Today’s Presenter

Aileen Luppert
Librarian, Spokane County Library District

Michelle Simon
Program Coordinator, Business and Career Development Services, Pima County Library
No Job Seeker Left Behind: Library Services to Meet Their Needs

Aileen Luppert, Librarian
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Plan for the Day

- Webinar in two parts
  - SCLD: How we are building new support for job seekers
  - PCPL: Toolkit for front-line library staff to help job seekers
- Time for questions
Career Development Facilitator Grant

- ALA partnered with the National Career Development Association (NCDA) to train a cohort to become certified Career Development Facilitators (CDF)
  - Two day training during ALA Chicago
  - 14 weeks of online curriculum

- Grant was awarded with understanding that each representative would share information with state chapter
PCPL and SCLD Started in Different Places
Community Conversations Led to New Priorities

New Strategic Goals:

- Teens and adults will have the resources and opportunities they need to attain meaningful employment.

- Local businesses and non-profits will have the tools they need to develop and maintain successful and viable enterprises.
Partnerships

Opportunity Knocks

Looking for a job?
Whether in transition, newly graduated, unemployed, changing careers, or finishing military service — we have news for you!

Snap
Creating Opportunities — Building Community

SCORE
For the Life of Your Business

SBA
U.S. Small Business Administration

Spokane County Library District
Training’s over. Now what?

- Didn’t know where to start when finished training
- Few WA libraries doing career development
Did What Librarians Do

- RESEARCH
  - Reviewed needs in Spokane County
  - Met with Spokane Area Workforce Development Council
    - Interested in ways to support their work
    - Where was there additional need?
Millennials!
Barker School to Life Transition Program
(Central Valley School District)

• 11 students

• Four-week class
  • Resume Writing
  • Cover Letters
  • Job Interview Skills

• All students completed with a thumb drive loaded with their resume, cover letter, and references

Barker students gaining work experience at Food For Thought, Spokane Valley Partners’ food bank.
Kathy Plonka photo, The Spokesman-Review
Plan B, C, D and E and Beyond

Had to be extremely flexible and dramatically change from one week to the next

- Cut it to 4 weeks and narrowed the focus
  - Identifying Interests and Skills
  - Master Resumes
  - Cover Letters
  - Soft Skills and Interviews
Session 1: Identify Interests and Skills

✧ Objectives: Students will

- Understand how to use MyNextMove.org and O*Net

- Define transferable skills and explain why they matter for resumes

- Begin identifying personal skills
Holland Party Game / O*NET

**Planning Your Future: “The Party Game”**

This exercise created by Richard Bolles is based on Dr. John Holland’s theory that people and work environments can be loosely classified into six different groups. Different people’s personalities may find different environments more to their liking. While you may have some interests in and similarities to one of the six groups, you may be attracted primarily to two or three of the areas. These two or three letters are your Holland Code.

Imagine walking into a room in which the six groups of people below are already interacting. Read the descriptions of each group and list the group you would be drawn to first, then your second choice, and finally your third choice. These represent your 3 letter Holland Code.

**REALISTIC**
- “Doers” — People who have athletic or mechanical ability, prefer to work with objects, machines, tools, plants or animals, or to be outdoors.
- “Organizers” — People who like to work with data, have administrative or numerical ability, carry out tasks in detail or follow through on others’ instructions.

**INVESTIGATIVE**
- “Thinkers” — People who like to observe, learn, investigate, analyze, evaluate or solve problems.
- “Creators” — People who like to work with people who have artistic, innovative or intellectual abilities and like to work in unstructured situations using their imagination and creativity.

**CONVENTIONAL**
- “Organizers” — People who like to work with people, influence, persuading, performing, leading or managing for organizational goals or economic gain.

**ARTISTIC**
- “Creators” — People who like to work with people to enlighten, inform, help, train, or cure them, or are skilled with words.

**ENTERPRISING**
- “Persuaders” — Circle the words or group of words from each group that appeals to you.

Write about when in the past you have used this word or group of words. Provide as much detail as you can recall. Include the situation, specific actions, and results you got from your past experience. Project forward and write about how you would like to use these words or group of words in the future. Again, provide as much detail as you can. Include the situation, specific actions, and results you imagine for the future.

If you were at a party with these six groups of people...

Which group would you want to join first?

Write the group’s letter here: ______

If that group left, which group would be your second choice?

Write the group’s letter here: ______

If that group left, which group would be your third choice?

