Libraries lead the workforce for the 21st Century
Project Compass is a partnership between WebJunction and the State Library of North Carolina.

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Today’s Presenters

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Outline

- 32 things you (your library) can do
- Skills for the 21st 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 5 free resume faxes per week!
- Offer one free copy of resume on nice resume paper.

**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.

**Remove time limits for computer use for job seekers**

**Offer free coffee during job center hours.**

- Can’t afford coffee? Ask a local bank or business to sponsor it!
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 1-on-1 interview tutoring

Start a job club

Offer library meeting rooms to local workforce agencies.
to build community connections

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

- 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!

- Create a “Help for Hard Times” flyer with community information.

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

- 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.

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

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

Enlist a mental health professional to provide pro bono workshops on dealing with the stress of job loss.
Skills for the 21st Century Workforce
21st 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
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

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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
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](http://www.projectmoney.org)

- **Money Smart**: FDIC [http://fdic.gov/consumers](http://fdic.gov/consumers)

- **Building Wealth**: Federal Reserve Bank of Dallas
  [http://dallasfed.org](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
SOUTH SAN FRANCISCO PUBLIC LIBRARY
840 West Orange Avenue
South San Francisco, CA 94080
650 829 3871
www.ssf.net/projectread

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