

Today's Presenter



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South Carolina
State Library, and
2015 Library Journal
Mover & Shaker

Workforce Literacy: Supporting Job Seekers and Entrepreneurs in Your Community



south carolina
STATE LIBRARY

WORKSC

@ SOUTH CAROLINA STATE LIBRARY

The New Normal

Who are these new users?

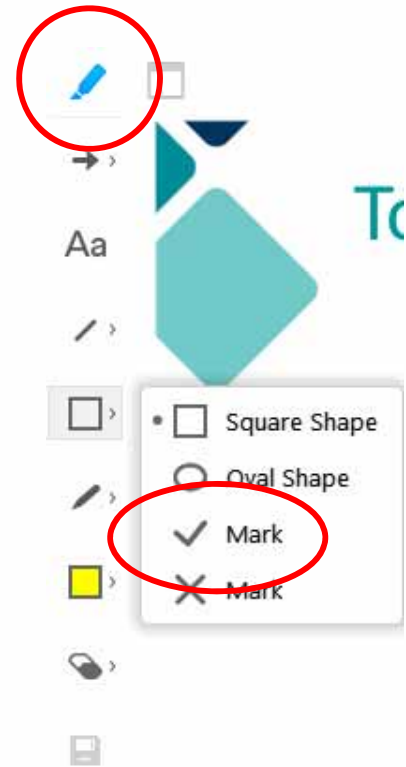
- Unemployed
- Underemployed
- Recently Laid Off
- Dislocated Workers
- First time Job Seeker
- Career Changer
- Mature Workers (Seniors)
- Retired
- Military Families
- Teenagers
- Ex-offenders
- Hard to employ
- Disabled & Handicapped
- Tribal
- New Immigrants
- High School Dropout
- Collegiate Users
- Continuous Learning & Training

Annotation Tools

The tool buttons will open in a row on the left side of your screen, once you **click on the blue marker**.

Check mark

- Click on square, half-way down.
- Use the drop-down menu and choose the check mark.
- Click on slide to indicate choice.



Who are you currently assisting?

Laid off, dislocated, unemployed

Retiree's, career changers, mature worker

Youth, Teens, Young Adult

College graduates

Hard to employ (ex-offenders, barriers to employment)

Disabled

Special or underserved population

WorkSC.org is a comprehensive job seeker & workforce skill building resource for South Carolina's libraries, government agencies, and citizens.



Users of WorkSC.org can

- *learn how to create an online email account,*
- *learn how to use Microsoft Word to write a resume,*
- *find online job training tutorials and links to training opportunities hosted at your local libraries,*
- *find links to SC-specific and national job listing sites along with tips for job searching,*
- *find resources for starting a business, and*
- *learn tips for thriving in the workplace.*

The site, initially created with libraries and first-time job seekers in mind, offers many useful links for the beginning as well as seasoned job seeker.

WORKSC

A comprehensive job seeker and workforce skill building resource for South Carolina's libraries, government agencies, and citizens.

Getting SC Back to Work!

FEATURED RESOURCES

**Ferguson's Career
Guidance Center**

**Learning Express
Library**

**Small Business
Reference Center**

About the website

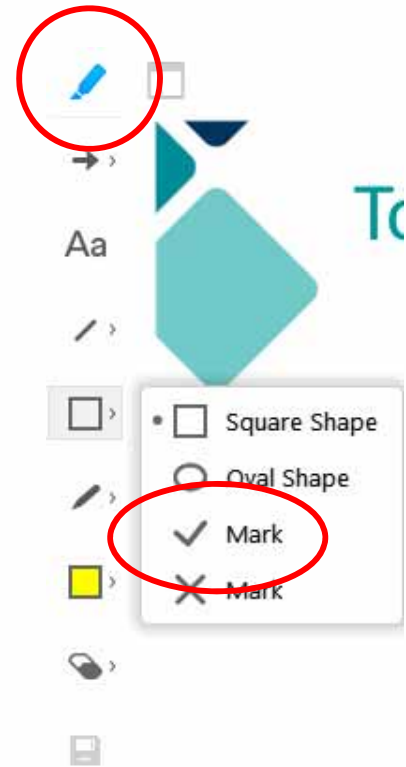
- Blends with our Libguides for a consistent look.
- The headers are designed to flow as if you were moving through the stages of employment.
- There are connections to social media.
- The landing page (home page) allows viewers to also consider some of the electronic resources that we subscribe to. These are:
 - Ferguson's Career Guidance Center
 - Learning Express Library
 - Small Business Reference Center

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Top Patron Needs at Your Library:

