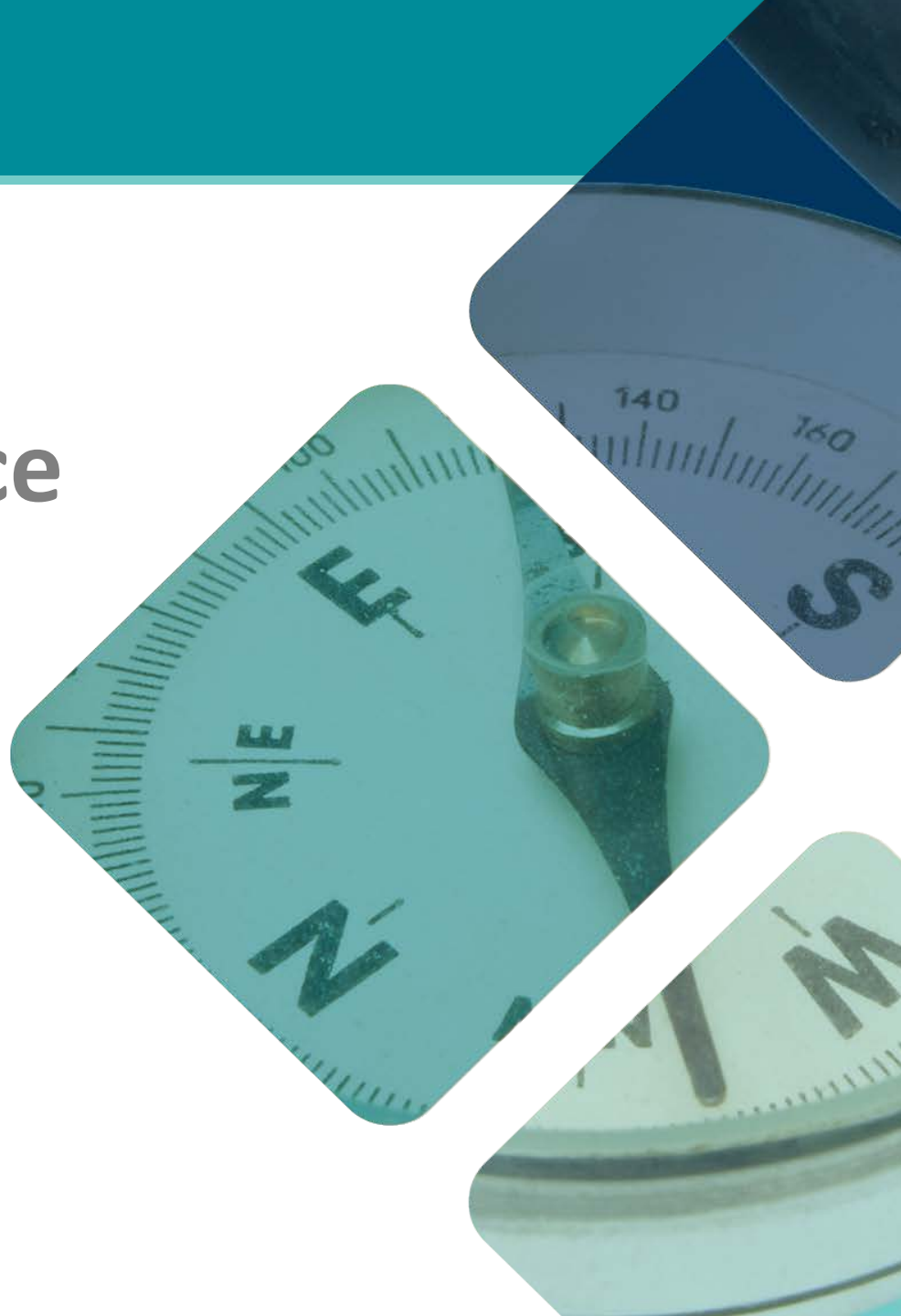
Offer just-for-fun family  
programming on  
Friday or Saturday  
nights to help those  
struggling financially  
to spend time  
together as a family.

