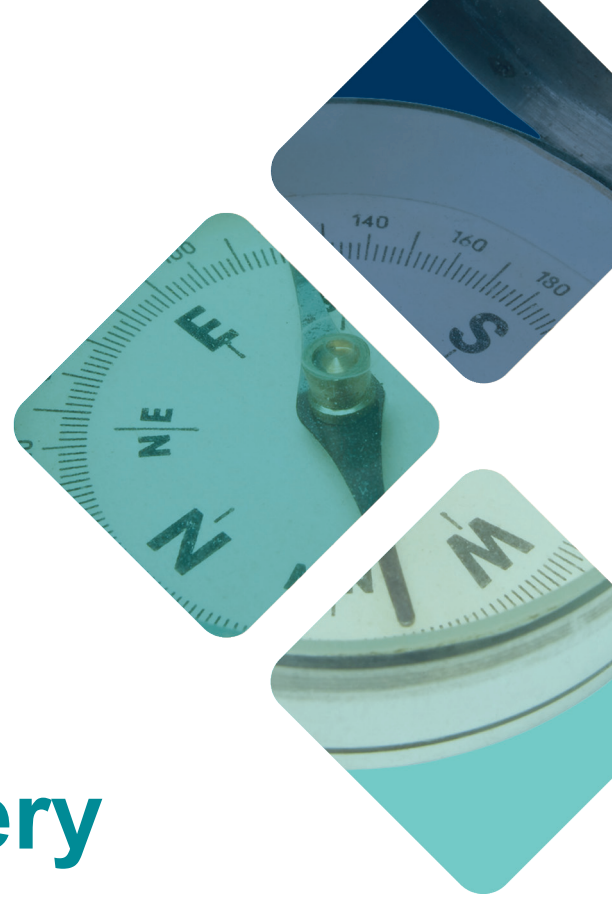


Project Compass Workshops: Workforce Recovery and Beyond

*Shifting mindsets, building skill sets
and increasing capacity*



Project Compass Workshops: Workforce Recovery and Beyond

May 2011

Created by the Project Compass team

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Project Compass Workforce Recovery Workshops

A curriculum designed to help library staff provide programs and services that help their communities recover from the impact of tough economic times

Created by the Project Compass team

Project Compass: Libraries lead the workforce for the 21st Century

Project Compass is a partnership between WebJunction and the State Library of North Carolina. The project is funded by a grant from The Institute of Museum and Library Services (IMLS).



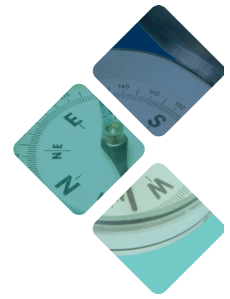
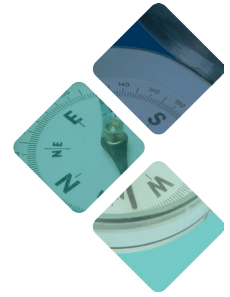


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Introduction to Project Compass



Year One

In the first year of grant funding from IMLS, Project Compass worked with representatives from state libraries across the country to investigate solutions and strategies for initiating and augmenting services to the unemployed who visit libraries in their states.

1. Survey of patron needs and library responses

An online survey collected responses from 50 state libraries and the DC Public Library about increased patron demands on public libraries, libraries' responses to those needs and state libraries' support of the public libraries' work. The summary report was published in December 2009:

www.webjunction.org/project-compass/-/articles/content/87081542.

2. Strategic summits with state library representatives

Between March and May 2010, the project conducted a series of summits (four in-person, one online) designed to bring state library representatives together to build statewide capacity for facilitating partnerships and workforce development services in support of public libraries. Overall, there were 108 participants in this vibrant knowledge exchange. The year-end report provides a window into the ideas and actions that resulted: www.webjunction.org/project-compass/-/articles/content/105297655.

3. Online community of practice

The project created a new section on WebJunction to collect articles and case studies on Workforce Resources that could be accessed by any library staff who seek to provide services and programs for patrons impacted by the economic downturn. Many individuals have contributed to the growing pool of resources:

www.webjunction.org/workforce-resources.

Job seekers need more than good fortune.



They need you.

Year Two

In the second year, which began in October 2010, the emphasis shifted to staff training and supporting frontline staff in public libraries to increase their efforts for workforce recovery.

1. Face-to-face workshops in high-unemployment states

Based on an analysis of chronic high-unemployment rates, the percentage of high-unemployment counties within a state, and the number of library systems and staff, Project Compass identified a selection of “target” states to deliver local, in-person workforce recovery workshops to public library staff. The project developed workshop curriculum and conducted a “train-the-trainer” institute for trainers in 11 high-need states, who will deliver workshops with localized content in high-unemployment counties.

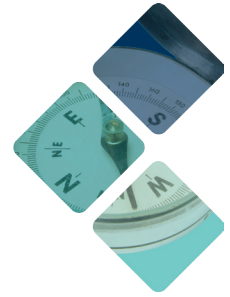
2. Programs and workshops for all

While local workshops will take place only in critical need areas, the program was designed to reach across the nation with support and resources for all public library staff serving the unemployed by:

- Publishing workshop curriculum and all project materials on WebJunction.org for anyone to download and repurpose
- Presenting local programs at state library association or regional conferences; programs range from 1–2 hour informational sessions to half- and full-day workshops
- Delivering an online version of the workshops with open registration
- Delivering free workforce recovery webinars.

3. Growing the online community of practice

The Workforce Resources section launched in year one continues to grow with contributions from library staff sharing ideas and strategies that have worked. Content includes articles, videos and webinar archives on a host of workforce recovery topics. You will find the Project Compass workshop curriculum materials at: www.webjunction.org/workforce-resources/-/articles/content/115124010.



The Library, the Workforce and the 21st Century

This is an introduction to the IMLS 21st Century Skills Framework and its connection to libraries serving the needs of the workforce.

IMLS embarked on the *Museums, Libraries, and 21st Century Skills* project to underscore the critical role that libraries and museums play in helping citizens adapt to the fast-changing world we live and work in. Their vision is summarized in an elegant publication, which is available for download at: www.ims.gov/pdf/21stCenturySkills.pdf.

As a grant recipient under the IMLS Laura Bush 21st Century Librarian program, Project Compass is guided by the IMLS 21st Century Skills Framework, with a particular focus on how the framework aligns with libraries serving the needs of the workforce.

What are “21st century skills”?

Critical Thinking & Problem Solving	Social & Cross-cultural Skills
Communication & Collaboration	Creative Thinking & Innovation
Technology Literacy, Media Literacy	Productivity & Accountability
Flexibility & Adaptability	Teamwork
Global Awareness	

Of the longer list identified by IMLS, these nine skill sets are the most pertinent to the workforce and their performance in today’s work world. Although we may instinctively think that 21st century skills are all about new technologies, notice that technology appears only once in the list above.

You might be asking yourself, “*What’s so new about any of these skills?*” It’s a fair question. All of these skills have been key to success for many years in some fields or professions. For those who work in libraries in particular, communication, collaboration, teamwork, adaptability and much more have been necessary ingredients for successful performance. Even the need to keep up with technology is certainly not unique to this new century.

Shifting nature of the workforce

Let's take a closer look at the shift from the traditional to the contemporary workplace. This chart from the IMLS report sums it up well.

	20 th CENTURY	21 st CENTURY
Number Jobs/ Lifetime	1–2 jobs	10–15 jobs (U.S. Department of Labor 2004)
Job Requirement	Mastery of one field	Simultaneous mastery of many rapidly changing fields
Job Competition	Local	Global
Work Model	Routine; hands-on; fact-based	Nonroutine; technical; creative; interactive
Education Model	Institution-centered; formal degree attainment is primary goal	Learner-centered; self-directed, lifelong learning is primary goal
Organizational Culture	Top-down	Multidirectional (bottom-up, top-down, side-to-side, etc.)

Consider the impact of holding many more jobs in a lifetime. At a minimum, it requires *heightened* productivity, accountability, flexibility and adaptability. The shift from routine, nontechnical to highly technical, nonroutine, creative work requires *intensified* abilities in creativity, teamwork and technology literacy. The fact that job competition is now global rather than local requires a global awareness that may be entirely new to some segments of the workforce.

In this globally interconnected information economy, the demands for all of the 21st century skill sets are heightened and intensified by the accelerated pace of change and by the shift from a manufacturing economy to a knowledge economy.

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

SMART is the new RICH.”

– **Bernie Trilling**, 21st Century Skills

This is what all of the heightened demand for skills boils down to—the *necessity* of lifelong learning. The 21st century workforce does not indulge complacency.

This is great news for libraries! They have always been in the “business” of lifelong learning. Libraries are in a particularly core position to encourage continuous learning and improvement for adults beyond whatever formal schooling they may have had. Working with patrons who are impacted by the economic turmoil offers excellent opportunities, not only to build skills, but to shift the mindset to a 21st century kind of thinking—one that is agile and ready to embrace a lifetime of learning and expanding. Everyone wants to be RICH. Libraries are pivotal to cultivating and enabling everyone’s desire to be SMART.

Shifting the mindset is about much more than learning this or that new technology. Certainly, it is important for people to learn to use current tools. Even the most menial jobs require some level of interaction with a computer. Just about every job application is now online. Competition for knowledge industry jobs rewards

those who stay steps ahead on the technology learning curve. However, whatever technology tool you are learning today, it is likely to have been replaced by something else tomorrow, next year, 10 years from now.

It's not about what to learn.

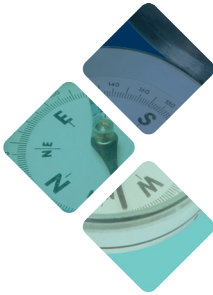
It's about HOW to learn.

As you consider programs and services that your library can deliver to support job seekers and entrepreneurs and to increase patrons' financial literacy, keep in mind the broader context of the 21st century skills framework. For each library response, think about preparing your patrons for the reality of continuous learning and helping them build the attitude and skills they need to know HOW to learn.

Use the *Project Compass 21st Century Skills Bridge* as a reference as you work through the *21st Century Workshop Discussion Guide*.

To learn more about the IMLS 21st Century Skills Initiative and access their free, online assessment tool, visit: www.ims.gov/about/21stCskills.shtm.

Workshop Discussion: 21st Century Library Shifts



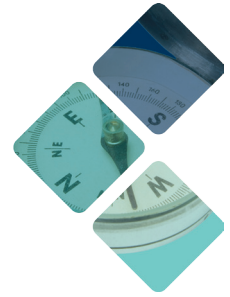
How is your library responding to this shift? Place a check in the box that describes your library now. Discuss ways your library could demonstrate and nurture 21st century skills growth through workforce recovery efforts.