Resumes

Job searches and job applications

Learning, online course work

Finding resources for on the job training and apprenticeships

Starting a business

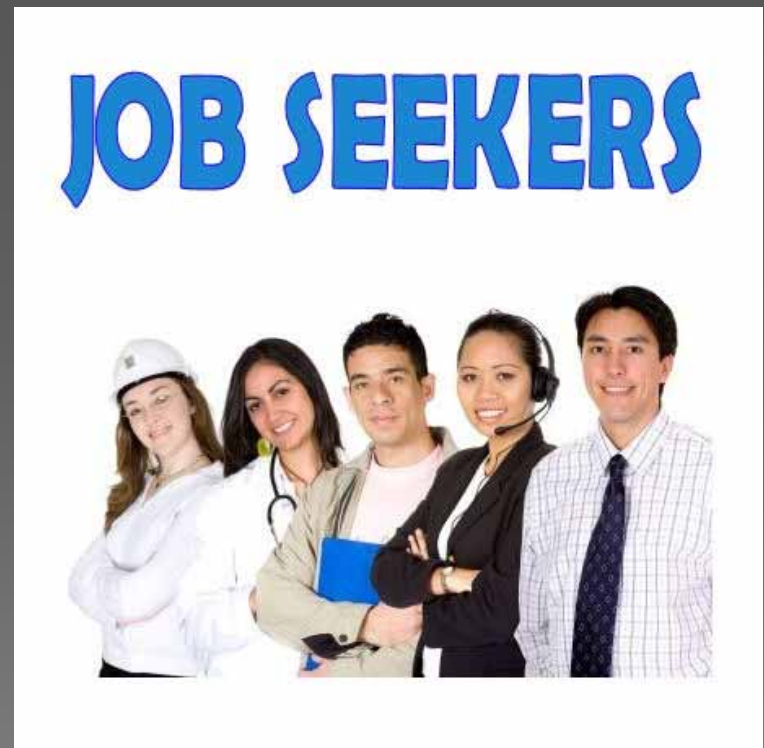
Unemployment forms and services

Career Exploration

Assistance with money for training, certification, school

THE AVERAGE JOB SEEKER

General information ranging from email etiquette to job boards and websites to maintaining a job.



Educating young people on
navigating the employment
process

Teen Specific Websites

Volunteering

Career Development & Job
Training

YOUTH, TEENAGERS, YOUNG ADULTS



Re-Employment to a different career path

Online Learning Portal that includes state and national resources

MOOC's (Massive Open Online Courses)

ACT WORKKEYS

Search Here Portal

Contains specific state resource for on the job training.

Career One Stop Website



DISLOCATED WORKER AND RECENTLY LAID OFF

ON THE JOB TRAINING AND APPRENTICESHIPS

Learning to become employed in today's workplace

Search Here Portal

Contains specific state resource for on the job training

Ferguson's Career Guidance Center contains listing of apprenticeships for US and Canada



MILITARY AND EX MILITARY

- Current Soldiers
- Returning Veterans
- Disabled Veterans

- National resources

- General veteran issues
- Specific organizations

- Target groups
- Employment resources

- Veterans in Crisis
- Disabled information



EX-OFFENDERS AND THE HARD TO EMPLOY

- Ex-convicts
- Parolees
- Juvenile Delinquents
- Inmates currently on Probation

- Under the Learn Here Portal, there is a specific page for those who face barriers to employment.
- Advice, worksheets, tips, Federal Bonding Program, resume information, state resources

- Job Hoppers
- Bad Credit
- Fired



FOR LIBRARIANS PORT

- Portal contains extra resources to assist users in a variety of ways
- Links to websites for programming
- Guide Books
- South Carolina Unemployment information

Know what you have to offer

- Understanding all of your library services
- Know the depth of your collections, resources, and services
- Continual research on resources

Finding you Niche!
Bloom where you are planted.
"Get in where you fit in!"

Question

How do you find your target audience?

Or

How do you find the right group to
connect you to your target audience?

- Next steps Portal
- How to keep a job
- Start your own business
- Specific South Carolina business resource listings
- SCORE
- SC Business Development Centers
- Small Business Tax Center
- Minority Business Assistance

ENTREPRENEURS



Partners

Teaming up produces results

The world is yours! Who do you want to connect with that will assist you in this process?

Remember not all partnerships are equal!

NON-PROFITS, SCHOOLS, ETC

- Local high schools
- Technical colleges
- Universities
- After school programs
- PTA/PTO
- Teacher Conference
- Business Conferences
- County Government
- Non-profits



GOVERNMENT EMPLOYEES & SERVICES

- South Carolina Department of Employment and Workforce (DEW)
- SCWorks.com
- Career One Stop
- SC Department of Revenue
- SC Department of Education
- SC Adult Education
- SC Dept. of Corrections
- SC Dept. of Juvenile Justice
- IRS Small Business & Self Employed Dept.



Motivation

Understanding Partnerships & Collaborations

Who will benefit from your programs and services?

Why start such an endeavor?

What are the secondary motivations?

Questions?

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