Write the group’s letter here: ______

Next: Go to the O*Net Interest Search Webpage, and enter your three group letters, in order! Click GO

1. Choose one of the occupations from the list, and click on its title.
2. Skim through the Summary Report: Does this job sound interesting?
3. If not, check the Related Occupations at the bottom of the page, and try again!
4. When you’ve got an occupation that might be interesting to you, answer these questions:

I read the Summary Report for the following occupation:

List three things you like about this job:
Session 2: Framing and Writing a Resume

✧ Objectives: Students will

- Understand “master resume” and “targeted resume”
- Identify keywords from job description
- Complete a resume
Resume Worksheet

*Resume Template, Tips and suggestions are highlighted.*

Name
Address
Phone Number | Email Address

**SUMMARY OF QUALIFICATIONS**

State why you’re the best candidate in one or two sentences.

**SKILLS**

(List of transferable skills, relevant projects, positive personal traits, and specific systems or tasks.)

- Teamwork
- Punctual
- Sorting mail
- Microsoft Word, Excel, and Outlook
- Unloading commercial trucks
- Excellent Customer Service

EXPERIENCE

List relevant work experience including part-time work, babysitting jobs, lawn care gigs, volunteering positions, and service clubs.

**Name of Employer or Organization, Title**

**City, ST**

**Year-Year**

Write a few short sentences highlighting the duties, responsibilities and successes.

- List duties, responsibilities and successes in a bulleted list.
- Focus on action words or verbs (coordinated, implemented, developed, led etc.)
- Quantify and use numbers when possible.
Session 3: Cover Letters and Keywords

❖ Objectives: Students will

- Understand purpose of and best practices for a cover letter
- How to use keywords from job description in cover letters
- Complete a cover letter
Cover Letter Worksheet

Cover Letter for a Super Hero

Job Title: Superman
Job Description: Will perform incredible acts of heroism for the protection and safety of the world's population. Be ever vigilant for evil and eradicate it at the core. Use super abilities for the betterment of mankind. Do all this while maintaining an alternate identity.

Requirements: Faster than a speeding bullet, able to leap tall buildings in a single bound, more powerful than a locomotive, X-Ray vision, and capable of flying at supersonic speeds.

Dear Mr. Patheros:

My ability to run faster than a speeding bullet and incredible strength combined with my commitment to safety and welfare of the earth's population make me well qualified for the position of Superman.

While working for Acme Construction one of the projects to which I was assigned was to straighten the Tower of Pisa. During the process of straightening the Tower multiple cables broke and it began my speed and super strength I was able move quickly enough to catch the Tower before it hit the ground and push it to an upright position. Another example was during my training at Super Hero University the group projects assigned was a situation in which a bridge was collapsing and the team needed I used vehicles before they could hit the water. My contribution to the project was rescuing 20 vehicles handily, primarily larger vehicles such as loaded semi's and delivery trucks.

My concern for people's welfare has been demonstrated throughout my adult life. Most recent was a vacationing in the Carolinas, a Class 4 hurricane was approaching the coast so rapidly that there was no time to evacuate. With hundreds of thousands of lives and millions of dollars of property at risk I quickly stopped the impending destruction. Using my "super breath" I blew directly into the hurricane causing it to quickly dissipate. On a smaller scale, I am daily helping people's lives to save them from situations such as accidental falls from great heights, pedestrians by oncoming cars or rescuing people from harm inflicted upon them by evil people.

I look forward to the opportunity to discuss in more detail how my speed, strength and concern benefit Heroes – R - Us.

Sincerely,

*Cover Letter Worksheet. Tips and suggestions are highlighted.*

Date

All information contained in the address section should be the same as it is listed in the job posting.

Contact Name

Title

Employer Name

Address

City, State, Zip

Dear [Contact Name—Use a person's name whenever possible]:

Paragraph one: Sell yourself! State 2 or 3 of your qualifications for the job and identify the position you are interested in. Identify the job—by job number or title and place you saw the ad.

My [skill 1] and [skill 2] combined with [skill 3] make me well qualified for the position of [name the job title] that was advertised [...].

Paragraph two and three: Highlight your skills and experiences and provide examples that demonstrate you understand the job/industry/work. Use action words (verbs) and keywords from the job description.

The best example of my [skill 1] would be [describe what you did and where]. While at [the setting where you demonstrated skill 1], I [describe something that demonstrates the skill or skills].