21st Century Skills

Critical Thinking & Problem Solving	Flexibility & Adaptability	Productivity & Accountability
Communication & Collaboration	Social & Cross-cultural Skills	Teamwork
Technology Literacy, Media Literacy	Creative Thinking & Innovation	Global Awareness

20 th Century Library	21 st Century Library
<input type="checkbox"/> Primarily content-driven Library as repositories for resources for job seekers	<input type="checkbox"/> Audience- and content-driven Library enlists input to identify changing community needs and remains nimble and timely in responding to those needs
<input type="checkbox"/> Mostly tangible objects Library building as destination for resources	<input type="checkbox"/> Tangible and digital objects Library's electronic resources and online presence recognized as expanded collection of resources and services
<input type="checkbox"/> One-way Library uses website and newsletter to share information	<input type="checkbox"/> Multidirectional Library provides options for public input and develops cross-community partnerships, leveraging social media outlets
<input type="checkbox"/> Focus on presentation and display Library provides programs and exhibits	<input type="checkbox"/> Focus on audience engagement, experiences Library enlists community representatives to help teach, mentor and exchange skills
<input type="checkbox"/> Acts independently	<input type="checkbox"/> Acts in highly collaborative partnerships Library develops lasting and impactful partnerships on behalf of community needs
<input type="checkbox"/> Located in community	<input type="checkbox"/> Embedded in community Library is recognized as community hub
<input type="checkbox"/> Learning outcomes assumed, implied Library provides training in basic skills	<input type="checkbox"/> Learning outcomes purposeful Library programs include consideration of 21 st century skills as learning outcomes for audiences

Informed by IMLS *Museums, Libraries and 21st Century Skills* Report <http://imls21stcenturyskills.org/>



21st Century Skills Bridge

This document builds the bridge between a library’s responses to the needs of the workforce and the infusion of 21st century thinking at every step.

Shift the mindset.

Libraries have a critical role in helping citizens build skills and knowledge that will keep our nation strong and viable on the world stage.

The great news for libraries is that they have long been focused on many of the skills listed in the 21st Century IMLS project report.

As libraries step up to help the unemployed build skills, it is equally important to introduce a mindset that grasps the new economic realities and is prepared for a competitive workplace.

The 21st century skills framework can underwrite all efforts to provide lifelong learning experiences. Even a basic introduction to computers class can include a discussion of the online and digitized nature of our modern world.

Build the skill set.

“Lifelong learning is not an option anymore; it’s a necessity! SMART is the new RICH.”

– Bernie Trilling, 21st Century Skills

21st Century Skills

Critical Thinking & Problem Solving	Social & Cross-cultural Skills
Communication & Collaboration	Creative Thinking & Innovation
Technology Literacy, Media Literacy	Productivity & Accountability
Flexibility & Adaptability	Teamwork
Global Awareness	



Discovery & Assessment

Discover and assess top needs of the community for workforce recovery.

- Understand how the 21st century economy has impacted the needs of the unemployed and how the library can help patrons adapt.
- Use current technology tools for research and community assessment; make exploration of new tools and platforms an ongoing effort.

Identify what the library can do to help.

- Provide online information about programs, services and events.
- Enable two-way communication with audiences about special events and programs, using current technology tools (blogs, Twitter, online forms, etc.).
- Engage in lifelong learning, modeling 21st century skills to patrons and the community, as well as keeping abreast with change.
- Encourage and integrate community input in planning and decision-making.
- Enable community stakeholders to participate in evaluation and refresh library responses.

Collections

Provide a current and relevant collection of online and print materials.

- Provide resources for the economically impacted that help them grasp the changing demands of the workforce.
- Provide resources that increase users' global awareness and understanding of the impact of globalization on the workforce.
- Provide guidance to support new users' effective use of online and digital resources.

Develop topical bibliographies and pathfinders.

- Provide guides and pathfinders that encourage patrons' exploration of new tools and technologies.
- Work with patrons to personalize and customize guides for the particular needs and priorities of target audiences.

Training & Programming

Connect patrons with online self-directed learning.

- Identify learning opportunities that enhance 21st century skills, such as critical thinking, problem solving or collaboration.
- Educate information seekers about the value of self-directed and online learning.
- Provide support for learners to develop skills and attitudes for success with self-directed learning.

Offer programs and classes that explore new ideas and opportunities.

- Customize programs to heighten audience engagement; offer at times when target audiences can easily participate.
- Design programs and classes to include consideration of 21st century skills as learning outcomes (interactive, focused on project-based learning, emphasis on teamwork, etc.).
- Ensure that programs provide 21st century context for the unemployed in the current job market.
- Provide opportunities for patrons' peer-to-peer knowledge sharing and networking.
- Encourage the use of current technology tools for virtual connection through online communities and social networks.
- Seek to stimulate creative thinking and encourage innovation.

Collaboration

Build relationships with community-based agencies.

- Reinforce the role of the library as community leader through networking and engaging in community activities.
- Pursue continuous improvement in communication skills and social and cross-cultural fluency.

Collaborate with partners to develop programs and services.

- Build coalitions of multiple partners to achieve program goals.
- Identify nontraditional partners.
- Work to achieve partnerships that are scalable and sustainable over time.
- Build toward a community-wide vision of a workforce that is able to thrive in the 21st century.
- Engage audiences, partner organizations and the wider community in lifelong learning.

Connect patrons with community agencies.

- Become familiar with community agencies; maximize the role of the library as a hub of the community.
- Engage community stakeholders and other institutions where appropriate.
- Coordinate with other agencies to make collections readily accessible by patrons

Communication

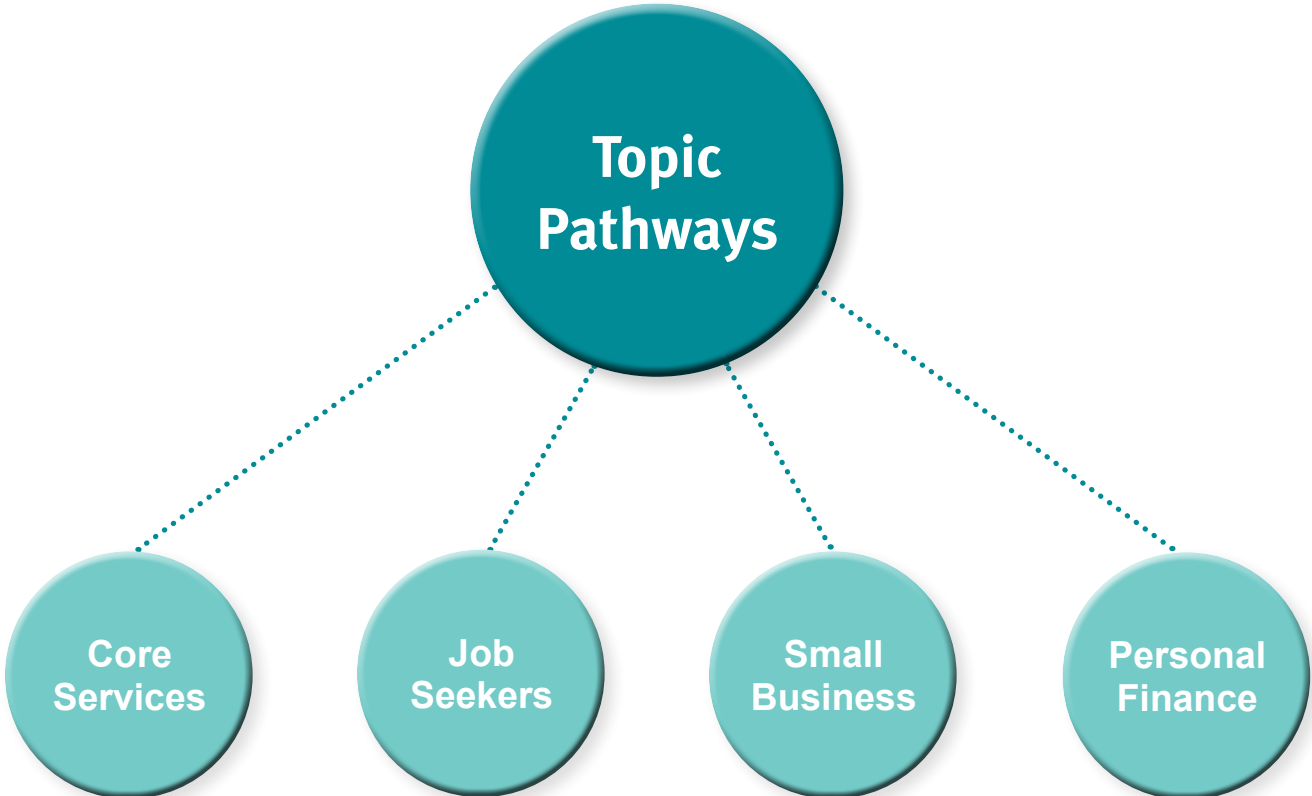
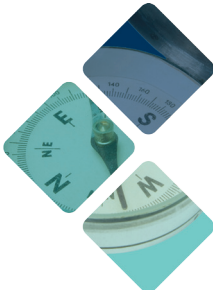
Promote library services and programs.

- Use social networking tools to market programs and services.
- Reach new or underserved audiences through the library website and other online venues.
- Embrace the concept of the library's "virtual branch."

Communicate the value of the library as an essential support system for economic recovery.

- Participate actively in the community and use these experiences to inform and deepen interactions with patrons.
- Track metrics over time for measurable outcomes of services and programs for the unemployed.
- Collect and broadcast stories and anecdotes about patrons' successful acquisition of 21st century skills and concepts.

Introduction to the Workforce Recovery Pathways



Includes: Understanding best practices for beginning services to help the economically impacted, identifying key service providers, providing basic computer skills and building core partnership skills.

Why is it important?
Many patrons lack core skills that will allow them to move forward toward economic success in the 21st century, and many libraries need to take the first steps toward reaching the economically impacted.

Includes: Understanding unemployment data, types of unemployed workers and their needs, stages of the job search process, how to help job seekers, and how to connect with workforce development agencies and other partners to increase employment opportunities.

Why is it important?
Many job seekers are relying on their public library for this support.

Includes: Understanding how small business builds local economies, how to build training and programs to support small businesses, how to connect patrons with resources for small business development and sustainability.