Offer workshops on how to live on  
a restricted income

Enlist a mental health professional  
to provide pro bono workshops on  
dealing with the stress of job loss.



# Skills for the 21<sup>st</sup> Century Workforce



# 21<sup>st</sup> century skills for the workforce



Critical Thinking &  
Problem Solving

Communication &  
Collaboration

Technology Literacy,  
Media Literacy

Flexibility & Adaptability

Social & Cross-cultural Skills

Creative Thinking &  
Innovation

Productivity &  
Accountability

Teamwork

Global Awareness



It's not about what to learn.

It's about HOW to learn.



“Lifelong learning is not an option anymore;  
it’s a necessity!

SMART is the new RICH.”

(Bernie Trilling, 21st Century Skills)



# ***Creating a Business-Friendly Library***

Christine Hamilton-Pennell  
Growing Local Economies, Inc.  
July 12, 2011



# *How Do We Grow the Local Economy?*

- Recruitment
- Local entrepreneurs
- Workforce development
- Reduce leakage



# *What is an Entrepreneur?*

*An entrepreneur is someone who perceives an opportunity and creates and grows an organization to pursue it.*





# *Entrepreneurial Activity*



- More 55-64 year-olds
- 4 in 10 young people
- More men than women
- Immigrants more than native-born

What percentage of net new jobs in the U.S. are created by businesses with 1 to 9 employees?

**25%**

**75%**

**50%**

**100%**



# *Small Business Facts*

- 1-9 employees
- 100% of net new jobs
- Growth is key



# *Small Businesses Drive Economic Growth*





# *The Case for Library Involvement in Small Business Efforts*

- Libraries—part of the economy
- Wealth and jobs created by small businesses
- Business community supports libraries through the tax base



# *How Can Libraries Support the Small Business Community?*

- Partnerships
- Resources
- Research



# *Creating Partnerships*

*What is the difference between a library partnership and advocacy or marketing efforts?*





# Partnerships 101

- Two-way vs. one-way
- Mutually beneficial
- Meet *their* needs
- Sustainable
- Ongoing commitment
- Create a culture of “no wrong door”





# No Wrong Door

## SMALL BUSINESS ASSISTANCE

CORSICANA AND NAVARRO COUNTY, TEXAS

**Corsicana/Navarro County  
Chamber of Commerce**  
(903) 874-4731

- Business Advocacy & Support Systems
- Business Introductions & Networking
- Business & Market Opportunities
- Business Promotions
- Community Demographics & Data

**Navarro County  
County Clerk**  
(903) 654-3035

- File Assumed Name/DBA for New Businesses and Renewals
- Search Records for Name Availability
- File Real Property Records Here: Deeds, Tax Liens, Deeds of Trust, and Affidavits

**City of Corsicana  
Planning & Zoning**  
(903) 654-4870

- Administration & Interpretation of City's Comprehensive Master Plan as it applies to Your Proposed Project
- Code Enforcement
- Comprehensive Development Review of All Phases Your Proposed Project
- Land Use Planning & Analysis
- Permits & Inspections

### Enter Any Door for Assistance



**City of Corsicana  
Main Street**  
(903) 654-4851

- Downtown Landmark Design Review for Exterior Work
- Downtown Incentives Program
  - Tax Freeze/Tax Abatement
  - Facade Grant
  - Low Interest Loan
  - Guardian Replacement Glass Program
  - Architectural/Engineering Design Assistance

**City of Corsicana & Navarro  
County Economic  
Development Department**  
(903) 654-4806

- Available Properties: Sites & Buildings
- Labor Market and Retail Trade Area Information
- Tax Abatements: City, Navarro County, Navarro College
- State of Texas Programs
  - Sales & Use Tax Refund
  - Workforce Training
  - Infrastructure Development



**Navarro College  
Small Business  
Development Center**  
(903) 875-7667



- Free Business Consulting & Assistance with:
  - Business Plans
  - Marketing Plans
  - Industry, Customer, Competitor Research
  - Loan Proposals
- Free Business Startup Class
- Affordable, Low-cost Training Seminars



Funded in part through a cooperative agreement with the U.S. Small Business Administration

# *Creating Partnerships*

Who needs to be  
at the table?