Paragraph three, if needed: Same guidelines as paragraph two.
Session 4: Soft Skills and Interviews

✈ Objectives: Students will

- Review expectations for an interview
- Discuss and practice appropriate behavior and attire for an interview
- Practice question/answers for interview
Let’s Play Appropriate or Not!
What is next for SCLD?

✦ Staff Training
  - Overview for Public Services Staff and Managers
  - More in-depth training for select staff

✦ Book a Librarian
  - One-on-one appointments

✦ Share information at WLA Conference

✦ Partner with Barker High School and others
  - Job Club
  - Repeat workshops
Create New Opportunities

**Peachy Kleen Video**

Business and Entrepreneurship Program Senior Project

**Goals:**

- Create a business education video
- Present one topic clearly, but keep the video under 4 minutes
- Feature a local small business to illustrate the topic being covered
Questions?

If I had a mic right now... I’d drop it.
No Job Seeker Left Behind: Job Help Tool Kit for Your Library

Michelle Simon, Program Coordinator
Business and Career Development Services
Introduction

- PCPL and Job Help
- How Job Help Impacts the Library
- Where Does Your Library Fit?
- But I Need Help With……
- Toolkit for Library Staff
- Sometimes We Need Help
- Questions?
PCPL and Job Help

- 27 Branch Libraries, 1 Bookmobile, and 3 Bookbikes
  - 9,184 square miles: Almost the size of New Hampshire
  - Over 1 Million residents (63% over age 25)
  - Includes Urban (Tucson), Suburban (Oro Valley, Green Valley) and Rural areas

- Career Development Services Include:
  - Drop-in Assistance
  - Structured Computer Classes
  - Self-directed Technology and Tools
  - Self-Employment Initiatives
  - Adult Basic Education
  - English Language Acquisition
  - Citizenship Classes
How Job Help Impacts the Library

- IMLS and the Bill & Melinda Gates Foundation fund a University of Washington study: *Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries*

- The study highlighted how our customers use library technology:
  - Health
  - Education
  - Employment
    - 68% completed online applications
    - 76% searched for employment opportunities
    - 46% worked on their résumés

http://www.imls.gov/assets/1/AssetManager/OpportunityForAll.pdf
How libraries stack up: 2010

In America, we go to libraries to find jobs, create new careers and help grow our small businesses. We borrow books, journals, music and movies. We learn to use the latest technology. We get the tools and information needed to reenter the workforce. We get our questions answered, engage in civic activities, meet with friends and co-workers and improve our skills at one of the 16,600 U.S. public libraries. Every day, our public libraries deliver millions of dollars in resources and support that meet the critical needs of our communities.

Here are a few of the ways that our public libraries stack up.

Every day 300,000 Americans get job-seeking help at their public library.

Hot spots

Most public libraries provide free wireless Internet access for their users. Nearly 12,000 now offer free Wi-Fi. That's more than Starbucks, Barnes & Noble or Borders.

Taking care of business

2.8 million times every month

Business owners and employees use resources at public libraries to support their small businesses.

Getting technical

5,400

4,000

More libraries—5,400—offer technology training classes than there are computer training businesses in the U.S. Every day, 14,700 people attend free library computer classes—a retail value of $2.2 million. That's $629 million worth of computer classes annually (based on 286 business days per year).

It's in our wallets

Library cards are about as prevalent as credit cards. Two-thirds of Americans have a library card. For many young people, the first card in their wallet is a library card.


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Borders and Barnes & Noble: 1,300

Starbucks: 11,000

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181 million credit card holders

151 million public library card holders

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- **Hot spots**
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  - Borders and Barnes & Noble: 11,000
  - Starbucks: 1,300

- **Taking care of business**
  - 2.8 million business owners use resources at public libraries to support their small businesses.

- **Getting technical**
  - 5,400 businesses offering computer training
  - 4,000 libraries offering free technology classes

It's in our wallets

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181 million credit card holders
151 million library card holders


Source: OCLC, 2010, primarily surveys.
How libraries stack up: 2010

Libraries are at the heart of our communities—a resource for people of any age to find what we need to help improve our quality of life.

**Movie night**

- U.S. public libraries: 2.1 million DVDs rented
- RedBox vending: 1.1 million DVDs rented
- Netflix: 2.2 million DVDs rented

Every day, Americans borrow 2.1 million DVDs from libraries, and we spend over $22 million for DVD rentals at outlets like Netflix and RedBox vending machines.