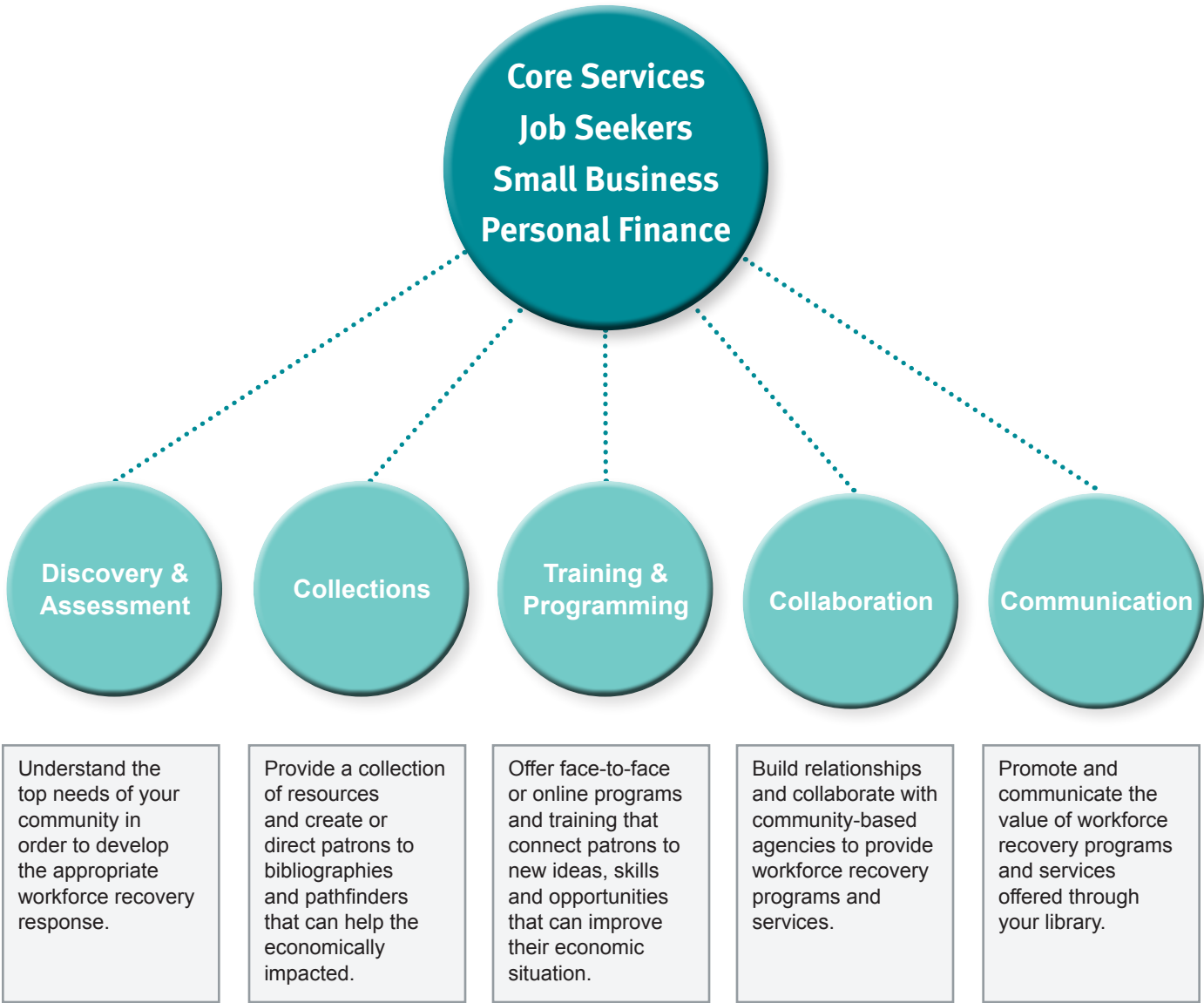
Why is it important?
A community may need to create new businesses and job opportunities to support economic growth.

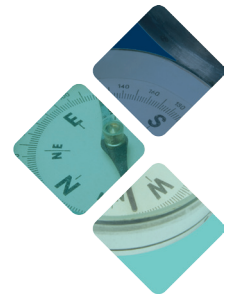
Includes: Understanding the impact of the economic downturn on personal financial stability, how to provide resources, training and programs on applying for social services, refinancing a mortgage, getting out of debt, etc.

Why is it important?
The economic downturn impacts more than the unemployed, and many patrons need these additional resources and services.

Each topic pathway has a common structure of five goals for improving resources and services to the economically impacted. Library staff may choose to focus on one key goal but will necessarily integrate with other goals as they proceed. For example, a focus on the goal of providing a new class for job seekers involves consideration of the supporting collection materials, potential collaborations to help deliver it and communication channels to promote it.

Pathway Structure



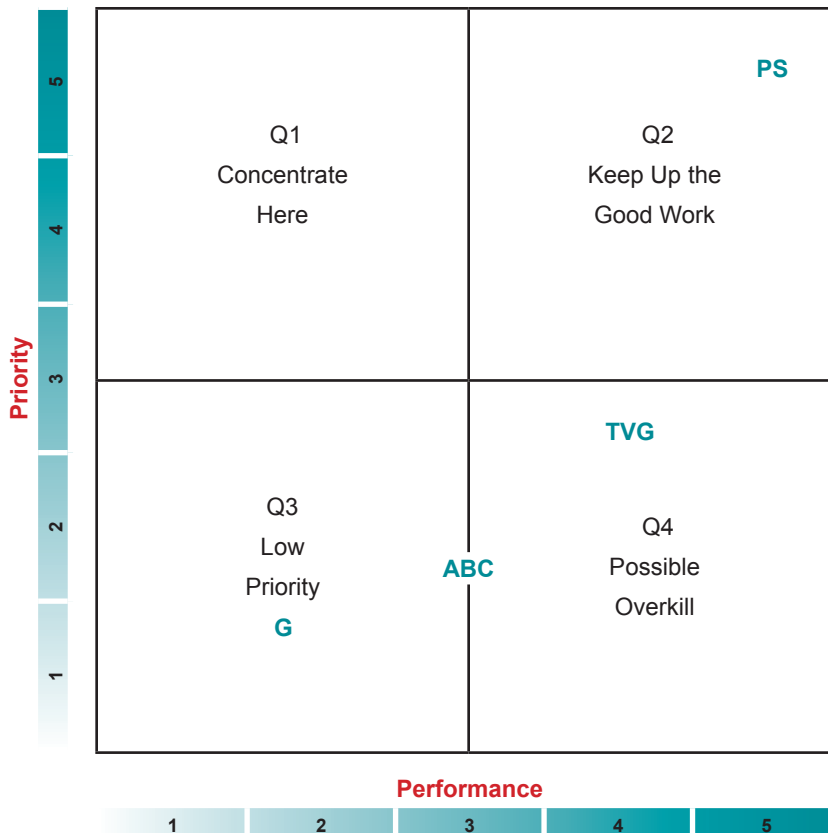


Community Needs Analysis

A community needs analysis can be used to make decisions about appropriate levels of action when responding to the needs of the local community and its users. This type of analysis is based on the ranking of two identical lists of possible library response on a 1–5 scale (low to high). On one scale, participants are asked to rank each response as to how important these are, and on the other scale they rate how well the library performs.

A value for each response is determined for each scale and plotted on a graph with priority on the y axis and performance on the x axis. The points will fall into one of four quadrants—labeled “Concentrate Here,” “Keep Up the Good Work,” “Low Priority” and “Possible Overkill”—indicating to libraries how best to use their resources in response to the needs of their communities and users. For example: If a public library was asked to analyze four types of typical library responses by priority and then by performance, the median results could hypothetically resemble the chart below.

Symbol	Response	Median Priority	Median Performance
PS	Preschool story times	5	4
TVG	Teen gaming programs	3	5
ABC	Adult book clubs	2	3
G	Genealogy workshops	1	2

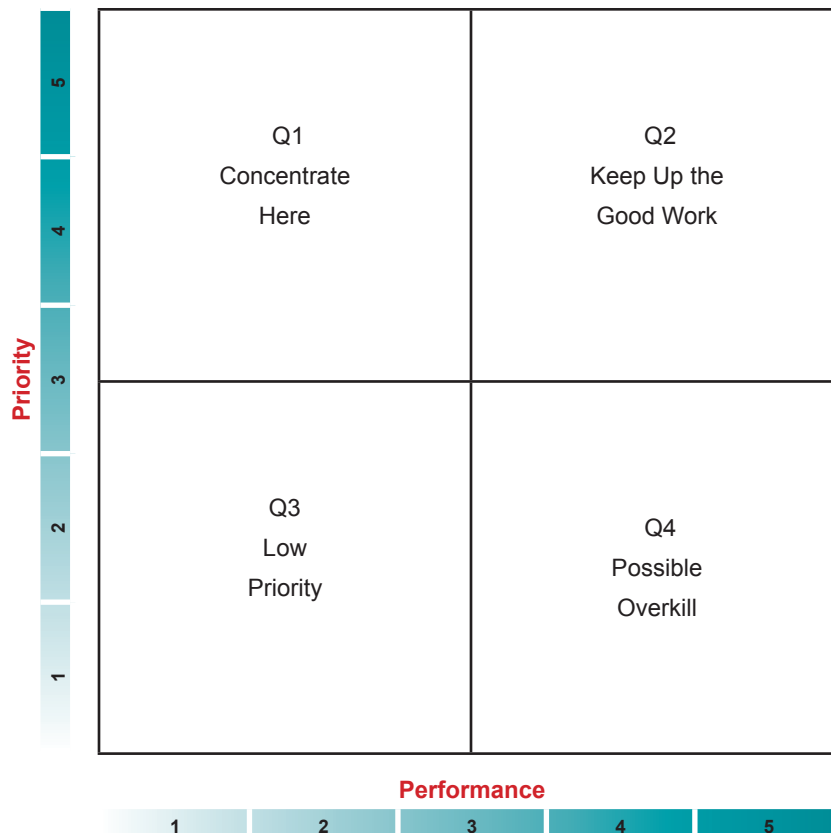


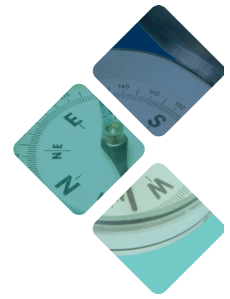
The values fall into one of the four quadrants. The result of this example could be that the library adds more resources and services to their genealogy programs and perhaps reduces the number of adult book clubs.

Analysis Worksheet

Rate on a scale from 1 to 5, with 1 being the lowest and 5 being the highest.