# *Simsbury (CT) Public Library (pop. 23,000)*

- Business Outreach Librarian
- Business Resource Center
- Private and public funding
- 4,000 business reference questions
- 163 classes last year for business owners, taught by local experts
- Participates in community business groups



Jennifer Keohane, Business Outreach Librarian



# *Common Library Concerns*

*“We don’t understand the needs of small business owners and don’t know how to help them.”*

**Fact:** It’s not rocket science. What most small business owners need falls into a few basic categories such as marketing, industry statistics, and demographics. A librarian who knows how to use basic reference sources can quickly master these kinds of requests.

# *Common Library Concerns*

*“Our mandate is to meet the needs of all our clients; we don’t have the time or staff to support specialized business services.”*

**Fact:** Libraries always make choices about who they serve and how they distribute resources. Strategically allocating resources towards supporting the needs of small businesses and potential workers can contribute to the economic growth of the community, including the library.

# *Common Library Concerns*

*“We shouldn’t be subsidizing the business community.”*

**Fact:** Most small businesses don’t have the resources to pay for outside research or marketing services. Successful businesses create jobs and a strong tax base, both of which are needed to support libraries of all types.

# *Common Library Concerns*

*“We can’t spend our time outside the library walls; our job is to bring people into the library.”*

**Fact:** While the physical library is a great asset, it’s the people that make a difference. The more the library staff “shows up” at its community’s events—and volunteers for leadership roles—the more the library can develop mutually beneficial partnerships.



## *25 Ways the Library Can Support the Small Business Community*

- Include a **business link** on library website
- Create **opportunities** for business students and young entrepreneurs
- Sponsor **business workshops** in library
- Provide essential **business reference databases**
- Offer **free Wi-Fi** in the library



# *Next Steps*

- Get out into the business community
  - Create visibility
  - Listen to business needs
  - Learn about business resources already available
- Develop win-win scenarios with partners
- Create a librarian “community of practice”
- Do a few of the “25 Next Steps”

*More resources available at*  
*[www.growinglocaleconomies.com](http://www.growinglocaleconomies.com)*

## Contact Information

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[www.growinglocaleconomies.com](http://www.growinglocaleconomies.com)



# Personal Financial Skills

Holly Fulghum-Nutters  
South San Francisco Public Library



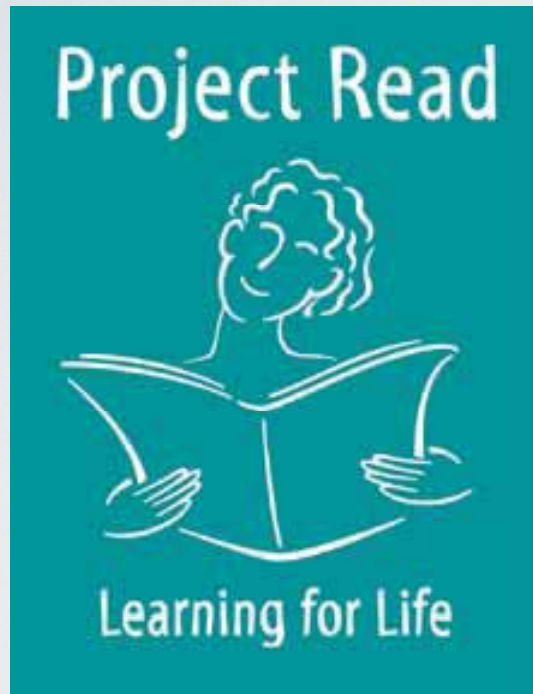
# Project Read Gets **Smart** with money



**Project of Silicon Valley Community Foundation  
and South San Francisco Public Library**



# Project Read, North San Mateo County California



Program of the California Library Literacy Service and South San Francisco Public Library.