**Let’s meet**

- More public libraries offer free meeting rooms than there are conference centers, convention facilities and auditoriums combined. Every day, 225,000 people use library meeting rooms at a retail value of $11 million. That’s $3.2 billion annually (based on 286 business days per year).

**Career assistance when we need it most**

- U.S. public libraries offering career assistance: 13,000
- U.S. Department of Labor One-stop Career Centers: 3,000

Americans turn to libraries when searching for new jobs. Both public libraries and One-stop Career Centers provide career counselling resources, resume assistance and help in filing out online applications.

**No ticket required**

- U.S. public library visits: 1.4 billion
- U.S. library attendance: 1.3 billion
- U.S. sporting event attendance: 218 million

Every year, Americans visit the library more often than we go to the movies and six times more often than we attend live sporting events (includes professional and NCAA football, baseball, basketball and hockey).

**On the move**

- FedEx shipments worldwide: 8 million
- U.S. public library circulation: 7.9 million

U.S. public libraries circulate as many materials every day as FedEx ships packages worldwide. We enjoy $82 million of value every day from the materials we check out at libraries.

OCLC is a nonprofit library cooperative. For more information see: www.oclc.org/reports/stackup/

Numbers from OCLC’s primary research are estimates. OCLC conducted primary research in January 2019 by mailing librarians via a postcard on various e-mail lists to answer a questionnaire regarding the use of their public libraries for job-seeking, small business support, meeting room usage and other activities. 7,153 librarians from 23 states participated.
How libraries stack up: 2010

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Movie night

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- Netflix: 2.2 million
- RedBox vending: 1.1 million
- Netflix and RedBox machines

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- Every day, 225,000 people use library meeting rooms at a retail value of $11 million. That’s $3.2 billion annually (based on 286 business days per year).

Conference and other meeting rooms

- U.S. public libraries with free meeting rooms: 6,600
- U.S. public libraries with free meeting rooms: 10,800

Career assistance when we need it most

- U.S. public libraries offering career assistance: 13,000
- U.S. Department of Labor One-stop Career Centers: 3,000

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What Does It All Mean?
What Does It All Mean?
What Does It All Mean?
What Does It All Mean?
What Does It All Mean?
Where Does Your Library Fit?

- Small Library System
- Medium Library System
- Large Library System
But I Need Help With......

- I need to apply for a job, but...
  - I don’t know how to use the computer
  - I don’t have a résumé
  - I don’t have an email

- I have my information, but...
  - It’s on 12 different papers
  - It’s not in the form of a résumé
  - I don’t know how to show off my skills

- I know you have classes, but...
  - I don’t have time
  - I need help right now
  - I only need you to help me for a minute

- I keep applying for jobs, but...
  - I need my GED
  - I’m not really qualified
  - I don’t interview well
Toolkit for Library Staff

- Sustainable Program for ALL Libraries
  - Considers location, population, and local resources
  - Easy to duplicate for only a small investment

- Use of Technology to Facilitate Training
  - Webinars, Archived Videos, Newsletters
  - Blog Posts, Social Media

- Editable Templates for Your Use
  - Available Electronically

- Listing of Jobseeker Resources
  - Relevant to All Job Seekers
  - Not “Fly by Night”
Toolkit for Library Staff
## Toolkit for Library Staff

### JCE LOG

<table>
<thead>
<tr>
<th>Name of Contact</th>
<th>Role</th>
<th>Company</th>
<th>Address</th>
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### Contact Information

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## Toolkit for Library Staff

### Reference Log

<table>
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<tr>
<th>Name of Company</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
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<tbody>
<tr>
<td>Professional Reference</td>
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<td></td>
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<tr>
<td>Name of Contact</td>
<td>Address</td>
<td>City</td>
<td>State</td>
<td>Zip Code</td>
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<td>City</td>
<td>State</td>
<td>Zip Code</td>
</tr>
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</table>
RESUME WORKSHEET:

FUNCTIONAL LIBRARY WORKSHEET:

NAME:
ADDRESS:
EMAIL:

SUMMARY OF SKILLS AND/OR EXPERIENCE (TRANSFER RELEVANT SKILLS):
Skill/Experience:
•
•
•

Skilled/Experience:
•
•
•

Skill/Experience:
•
•
•

Skill/Experience:
•
•
•

Skill/Experience:
RESUME WORKSHEET:

6 Steps to a Great Elevator Speech

Step 1 - Tell us your name:

Good morning, my name is Tim Tyrell-Smith

Step 2 - Tell us your positioning statement (4-6 words that uniquely define you in the market):

I am a "classically trained marketing executive and brand builder."