Symbol	Response	Median Priority	Median Performance
PS	Preschool story times		
ABC	Adult book clubs		
TVG	Teen gaming programs		
G	Genealogy		
JH	Job help		
SB	Small business help		
CRH	Community resource help		
CS	Computer skills		





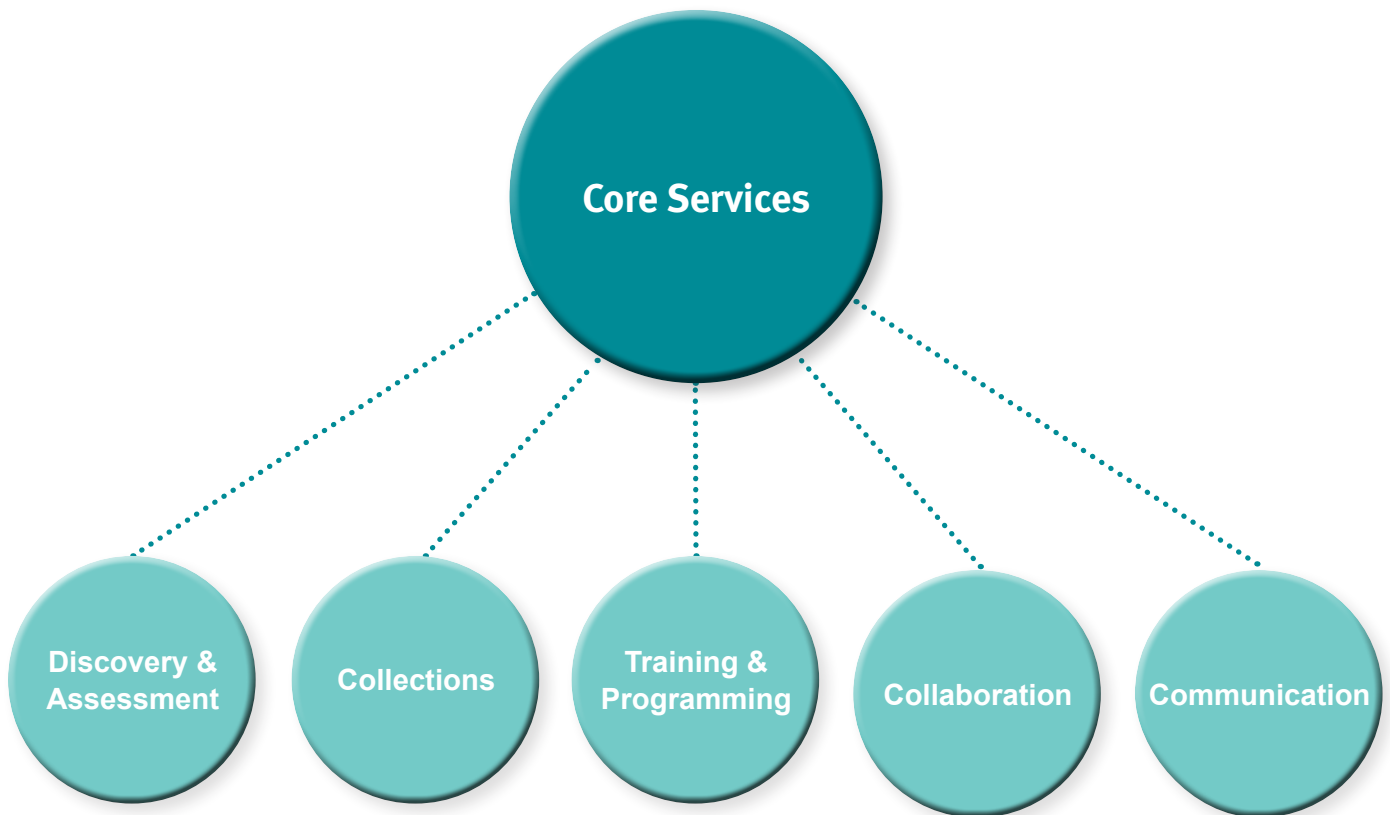
Core Services Pathway

This pathway includes:

- Identifying basic community needs, key service providers and opportunities for partnership
- Addressing immediate economic impacts
- Providing basic computer skills training
- Understanding best practices for collaboration, marketing and communication.

Why is it important?

Now that most job applications and government forms are online, basic computer skills are a necessity. Many patrons lack these core skills that will allow them to move forward toward economic success in the 21st century. There are a number of things the library can do to ease the stress for the economically impacted.



This pathway is online at www.webjunction.org/workforce-resources.

Links to all resources are listed in the URL Reference List at the end of this document. The online version has embedded hyperlinks to resources.

Discovery and Assessment	Suggestions & resources to help you take action
<p>Focus here to learn more about:</p> <ul style="list-style-type: none"> • The needs of your community • How libraries can adapt to meet the needs of those impacted by the weak economy • Local, state or national agencies available to address social service needs. 	<p>Consider:</p> <ul style="list-style-type: none"> • Are you able to articulate community needs to potential partners? <ul style="list-style-type: none"> ⇒ Look at Collaboration • Are you able to articulate the needs of the economically impacted to key community stakeholders? <ul style="list-style-type: none"> ⇒ Look at Communication
<p>What do you know about the needs of those impacted by the economic downturn?</p>	
<p><input type="checkbox"/> I have a good understanding of the economic crisis and its impacts on communities.</p>	<ul style="list-style-type: none"> • The Financial Crisis: What Happened? is a slideshow overview of events and statistics about the economic downturn (from Federal Reserve Bank of St. Louis).
<p>What local agencies are available to provide support for those impacted by the economic downturn?</p>	
<p><input type="checkbox"/> I am able to direct patrons to community social services, such as unemployment, housing, emergency healthcare or food stamps.</p>	<ul style="list-style-type: none"> • Community and Library Services Analysis Tools worksheets to triage social services. • 2-1-1 and Library Partnerships details how to connect patrons to the services provided through the 2-1-1 database. • Find local contacts with the Mental Health Services Locator.
<p>What can your library do to accommodate technology needs?</p>	
<p><input type="checkbox"/> My library provides dedicated computer stations with extended time limits to allow for completing online applications, e-government forms and online tutorials.</p> <p><input type="checkbox"/> My library has a dedicated job center.</p> <p><input type="checkbox"/> My library has photocopiers, printers and fax machines conveniently located.</p> <p><input type="checkbox"/> My library provides wireless connections and laptop stations.</p> <p><input type="checkbox"/> My library is able to open earlier 2–3 mornings a week to accommodate the economically impacted.</p>	<ul style="list-style-type: none"> • The Enoch Pratt Free Library (MD) offers a virtual tour of its Job and Career Information Center. • A job center does not require a lot of space; Polk County (NC) Library found an unused corner under a staircase to set up a computer with easy access to the reference desk. • Consider putting some “adult” computers in the children’s area so parents can work and keep an eye on their kids at the same time. • Consider offering free faxing of resumes, free photocopying to job seekers or entrepreneurs, or flexible use of the telephone for those who have had to give up their cell phone service. • Read Chicago job seekers move ‘offices’ from coffee shops to libraries to understand why laptops users may prefer the library.

Core Services Pathway

Collections	Resources to help you take action
<p>Focus here to:</p> <ul style="list-style-type: none"> • Identify what you need to begin or augment a collection to support the economically impacted • Identify what you need to begin or augment a collection on basic computer skills. 	<p>Consider:</p> <ul style="list-style-type: none"> • Does your collection align with assessed community needs? <ul style="list-style-type: none"> ⇒ Look at Discovery/Assessment • Who can you collaborate with to share resources? <ul style="list-style-type: none"> ⇒ Look at Collaboration
<p>What do you need to begin or augment a collection on social service resources for the economically impacted?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> My library has a basic collection of print and online resources relating to social services. <input type="checkbox"/> I use existing resource guides and pathfinders. <input type="checkbox"/> I have adapted them to meet local needs. 	<ul style="list-style-type: none"> • Review the reference collections for Health & Medical Information and Legal Information from Somerville (MA) Public Library. • Click the <i>E-Government Videos</i> tab on Pasco County (FL) Library System's E-Government Tools site for very short videos ("chapters") informing library staff about the e-government services available to patrons. • The Library of Congress offers online directories on topics of Health/Medical and Consumer Information. • The Kalamazoo (MI) Public Library Topic Guides have staff book picks, relevant databases and magazine/newspaper titles, and links to community and Internet resources for Consumer Information, Health, Law and Tax Information.
<p>What do you need to begin or augment a collection on basic computer skills?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> My library has a current collection of print and online resources relating to basic computer skills. <input type="checkbox"/> I know what databases my library has on basic computer skills. <input type="checkbox"/> If my library doesn't have adequate databases, I am able to network with other libraries to share database access. 	<ul style="list-style-type: none"> • See this January 2011 list of New Books about Computer Skills at the Aston (PA) Public Library. • Databases (for fee) commonly held by libraries for computer skills training: <ul style="list-style-type: none"> – Learning Express Library – Job & Career Accelerator (from Learning Express) – Tutor.com for Libraries.

Training and Programming	Suggestions & resources to help you take action
<p>Focus here to:</p> <ul style="list-style-type: none"> Identify available self-paced training resources for basic computer skills Identify programs and classes your library could offer to build basic skills and knowledge for patrons. 	<p>Consider:</p> <ul style="list-style-type: none"> Do your training/programming plans align with assessed needs? <ul style="list-style-type: none"> ⇒ Look at Discovery/Assessment Do you have the collection you need to support basic training and programs? <ul style="list-style-type: none"> ⇒ Look at Collections Who can you collaborate with to deliver training and programs? <ul style="list-style-type: none"> ⇒ Look at Collaboration Do you have plans for effective marketing of your training and programs? <ul style="list-style-type: none"> ⇒ Look at Communication
<p>What training or classes can my library offer to build computer skills?</p>	
<p><input type="checkbox"/> I connect patrons to free, good quality online sources of self-directed training on basic computer skills.</p>	<ul style="list-style-type: none"> Pasco County (FL) Library created video tutorials directed at people who have never used a computer at all. (Click the TUTORIALS tab.) The Goodwill Community Foundation has well-designed, free online tutorials. CommonCraft has simple, short videos to introduce the basics of technology: <ul style="list-style-type: none"> – Computer Hardware in Plain English – Computer Software in Plain English – Web Search Strategies in Plain English. Microsoft Digital Literacy offers a Basic Curriculum with an introduction to the computer, mouse and keyboard.
<p><input type="checkbox"/> My library offers training and classes to build a variety of technology skills.</p> <p><input type="checkbox"/> My library offers 1:1 tutoring on basic computer skills.</p>	<ul style="list-style-type: none"> Classes @ NYPL (New York Public Library) shows an array of possible class topics. The Patron Technology Training section on WebJunction has lesson plans and handouts for instructor-led or self-directed learning. “Book a Librarian” services: Skokie (IL) Public Library provides an online form to book time; Monona (WI) Public Library has a 1-minute video to introduce the service.