Adult literacy program serving more than 150 people at any given time.

Designed to meet community need.

Volunteer based.

Why do you think financial education is important right now?



Use chat section to respond.

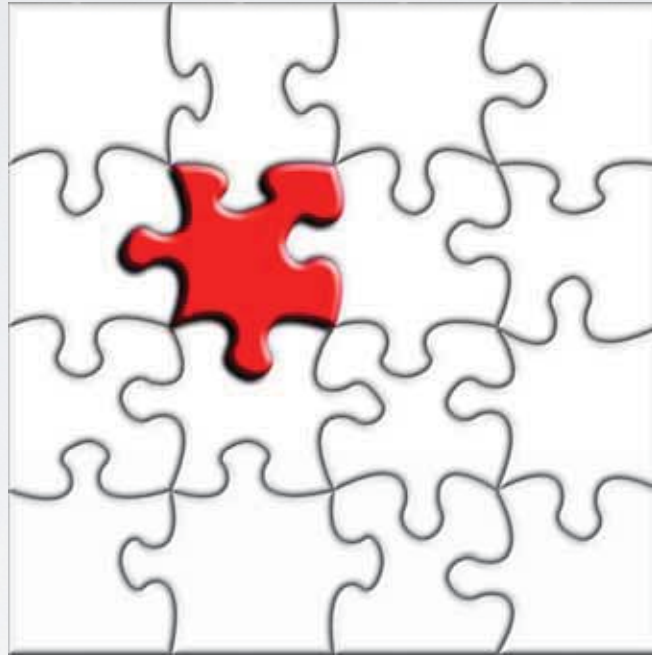
# WHY FINANCIAL LITERACY?

- 13 – 17% of Americans are living below the poverty level (\$23,350 annual income for a family of four).
- Total amount of consumer debt in the USA stands at nearly \$2.4 T.
- People have less money for food, housing, health, education and more.





# How does financial education fit in the library?



Use the chat section to respond.



# FINANCIAL WELL BEING AT THE LIBRARY

Libraries are

- a hub of free information
- are vibrant, healthy community centers
- a trusted source of information
- a resource for the community



# FINANCIAL WELL-BEING PROGRAM OBJECTIVES

- To help people:
- Learn to be more intentional with their money
- Set and achieve their financial goals
- Build assets





# TARGET POPULATION



- Literacy students: *an underserved population who face additional risk due to their ability to read and understand financial information*
- Low-moderate wage earners
- Low-income immigrants

# PROGRAM COMPONENTS

- Financial Management Training
- Financial Coaching
- Savers' Workshop
- Asset Building
- Family Financial Literacy Program



# FINANCIAL MANAGEMENT TRAINING

- 12 hour financial literacy group course with focus on goal setting, discovering personal financial behavior, budgeting, saving, asset building, improving credit & controlling debt.
- <http://www.fpanet.org>





# FINANCIAL COACHING

- Free, one-on-one, private, confidential support to help people achieve their financial goals.
- 12 hour Coaching Training
- <http://www.thecoaches.com>



# Savers' Workshops

**Monthly workshops to give participants the opportunity to learn more about financial topics such as:**

- Holiday Survival Guide
- Organizing Your Financial Documents
- Credit and Debt Management
- Starting an Emergency Fund
- Investment 101





# ASSET BUILDING

- Piggy Banks
- Savings Accounts
- Emergency Funds
- Retirement Accounts



# IDA's

## Individual Development Accounts

- IDA's are matched savings accounts. Every \$1 saved, is matched with \$2. Client saves up to \$2000 receives up to \$4000 in matched funds. There are income guidelines to qualify for the IDA program
- \$1 client's savings+ \$1 Foundation money+ \$1 Govt money=\$6000 for college or business
- For more information: [CFED.org/programs/idas](http://CFED.org/programs/idas)

Do you use library story times to  
disseminate information?  
How and what kind of information?