Step 3 - Tell us your brief career summary (last position, industry, a key accomplishment in two):

My expertise is consumer goods - primarily food - with additional experience in computer and automotive accessories. My last position was Director of Marketing with Meguiar's Car Wax where I helped the company achieve its first ever #1 market share position.

Step 4 - Tell us your work philosophy (how you work, what reinforces your true value):

...
Toolkit for Library Staff

RESUME WORKSHEET:

FUNCTIONAL LIBRARY WORKSHEET

NAME: ___________________________
ADDRESS: ___________________________
PHONE: ___________________________
EMAIL: ___________________________

SPECIAL SKILLS AND/or EXPERIENCE (TRAIN)

Skill/Experience:
• _______________________________________
• _______________________________________
• _______________________________________

6 Steps to a Great Elevator Speech

Step 1 - Tell us your name: ___________________________________________________________

Good morning, my name is ________________________________

Step 2 - Tell us your positioning statement (1-3 words that uniquely define you in the market)

Questions to expect:

1. Why should I hire you?
2. Why are you interested in librarianship?
3. What are your greatest strengths?
4. What are your greatest weaknesses?
5. How has your team-building/leadership experience enhanced your skills?
6. What would your teachers, former employees or co-workers say about you?
7. Do you understand that you may be subject to a drug test and background check?
8. What are you comfortable doing?

Questions you could ask:

1. What are your career goals?
2. How do you deal with stressful situations?
3. What are your greatest strengths?

Pocket Resume

Appearance

1. What do you think about your interview presence?
2. Who are the best candidates you have seen?
3. What are your strengths?

What to take with you

1. Information about you
2. Small gift or gifts
3. Business cards
4. Resume
5. Follow-up

Leadership Activities

How the interview went:

1. What do you think about the interview? 2. What are your greatest strengths?
3. What are your greatest weaknesses?
4. How well did you prepare for this interview? 5. How would you rate the interview? 6. How well do you feel you answered the questions?
7. What can you expect to hear from them? 8. What did you come away with?

Skills and Abilities

1. What are your greatest strengths?
2. What are your greatest weaknesses?
3. What skills would you bring to this position?

Leadership Activities

1. What do you think about the interview?
2. What are your greatest strengths?
3. What are your greatest weaknesses?
4. How well did you prepare for this interview?
5. How would you rate the interview?
6. How well do you feel you answered the questions?
7. What can you expect to hear from them?
8. What did you come away with?
Toolkit for Library Staff

Resources for Job Seekers

Career Exploration, Training, and Transition Resources
http://www.navecencareer.org/
http://www.nasawa.org/

Practice Online Applications
http://www.guruections.com/online/apply/apply-online-applications
http://www.library.org/apps/coaching/employment.html

Great Job Help: Tutorials and Information
http://www.aas-cfe.org/career
http://www.iaa.org/

Computer Tutorials
http://www.computerworld.com/s/software
http://www.idata-icara.org/
https://www.p TL eary.org/w ebs earch/about/scr eencasts.html
https://www.scm.com/apps/coaching/scm/roundtable/courses/client-counselor-
fundamentals-sc-2012-
http://www.example.com/client-counselor-fundamentals-sc-2012-

Videos for Workplace Skills
http://www.dltdx.org/dltdx_IT/2012/12/15/online-training
http://www.broadreach.com/jobs/career/

Word Clouds/Tag Clouds for Checking keywords (Resume, Job Description)
www.wordcloud.net
www.imaginary.com
www.tagcloud.com

Resources for Library Staff

Understanding Career Exploration, Training, and Transition Resources
http://www.navecencareer.org/
http://www.nasawa.org/
http://www.iaa.org/

Online Training about Library and Job Help
www.webopedia.com
http://www.workforce.org
www.p TL eary.org/apps/coaching/employment.html

Best Practices Research for Public Libraries

Best Practices Research for Job Seekers with Criminal Backgrounds
http://www.berkeley.edu/research/research/pdf/022.pdf
Understanding Our Customers: Sometimes We Need Help

- Maslow’s Hierarchy of Needs
  - Few Job Help customers are at the top of the pyramid
  - Most are in the middle or below
  - A well-rounded approach to Job Help involves organizations from all areas
  - Community partners can meet these needs
  - Find out the organizations that help in your area
Local Community Partners

- Partnerships and Collaboration
Questions?