Training and Programming (cont.)	Suggestions & resources to help you take action
<p>What programs or classes can my library offer to inform patrons about current ideas and strategies?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> Staff at my library are well-informed enough about current ideas and tools to be able to assist patrons. <input type="checkbox"/> Staff at my library know how to respond to job seekers in a positive and productive manner. <input type="checkbox"/> I inform patrons about the use of social networking and an online presence. <input type="checkbox"/> I am able to plan a networking event, or series of events, at my library to facilitate peer knowledge exchange. 	<ul style="list-style-type: none"> • Library staff can help each other learn through mini-workshops, “lunch-and-learn” sessions or knowledge exchanges at staff meetings. • CommonCraft Videos has an “In Plain English” series on Social Media. • These Standards of Library Customer Service from the Davenport (IA) Public Library cover upholding confidentiality, creating a welcoming atmosphere, exhibiting respect and more. • Help your patrons find networking interest groups through Meetup.com like this Urban Homesteaders group in the Seattle area; or use the site to start a group at your library to help patrons thrive through the economic crisis.
<p>What can I do to respond to the emotional distress of tough economic times?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> I practice techniques to manage my own stress. <input type="checkbox"/> I understand the kind of stress people experience from job loss and economic difficulties. <input type="checkbox"/> I practice techniques to manage my response to stressed patrons. 	<ul style="list-style-type: none"> • Watch this short video for simple tips on Keeping One’s Cool in Difficult Times and look at the resource links below the video screen. • Unemployment Blues links to numerous articles on the impact of job loss on individuals and families. • How to Not Let Stressed Out People Stress You Out has some sound advice in eight steps. • WebJunction offers two popular self-paced courses (\$40 each) on: <ul style="list-style-type: none"> – Managing Difficult Patrons with Confidence! (LE@D) – Dealing with Angry Patrons (LibraryU).

Collaboration	Suggestions & resources to help you take action
<p>Focus here to:</p> <ul style="list-style-type: none"> • Identify strategic community connections and potential partners • Build relationships and develop partnerships to augment services and programs for those impacted by the economic downturn. 	<p>Consider:</p> <ul style="list-style-type: none"> • Are these partners able to help the library augment its collections? <ul style="list-style-type: none"> ⇒ Look at Collections • Are these partners able to help the library communicate its value to the community? <ul style="list-style-type: none"> ⇒ Look at Communication
<p>What partnerships can my library develop to augment services and programs for those impacted by the economic downturn?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> I understand best practices and strategies for building successful partnerships. <input type="checkbox"/> I have identified a list of other potential partners to approach, including nontraditional choices. 	<ul style="list-style-type: none"> • WebJunction has general information on Partnerships and Collaboration, including a Community Partner Collaboration Guide. • Consider this list of potential partners from the Fairfield (CT) Public Library: <p>Traditional Choices</p> <ul style="list-style-type: none"> – State or local social service agencies – Goodwill Career Centers – Career coaches – Recruiters – Local company HR departments – College and university career centers – Consumer credit counseling services – Motivational speakers <p>Nontraditional choices</p> <ul style="list-style-type: none"> – Public speaking coaches – Database vendor reps – Social media strategists – Local authors of career books – Image consultants – Tax advisors – Employment attorneys – Happiness clubs – Yoga instructors.
<ul style="list-style-type: none"> <input type="checkbox"/> I have identified and approached appropriate partners to implement programs or services. <input type="checkbox"/> I find volunteers from community organizations to help deliver services and programs. 	<ul style="list-style-type: none"> • Use the Potential Partners Worksheet to evaluate partnership possibilities. • Enlist retirees who come into the library for 1:1 tutoring efforts—resume evaluation, interview practice or basic computer instruction; engage local high school students as qualified trainers in social networking. • Find a partner or volunteers to offer GED study help and testing in the library. • Approach community businesses like banks and credit unions to provide free coffee for the library job center.

Communication	Suggestions & resources to help you take action
<p>Focus here to learn more about:</p> <ul style="list-style-type: none"> Marketing the library's services to the community Communicating the value of the library's support for the economically impacted to community stakeholders. 	<p>Consider:</p> <ul style="list-style-type: none"> Are you able to engage partners to help with promotion of services or communication of value? <ul style="list-style-type: none"> ⇒ Look at Collaboration
<p>How do I let community members know about the resources and services the library has to support them?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> I know ideas and strategies for marketing and outreach. <input type="checkbox"/> I have a marketing plan, with target audiences identified and next steps defined. 	<ul style="list-style-type: none"> ALA's Marketing @ Your Library is a general guide to marketing library services. The Marketing section on WebJunction has useful articles on marketing and branding. Marketing Toolkit for Job Seekers has general principles and strategies that can be applied to the marketing of any library program or service.
<ul style="list-style-type: none"> <input type="checkbox"/> I am able to communicate the value of the library as an essential support system for the development of the local economy. <input type="checkbox"/> I have connected with key stakeholders in the community to inform them of the library's relevant services and essential value. 	<ul style="list-style-type: none"> See the collection of Impact Studies and Reports, including statistics about increased library usage, especially by job seekers, and some ROI data. The Community Relations section on WebJunction has information on communicating the library's value in general. Give a 15-minute presentation at a library board meeting to talk about the ways in which your library is supporting the economically impacted; solicit ideas and suggest volunteer opportunities. Have a breakfast event for the Chamber of Commerce and local politicians; explain what the library does to contribute to economic recovery, and solicit their ideas and help.
<ul style="list-style-type: none"> <input type="checkbox"/> I have effective strategies for articulating the value of the library's services. 	<ul style="list-style-type: none"> Colorado Public Libraries' BHAG Project (Big Hairy Audacious Goals) enlists citizens to broadcast the value of the library. Washington State Library awarded Communications Grants to libraries around the state to assist in communicating the importance of their library in their community to decision-makers.

URL Reference List

Discovery & Assessment

The Financial Crisis: What Happened?: www.stlouisfed.org/education_resources/AWordontheEconomy/player.html

Community and Library Services Analysis Tools: www.webjunction.org/workforce-resources/articles/content/90521361

2-1-1 and Library Partnerships: www.webjunction.org/workforce-resources/-/articles/content/109943983

Mental Health Services Locator: <http://store.samhsa.gov/mhlocator>

Job and Career Information Center: www.prattlibrary.org/locations/jobcenter

Chicago job seekers move 'offices' from coffee shops to libraries:

<http://news.medill.northwestern.edu/chicago/news.aspx?id=168110>

Collections

Somerville Public Library Health & Medical Information: www.somervillepubliclibrary.org/reference/health.html

Somerville Public Library Legal Information: www.somervillepubliclibrary.org/reference/legal.html

Pasco County Library System's E-Government Tools: <http://pascolibraries.org/egovtools.shtml>

Library of Congress Health/Medical information: www.loc.gov/rr/scitech/selected-internet/medical.html

Library of Congress Consumer Information: www.loc.gov/rr/business/beonline/subjects.php?SubjectID=5

Kalamazoo Public Library (MI) Topic Guides: www.kpl.gov/guides/

Aston Public Library New Books about Computer Skills: <http://astonlibrary.org/2011/01/07/new-books-about-computer-skills/>

Learning Express Library: www.learnatest.com/LEL/index.cfm/general/moreInfo/skillBuildingAdult

Job & Career Accelerator: www.jobandcareeraccelerator.com/

Tutor.com for Libraries: www.tutor.com/libraries

Training & Programming

Pasco County Library video tutorials: <http://pascolibraries.org/egovtools.shtml>

Goodwill Community Foundation: www.gcflearnfree.org/

CommonCraft videos: www.commoncraft.com/videos#technology

Microsoft Digital Literacy Basic Curriculum: www.microsoft.com/about/corporatecitizenship/citizenship/giving/programs/up/digitalliteracy/eng/BasicCurriculum.msp

New York Public Library Classes @ NYPL: www.nypl.org/events/classes

WebJunction Patron Technology Training: www.webjunction.org/technology-training

Skokie Public Library "Book a Librarian": www.skokielibrary.info/s_info/book_librarian.asp

Monona Public Library "Book a Librarian": www.mononalibrary.org/about/booklibrarian.htm

Davenport Public Library Standards of Library Customer Service:

www.davenportlibrary.com/Default.aspx?PageId=170&nt=122

Meetup.com: www.meetup.com/

Urban Homesteaders: www.meetup.com/Seattle-Urban-Homesteaders/

Keeping One's Cool in Difficult Times: www.webjunction.org/workforce-resources/-/articles/content/107093184

Unemployment Blues: http://amby.com/worksites/unemployment_blues.html

How to Not Let Stressed Out People Stress You Out: www.ehow.com/how_5197779_not-out-people-stress-out.html

Collaboration

Partnerships and Collaboration: www.webjunction.org/workforce-resources/-/articles/content/99101008#Partnerships

Community Partner Collaboration Guide: www.webjunction.org/partnerships/-/articles/content/113885074

Potential Partners Worksheet: www.webjunction.org/partnerships/-/articles/content/112312118

Communication

Marketing @ Your Library:

www.ala.org/ala/issuesadvocacy/advocacy/publicawareness/campaign@yourlibrary/prtools/marketing_wkbk.pdf

Marketing on WebJunction: www.webjunction.org/marketing

Marketing Toolkit for Job Seekers: www.webjunction.org/workforce-resources/-/articles/content/108504045

Impact Studies and Reports: www.webjunction.org/workforce-resources/-/articles/content/85831514

Community Relations: www.webjunction.org/community-relations

Colorado State Library BHAG Project: <http://bhagcolorado.blogspot.com/>

Washington State Library Communication Grants:

www.sos.wa.gov/library/libraries/projects/renewwashington/projects.aspx#commgrants

All Project Compass programs and materials are made possible by a grant from the Institute of Museum and Library Services, and provided by WebJunction and the State Library of North Carolina.



Job Seekers Pathway

This pathway includes:

- Understanding unemployment data, types of unemployed workers and stages of the job search process
- Ways to help job seekers
- How to connect with workforce development agencies and other partners to increase employment opportunities.

Why is it important?

When the economy faltered in 2008, people instinctively turned to their libraries for help, making frontline library staff the first responders to the needs of the newly unemployed. As the recession continues to evolve, services to job seekers remain an important focus.



This pathway is online at www.webjunction.org/job-seekers.

Links to all resources are listed in the URL Reference List at the end of this document. The online version has embedded hyperlinks to resources.