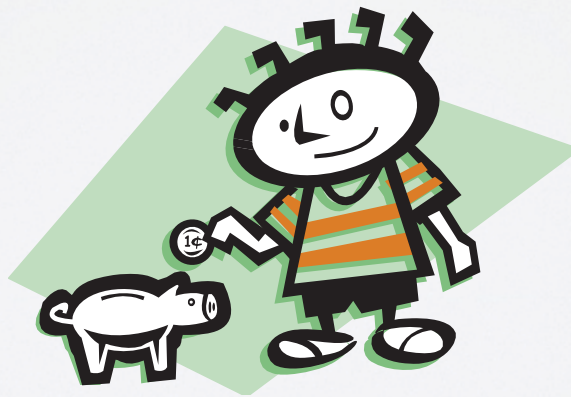


Use the chat section to respond.



# FAMILY FINANCIAL LITERACY

- A series of five family financial literacy story time programs for low income families.
- Each program features a story with a financial theme.
- Activities include learning to count coins, making piggy banks, and playing “Money Bingo.”



# CURRICULUM

- **Project Money:** Project Read San Francisco Public Library  
<http://www.projectmoney.org>
- **Money Smart:** FDIC <http://fdic.gov/consumers>
- **Building Wealth:** Federal Reserve Bank of Dallas  
<http://dallasfed.org>

# LESSONS LEARNED

- How to build successful partnerships
- Importance of trust
- Fiduciary responsibility
- Publicity is the key to success
- The power of getting the word out!





# WHAT CAN YOU DO?

- Find out what your library has already done.
- Connect with other agencies.
- Provide computer literacy skills.
- Train library staff.



# What else have you done in your library?



Use the chat section to respond.



# WHAT ELSE CAN YOU DO?



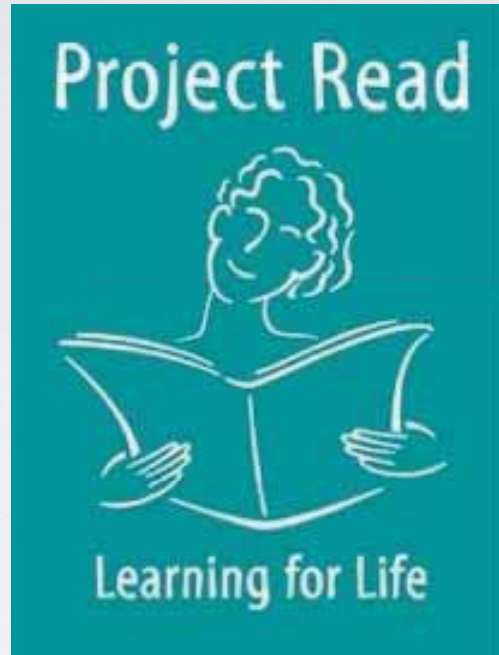
- Host a Financial Information week.
- Put your best of financial information collection on your website.
- Bookmark online financial resources.
- Create “Help with Hard Times” flyer.

# TOOL KIT



- Fact Sheet
- Coach Job Description
- 10 Steps to Financial Well-Being
- Topics & Descriptions
- List of children books with money themes
- Resources
- Tool Kit will be located at Project Read's website:  
[www.ssf.net/projectread](http://www.ssf.net/projectread)





# SOUTH SAN FRANCISCO PUBLIC LIBRARY

840 West Orange Avenue  
South San Francisco, CA 94080

**650 829 3871**

[www.ssf.net/projectread](http://www.ssf.net/projectread)

Like us on Facebook: Project Read of North San Mateo County

**Project of Silicon Valley Community Foundation and South San Francisco Public Library**