Today’s Presenter

Jason Broughton
Outreach Coordinator,
South Carolina
State Library, and
2015 Library Journal
Mover & Shaker
Workforce Literacy: Supporting Job Seekers and Entrepreneurs in Your Community
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.
A comprehensive job seeker and workforce skill building resource for South Carolina’s libraries, government agencies, and citizens.

*Getting SC Back to Work!*
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
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.
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
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)

ACTWORKKEYS

Search Here Portal
Contains specific state resource for on the job training.

Career One Stop Website
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
• 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 your 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!
- Local high schools
- Technical colleges
- Universities
- After school programs
- PTA/PTO
- Teacher Conference
- Business Conferences
- County Government
- Non-profits
• 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.
Understanding Partnerships & Collaborations

Who will benefit from your programs and services?

Why start such an endeavor?

What are the secondary motivations?