Job Seekers Pathway

Discovery and Assessment	Resources to help you take action
<p>Focus here to learn more about:</p> <ul style="list-style-type: none"> • The needs of job seekers • How libraries can meet the needs of job seekers • Local, state or national agencies available to address job seeker needs. 	<p>Consider:</p> <ul style="list-style-type: none"> • Are you able to articulate community needs to potential partners? <ul style="list-style-type: none"> ⇒ Look at Collaboration • Are you able to articulate the needs of job seekers to key community stakeholders? <ul style="list-style-type: none"> ⇒ Look at Communication
<p>What do you know about unemployment and job seekers in your community?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> I know the local unemployment data. <input type="checkbox"/> I recognize common types of job seekers (e.g., first-time job seekers, hard to employ, career changers). <input type="checkbox"/> I know the typical stages of the job search process. 	<ul style="list-style-type: none"> • Data Discovery: Finding Unemployment Statistics is a pathfinder to sources of unemployment and other workforce data, both national and local. • Assessing Patrons: A guide to job seekers: one size does not fit all. A short video by Pat Wagner identifies who the current job seekers are, what they need and what your library can do. • Learn about the Stages of the Job Search Process.
<p>What can your library do to help job seekers?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> I am able to address the immediate needs of the unemployed. <input type="checkbox"/> I know what my library already has in place for job seekers. <input type="checkbox"/> I can identify at least one action to increase support for job seekers at my library. 	<ul style="list-style-type: none"> • Read The Job Loss Survival Guide to understand patrons' circumstances. • Watch Understanding Unemployment Insurance (webinar archive) so you can better prepare patrons for the process. • Help patrons take priority steps to deal with Job Dislocation. • Discover how other libraries are responding to job seeker needs: <ul style="list-style-type: none"> – Case Study from the Henry Carter Hull Library – Case Study from the Simsbury Public Library. • Provide job seekers with a flash drive for saving resumes and job applications.
<p>What local agencies are available to provide support for those impacted by job loss?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> I am able to direct patrons to local workforce agencies. 	<ul style="list-style-type: none"> • The Department of Labor Employment & Training Administration has an interactive map to find state and local information about ETA programs. • Find the nearest One Stop Career Center.

Job Seekers Pathway

Collections	Resources to help you take action
<p>Focus here to:</p> <ul style="list-style-type: none"> Identify what your library collection has to support job seekers Identify what you need to begin or augment a collection to support job seekers. 	<p>Consider:</p> <ul style="list-style-type: none"> Does your collection align with assessed job-seeker needs? <ul style="list-style-type: none"> ⇒ Look at Discovery/Assessment Who can you collaborate with to share resources? <ul style="list-style-type: none"> ⇒ Look at Collaboration
<p>What do you need to augment or update a collection to support job seekers?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> My library has general print and online resources to help job seekers. <input type="checkbox"/> My library's job-seeker and career resources have been aggressively weeded to more effectively expose the most current and useful. 	<ul style="list-style-type: none"> Use these subject headings to find out what books your library has on the topic of career objectives: Career development, Vocational guidance, Career changes, Personality and occupation. See the list of Selected Books from the State Library of North Carolina Job Search Toolkit. This ranked review of Online Career Assessment Tools lists the costs and rates the usefulness.
<ul style="list-style-type: none"> <input type="checkbox"/> I am familiar with the free resources of the US Public Workforce System. <input type="checkbox"/> I am able to assist patrons in the use of workforce system sites. <input type="checkbox"/> I am familiar with the for-fee resources that my library has available to assist job seekers. <input type="checkbox"/> I am able to network with other libraries to share access to for-fee resources. 	<ul style="list-style-type: none"> Helping Job Seekers: Using Electronic Tools and Federal Resources (ETA) (webinar archive) presents federally hosted electronic tools most helpful to library staff who assist unemployed workers. One Stop Career Center offers help with job searching skills, education and training. MySkills MyFuture offers help to identify potential careers and match skills to training and job opportunities. See webinar presentation by DOL/ETA staff. Comparison of Online Job Search Tools compares free and fee-based online resources available (Optimal Resume, Careeronestop.org, Career Transitions and Learning Express); compiled by Arapahoe Library District.
<p>What bibliographies and pathfinders does my library have to guide job seekers?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> My library has created an online directory of resources for job seekers and career development; the directory is linked prominently from the home page. <input type="checkbox"/> My library website has a link to the state library (or other relevant library) job-seeker resource section. <input type="checkbox"/> I have created handouts listing my library's and other community agencies' services to job seekers. <input type="checkbox"/> I have created displays of resume writing, job seeking and interviewing resources. 	<ul style="list-style-type: none"> See a comprehensive list of state and local library Web directories. Examples of state and public library job-seeker resource directories: <ul style="list-style-type: none"> – Connecticut Job Search Toolkit is a state hosted website for job seekers – Jefferson County Public County has a collection of resources for patrons via its website. Vocational Information Center is an online directory to vocational and technical careers, trade schools and job market trends. A resume guide can include these step-by-step instructions for converting word-processed resumes to an Electronic Resume or this advice from Make Your Resume Cyber-Safe.

Training and Programming	Resources to help you take action
<p>Focus here to:</p> <ul style="list-style-type: none"> • Identify available self-paced training resources for basic computer skills • Identify programs and classes your library could offer to build basic skills and knowledge for patrons. 	<p>Consider:</p> <ul style="list-style-type: none"> • Do your training/programming plans align with assessed job-seeker needs? <ul style="list-style-type: none"> ⇒ Look at Discovery/Assessment • Do you have the collection you need to support training and programs for job seekers? <ul style="list-style-type: none"> ⇒ Look at Collections • Who can you collaborate with to deliver training and programs? <ul style="list-style-type: none"> ⇒ Look at Collaboration • Do you have plans for effective marketing of your training and programs? <ul style="list-style-type: none"> ⇒ Look at Communication
<p>What programs or classes can my library offer to build skills and knowledge for job seekers?</p>	
<p>(For basic technology training, see Core Pathway.)</p> <ul style="list-style-type: none"> <input type="checkbox"/> I connect patrons to free, good quality online training on topics of interest to job seekers. <input type="checkbox"/> My library offers workshops on specific skill sets (job searching, resume writing, interview practice). <input type="checkbox"/> My library offers online services to job seekers. <input type="checkbox"/> My library offers 1:1 consultation to respond to focused needs of job seekers. 	<ul style="list-style-type: none"> • Job Searching 101 is a series of slide presentations from Eastern Lancaster County Library, covering interview skills, job searching online, resume writing and more. • Job Talk America: An Internet Radio Program has live and archived recordings on topics related to job searching. • Jonesboro Public Library provides an online form to request “Resume Review Help” for individualized feedback on resumes. • Many libraries offer a “Book a Librarian” service. Skokie Public Library provides an online form to book time; Monona Public Library has a one-minute video to introduce the service.
<p>What can my library do to address the needs of specific job-seeker audiences?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> My library offers training to specific audiences, addressing specific community needs. 	<ul style="list-style-type: none"> • Library’s Fresh Start program builds ex-prisoners’ job-seeking skills. Long Branch Free Public Library program helps people who have served time in prison. • Boomer Job Search has links to numerous helpful articles for the over-40 searchers. • Nothing Up My Sleeve? Job-Hunting Scams: How to Identify and Protect Job-hunters from Scam Artists: a short video presentation by Pat Wagner. • Suggestion: Offer ESL workshops specifically related to job-search words and terms.
<p>What programs or classes can my library offer to inform job seekers about current ideas and strategies?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> I inform job seekers about the use of social networking and an online presence. <input type="checkbox"/> My library has started a job club or connects patrons with community job clubs and career support groups. <input type="checkbox"/> I am able to plan a networking event, or series of events, at my library to facilitate peer knowledge exchange. 	<ul style="list-style-type: none"> • The Russell Library (CT) offers a New Job Search Paradigm and a LinkedIn for Job Seekers class. • Consider the 7 Secrets to Getting Your Next Job Using Social Media. • How to Start a Job Club from ABCNews. • Plainfield Public Library has a Job Club blog. • Arlington Heights Memorial Library lists local Job and Support Networking Groups on its website. • Kansas City Public Library lists job and career transition groups on its website.

Collaboration	Resources to help you take action
<p>Focus here to:</p> <ul style="list-style-type: none"> • Identify strategic community connections and potential partners • Build relationships and develop partnerships with community-based agencies to augment services and provide programs for job seekers. 	<p>Consider:</p> <ul style="list-style-type: none"> • Are these partners able to help the library augment its collections? <ul style="list-style-type: none"> ⇒ Look at Collections • Are these partners able to help the library communicate its value to the community? <ul style="list-style-type: none"> ⇒ Look at Communication
<p>What partnerships can my library develop with community-based agencies to augment services and programs for job seekers?</p>	
<p>(For basic partnership information, see Core Pathway.)</p> <ul style="list-style-type: none"> <input type="checkbox"/> I have identified local and state workforce agencies that provide services to job seekers and the unemployed. <input type="checkbox"/> I have established contact with the appropriate workforce agency and broached collaboration suggestions. 	<ul style="list-style-type: none"> • Library Partnerships with Workforce Agencies lists examples of library/DOL partnerships efforts. • Invite workforce agency staff to visit the library, give a presentation or provide a program of interest to job seekers. • Offer library meeting rooms for local workforce agencies to deliver after-hours workshops; help promote the event to your job seekers. • Invite temporary employment agencies to come to the library and recruit once a month.
<ul style="list-style-type: none"> <input type="checkbox"/> I have identified a list of other potential partners to approach, including nontraditional choices. 	<ul style="list-style-type: none"> • Library collaboration expands and translates job search skills training describes the partnership between the Pima County Public Library and Pima's ONESTOP Career Centers.
<ul style="list-style-type: none"> <input type="checkbox"/> I have identified and approached appropriate partners to implement programs or services for job seekers. 	<ul style="list-style-type: none"> • Holding a Resume Workshop Event at your Library, video and e-mail templates for how to organize a resume workshop event at your library. • Conduct a Job Fair at the library, with local employment and workforce organizations hosting informational tables; give tours of the library's resources and services for job seekers.

Job Seekers Pathway

Communication	Resources to help you take action
<p>Focus here to learn more about:</p> <ul style="list-style-type: none"> Marketing the library's services to job seekers Communicating the value of the library's efforts for workforce recovery to community stakeholders. 	<p>Consider:</p> <ul style="list-style-type: none"> Are you able to engage partners to help with promotion of services or communication of value? <ul style="list-style-type: none"> ⇒ Look at Collaboration
<p>How do I let job seekers know about the resources and services the library has to support them?</p>	
<p>(For basic communication info, see Core Pathway.)</p> <p><input type="checkbox"/> I know ideas and strategies for marketing and outreach to job seekers.</p>	<ul style="list-style-type: none"> Marketing Toolkit for Job Seekers has ideas and templates for promoting your services to job seekers, including downloadable marketing collateral. Consider a message on your home page in big letters: WELCOME JOB-SEEKERS. LET US HELP YOU. CLICK HERE FOR A LIST OF SERVICES WE CAN PROVIDE. Develop a logo, slogan or icon that identifies your library's willingness to help and serve job seekers, like the Lean on Us campaign from Capital Area District Library (MI).
<p><input type="checkbox"/> I am able to communicate the value of the library as an essential support system for job seekers.</p>	<ul style="list-style-type: none"> Collect and record anecdotes and stories of economically impacted patrons who have been helped by library services. Broadcast data prominently: "57 people have found work using the library. You may be number 58."

URL Reference List

Discovery & Assessment

Data Discovery: Finding Unemployment Statistics:

<http://www.webjunction.org/workforce-resources/-/articles/content/86022007>

Assessing Patrons: A Guide to Job-Hunters: www.webjunction.org/job-seekers/-/articles/content/106222552

Stages of the Job Search Process: www.webjunction.org/job-seekers/-/articles/content/114271606

The Job Loss Survival Guide: www.joblossguide.com/2009/01/survival-part-1-new-job-loss.html

Understanding Unemployment Insurance:

www.webjunction.org/events/webinars/webinar-archives/-/articles/content/112354172

Job Dislocation: www.finra.org/web/groups/investors/@inv/documents/investors/p118460.pdf

Henry Carter Hull Library Case Study: <http://www.webjunction.org/job-seekers/-/articles/content/107480640>

Simsbury Public Library Case Study: <http://www.webjunction.org/job-seekers/-/articles/content/107480615>

Department of Labor ETA interactive map: www.doleta.gov/regions/

One-Stop Career Center locations:

www.careeronestop.org/ReEmployment/JobSearchHelp/ChangeCareers/FindCareerOneStopCenter.aspx

Collections

State Library of North Carolina Selected Books: <http://jobsearchtoolkit.pbworks.com/w/page/10725222/Selected-Books>

Online Career Assessment Tools: http://www.quintcareers.com/online_assessment_review_rankings.html

Helping Job Seekers: Using Electronic Tools and Federal Resources:

<http://www.webjunction.org/job-seekers/-/articles/content/102924115>

One Stop Career Center: www.careeronestop.org/

MySkills MyFuture: www.myskillsmyfuture.org/

MySkills MyFuture webinar: www.webjunction.org/job-seekers/-/articles/content/105766064

Comparison of Online Job Search Tools: www.webjunction.org/job-seekers/-/articles/content/107091717

State and local library Web directories: www.webjunction.org/workforce-resources/-/articles/content/85831436

Connecticut Job Search Toolkit: <http://ctjobsearchtoolkit.wordpress.com/>

Jefferson County Public Library: <http://jefferson.lib.co.us/great/jobs.html>

Vocational Information Center: www.khake.com/index.html

Electronic Resume instructions: www.scu.edu/careercenter/students/prepare/resumes/electronicres.cfm

Make Your Resume Cyber-Safe: www.job-hunt.org/resumecybersafe.shtml

Training & Programming

Job Searching 101: www.slideshare.net/elancolibrary/presentations

Job Talk America: An Internet Radio Program: www.jobtalkamerica.com/pastshows.htm

Resume Review Help: www.libraryinjonesboro.org/?q=node/282

Skokie Public Library "Book a Librarian": www.skokielibrary.info/s_info/book_librarian.asp

Monona Public Library "Book a Librarian": www.mononalibrary.org/about/booklibrarian.htm

Library's Fresh Start program builds ex-prisoners' job-seeking skills:

http://atlanticville.gmnews.com/news/2011-01-06/Front_Page/Library_program_offers_some_a_second_chance.html

Boomer Job Search: www.job-hunt.org/boomer-job-search/boomer-job-search.shtml

Nothing Up My Sleeve? Job-Hunting Scams: www.webjunction.org/job-seekers/-/articles/content/107093133

New Job Search Paradigm class: www.libraryinsight.com/eventdetails.asp?jx=ddp&lmx=340239&v=3

LinkedIn for Job Seekers class: www.webjunction.org/job-seekers/-/articles/content/107480720

7 Secrets to Getting Your Next Job Using Social Media: <http://mashable.com/2009/01/05/job-search-secrets/>

How to Start a Job Club: <http://abcnews.go.com/GMA/JobClub/story?id=6121092&page=2>

Job Club blog: <http://plainfieldjobclub.wordpress.com/>

Job Seekers Pathway

Job and support networking groups: www.ahml.info/research/jobs

Job and career transition groups: <http://www.kclibrary.org/?q=business-career/job-and-career-transition-groups>

Collaboration

Library Partnerships with Workforce Agencies: www.webjunction.org/workforce-resources/-/articles/content/97506070

Library collaboration expands and translates job search skills training:

www.webjunction.org/job-seekers/-/articles/content/92321026

Holding a Resume Workshop Event at Your Library: www.webjunction.org/job-seekers/-/articles/content/104224585

Job Fair: www.ehow.com/how_4927734_organize-successful-job-fair.html

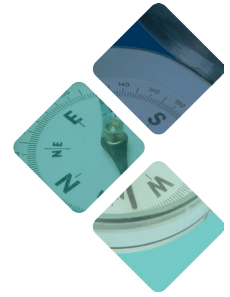
Communication

Marketing Toolkit for Library Outreach to Job Seekers:

www.webjunction.org/workforce-resources/-/articles/content/108504045

Lean on Us campaign: www.cadl.org/news/news/lean-on-your-library

All Project Compass programs and materials are made possible by a grant from the Institute of Museum and Library Services, and provided by WebJunction and the State Library of North Carolina.



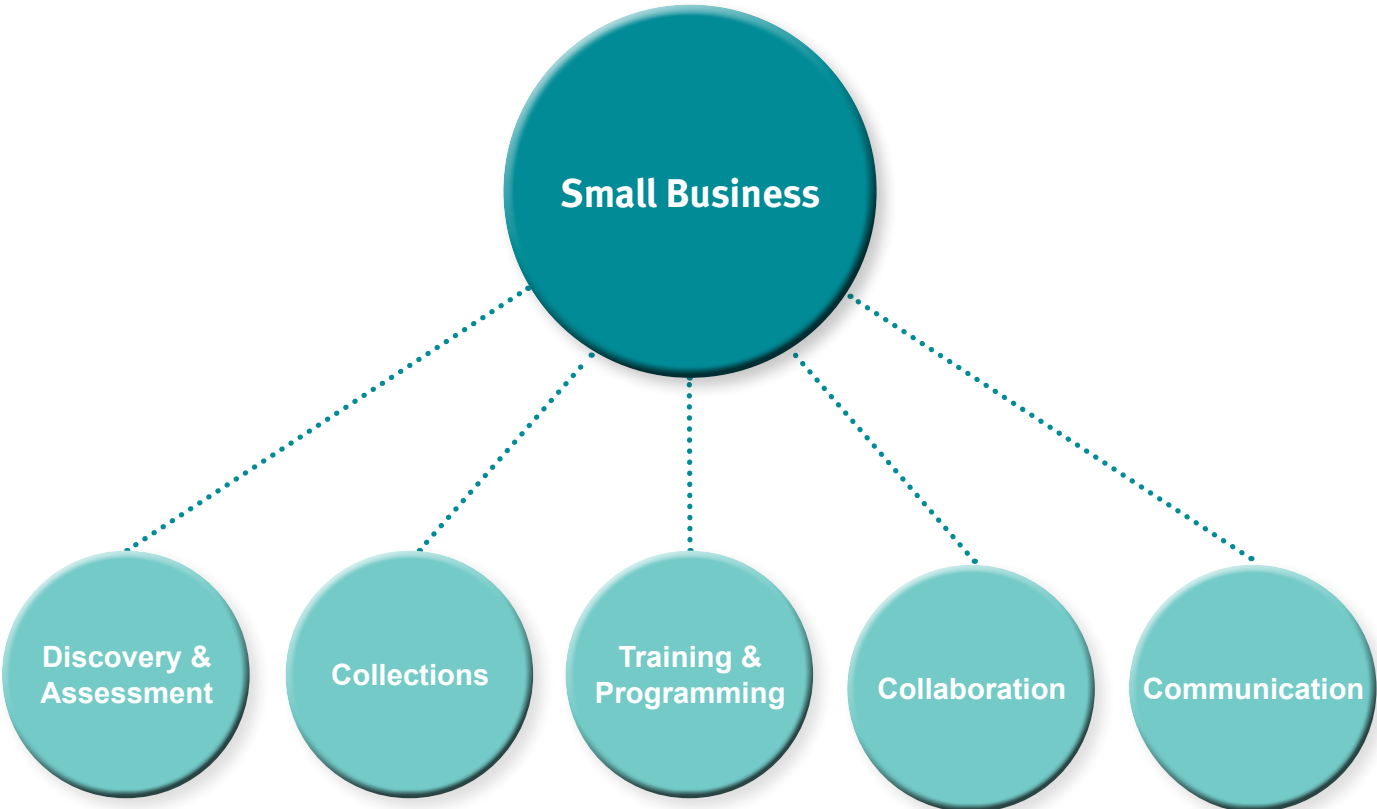
Small Business and Entrepreneurs Pathway

This pathway includes:

- Understanding how small business builds local economies
- Building training and programs to support local small businesses
- Connecting patrons with resources for small business development and sustainability.

Why is it important?

Starting new local businesses or sustaining existing small businesses is a viable way to create jobs and stimulate the local economy, especially in communities where job opportunities continue to be scarce. Libraries can be productive partners in supporting local economic development.



This pathway is online at www.webjunction.org/small-business.

Links to all resources are listed in the URL Reference List at the end of this document. The online version has embedded hyperlinks to resources.

Discovery and Assessment	Resources to help you take action
<p>Focus here to learn more about:</p> <ul style="list-style-type: none"> • The needs of your local business community • How libraries can support small business and contribute to workforce recovery • Local, state or national agencies that are available to provide support for local small business. 	<p>Consider:</p> <ul style="list-style-type: none"> • Are you able to articulate small business needs to potential partners? <ul style="list-style-type: none"> ⇒ Look at Collaboration • Are you able to articulate small business needs to key community stakeholders? <ul style="list-style-type: none"> ⇒ Look at Communication
<p>What do you know about the needs of the local business community?</p>	
<p><input type="checkbox"/> I understand how small business contributes to the strength of the local economy.</p>	<ul style="list-style-type: none"> • Economic Gardening overview gives a brief summary of the concept of economic gardening and the potential role of libraries to support it. • Growing Local Economies is the website created by Christine Hamilton-Pennell, a librarian with expertise in economic gardening concepts and practices.
<p>What can your library do to support local small business?</p>	
<p><input type="checkbox"/> I know how libraries can support local entrepreneurs and the development of small businesses.</p> <p><input type="checkbox"/> I know what my library has already done to support local business.</p> <p><input type="checkbox"/> I can identify at least one way that my library can increase its support.</p>	<ul style="list-style-type: none"> • Read Economic Gardening w/Public Librarians, a blog post about the connection between economic gardening and public libraries. • Read 25 Ways Your Library Can Support the Small Business Community. • Listen to the webinar archive of How to Make Your Library Entrepreneur-Friendly, webinar #1 in Libraries and Economic Development series, which covers basic ideas and strategies.
<p>What local, state or national agencies are available to provide support for local small business?</p>	
<p><input type="checkbox"/> I am able to connect patrons with state and local agencies and organizations that provide support for entrepreneurs and small business.</p>	<p>Start with national agencies that may have local offices:</p> <ul style="list-style-type: none"> • U.S Small Business Administration (SBA.gov) has local offices across the country • SCORE is a nonprofit organization that offers free help and advice • Small Business Development Center (SBDCNet.org) has a local SBDC locator.

Collections	Resources to help you take action
<p>Focus here to:</p> <ul style="list-style-type: none"> • Identify what your library collection has to serve small business development and sustainability • Identify what you need to begin or augment a collection to support local small business. 	<p>Consider:</p> <ul style="list-style-type: none"> • Does your collection align with assessed small business needs? <ul style="list-style-type: none"> ⇒ Look at Discovery/Assessment • Who can you collaborate with to share resources? <ul style="list-style-type: none"> ⇒ Look at Collaboration
<p>What do you need to begin or augment a collection to support local small business?</p>	
<input type="checkbox"/> My library has a basic business collection of print and online resources.	<ul style="list-style-type: none"> • Consult the Library of Congress list of basic business collection materials to identify the basics of a business collection.
<input type="checkbox"/> I use existing resource guides and pathfinders. <input type="checkbox"/> I have adapted them to meet local needs.	<ul style="list-style-type: none"> • Starting a Small Business pathfinder was created by the Internet Public Library (IPL). • Small Business: Step by Step is a user-friendly website to help people start a small business.
<input type="checkbox"/> My library has developed an online directory to a list of websites that answer business questions, including how to secure funding. <input type="checkbox"/> My library website has a link to the state library (or other relevant library) small business resource section.	<ul style="list-style-type: none"> • Examples of state and public library small business resource directories: <ul style="list-style-type: none"> – Dallas Public Library Starting a Small Business – WorkSC (State Library of South Carolina) Start your own business – Burlington County Library System Business Gateway.
<input type="checkbox"/> I know what databases my library has to support entrepreneurs. <input type="checkbox"/> I understand how to use common databases to support entrepreneurs. <input type="checkbox"/> If my library doesn't have adequate business databases, I am able to network with other libraries to share database access.	<ul style="list-style-type: none"> • Listen to Turning Your Databases into Business for Your Customers (webinar #2 in Libraries and Economic Development series), to learn about resource options for small and large libraries. • Manta.com is a free source of information on small companies, helping business professionals promote their business and make connections. • Databases (for fee) commonly held by libraries for business reference: <ul style="list-style-type: none"> – Reference USA – BusinessDecision – Hoover's Lead Builder.

Training and Programming	Resources to help you take action
<p>Focus here to:</p> <ul style="list-style-type: none"> Identify available self-paced training resources for entrepreneurs Identify programs and classes your library could offer to build skills and knowledge for entrepreneurs and small business. 	<p>Consider:</p> <ul style="list-style-type: none"> Do your training/programming plans align with assessed small business needs? <ul style="list-style-type: none"> ⇒ Look at Discovery/Assessment Do you have the collection you need to support training and programs for small business and entrepreneurs? <ul style="list-style-type: none"> ⇒ Look at Collections Who can you collaborate with to deliver training and programs? <ul style="list-style-type: none"> ⇒ Look at Collaboration Do you have plans for effective marketing of your training and programs? <ul style="list-style-type: none"> ⇒ Look at Communication
<p>What programs or classes can my library offer to build skills and knowledge for entrepreneurs and small business?</p>	
<p><input type="checkbox"/> I connect patrons to free, good quality offerings for self-directed online training on topics of interest to entrepreneurs.</p>	<ul style="list-style-type: none"> SBA's Online Small Business Training. BizLaunch offers free webinars for entrepreneurs. IRS.gov offers virtual small business workshops. How-To Guides for Small Business from <i>The Wall Street Journal</i>.
<p><input type="checkbox"/> I am aware of what programs and services other libraries provide for entrepreneurs.</p> <p><input type="checkbox"/> I can identify at least one program idea that we could offer at my library.</p>	<ul style="list-style-type: none"> The Small Business Notes site describes a variety of programs and services offered by public libraries. Look at the events calendar for the New York Public Library's small business resource center. Read about the PowerUP program at Brooklyn Public Library, which provides help for business start-ups. Provide information about local community colleges' offerings of classes on starting a small business; instructors may be willing to deliver seminars at the library.
<p>What programs and services could my library offer that connect entrepreneurs to new ideas and opportunities?</p>	
<p><input type="checkbox"/> I am able to research and connect entrepreneurs to new ideas and opportunities.</p>	<ul style="list-style-type: none"> Follow entrepreneurial blogs like Small Business Trends. Research new developments in small business and connect entrepreneurs to articles like Kiva Brings Microlending Home to the U.S. or PieLab.
<p><input type="checkbox"/> I inform entrepreneurs about the use of social networking and an online presence for small businesses.</p> <p><input type="checkbox"/> I am able to plan a networking event, or series of events, at my library to facilitate peer knowledge exchange.</p>	<ul style="list-style-type: none"> Entrepreneur Connect is an online networking site for business people; membership is free. 3 Social Networks for Connecting with Entrepreneurs. See a list of the Best Blogs for young entrepreneurs. Small Business Trends offers this list of videos for small business, including how to use YouTube, LinkedIn and other social media tools. The Business Center of the Charleston County Library (SC) has organized a monthly brown bag lunch for small businesses and nonprofits.

Small Business and Entrepreneurs Pathway

Collaboration	Resources to help you take action
<p>Focus here to:</p> <ul style="list-style-type: none"> Identify strategic community connections and potential partners Build relationships and develop partnerships with community-based agencies to augment services and provide programs for small business. 	<p>Consider:</p> <ul style="list-style-type: none"> Are these partners able to help the library augment its collections? <ul style="list-style-type: none"> ⇒ Look at Collections Are these partners able to help the library communicate its value to the community? <ul style="list-style-type: none"> ⇒ Look at Communication
<p>How do I build relationships and develop partnerships with community-based agencies to augment services and provide programs for small business?</p>	
<input type="checkbox"/> I connect with business leaders, entrepreneurship groups or inventors clubs in the community.	<ul style="list-style-type: none"> Find the local offices of: SBA, SBDC, SCORE, Chamber of Commerce. South Central Michigan Works is an alliance of nine organizations, including the library, that have come together to coordinate services they provide to small business entrepreneurs.
<input type="checkbox"/> I attend local business meetings and serve on committees. <input type="checkbox"/> I have identified a list of potential partners to approach, including nontraditional choices.	
<input type="checkbox"/> I have identified and prioritized programs and services to support entrepreneurs and small business. <input type="checkbox"/> I have identified and approached appropriate partners to implement these programs and services.	<ul style="list-style-type: none"> Illinois Public Libraries Providing Access to Small Businesses and Entrepreneurs is a statewide effort in Illinois to expand access for small businesses and entrepreneurs in 66 public libraries. Carson City (NV) librarians helping city regain its economic mojo describes a library program that focuses on the needs of start-up and growth businesses. Glen Carbon (IL) Centennial Library (LJ's Best Small Library in 2010) and the Glen Carbon Chamber of Commerce provide educational programs and a Business After Hours program for local businesses. Find local successful small business owners to give presentations at the library.

Communication	Resources to help you take action
<p>Focus here to learn more about:</p> <ul style="list-style-type: none"> Marketing the library's services to small business & entrepreneurs Communicating the value of the library's support for economic recovery to community stakeholders. 	<p>Consider:</p> <ul style="list-style-type: none"> Are you able to engage partners to help with promotion of services or communication of value? <ul style="list-style-type: none"> ⇒ Look at Collaboration
<p>How do I let the business community know about the resources and services the library has to support them?</p>	
<input type="checkbox"/> I know ideas and strategies for marketing and outreach to the small business community. (For basic communication info, see Core Pathway.)	<ul style="list-style-type: none"> Going to Your Customer (webinar #3 in Libraries and Economic Development series) addresses outreach to the business community. Marketing Toolkit for Job Seekers: Adapt these strategies to focus on the business community. Create a bookmark with quick reference information on the required state and local forms required to start a new business.
<input type="checkbox"/> I am able to communicate the value of the library as essential for the development of the local economy.	
	<ul style="list-style-type: none"> Public Libraries and Community Economic Development: Partnering for Success makes a case for public libraries' contributions to the business community and economic development.

URL Reference List

Discovery & Assessment

Economic Gardening overview: www.webjunction.org/small-business/-/articles/content/90541679

Growing Local Economies: <http://growinglocaleconomies.com/>

Economic Gardening with Public Librarians:

<http://supportinglocalentrepreneurship.wordpress.com/2009/04/07/economic-gardening-with-public-librarians/>

25 Ways Your Library Can Support the Small Business Community:

www.webjunction.org/small-business/-/articles/content/103042563

How to Make Your Library Entrepreneur-Friendly:

www.webjunction.org/events/webinars/webinar-archives/-/articles/content/103122377

U.S Small Business Administration: www.sba.gov/

SCORE: www.score.org

Small Business Development Center: <http://sbdcnet.org/>

Collections

Library of Congress business collection materials: www.loc.gov/rr/business/index1.html

Starting a Small Business: www.ipl.org/div/pf/entry/48527

Small Business: Step by Step: www.starting-a-smallbusiness.com/

Dallas Public Library Starting a Small Business: www.dallaslibrary2.org/government/smallbiz.php

WorkSC Start your own business: www.worksc.org/start-your-own-business

Burlington County Library System Business Gateway: <http://explore.bcls.lib.nj.us/business>

Turning Your Databases into Business for Your Customers:

www.webjunction.org/events/webinars/webinar-archives/-/articles/content/103122377

Manta.com: www.manta.com/

Reference USA: www.referenceusa.com/

BusinessDecision: www.businessdecision.info/

Hoover's Lead Builder: www.hoovers.com/leads/build-a-list

Training & Programming

SBA's Online Small Business Training:

www.sba.gov/category/navigation-structure/counseling-training/online-small-business-training

BizLaunch: www.bizlaunch.com/

How-To Guides for Small Business: <http://guides.wsj.com/small-business/>

Small Business Notes: www.smallbusinessnotes.com/starting-a-business/public-libraries.html

New York Public Library's small business resource center:

<http://legacy.www.nypl.org/research/sibl/smallbiz/sbrc/Pages/index.cfm>

Brooklyn Public Library PowerUP program: www.inc.com/howard-greenstein/start-up-help-at-your-local-library.html

Small Business Trends: <http://smallbiztrends.com/>

Kiva Brings Microlending Home to the U.S.:

<http://techcrunch.com/2009/06/10/kiva-brings-microlending-home-to-us-entrepreneurs-in-need/>

PieLab: www.nytimes.com/2010/10/10/magazine/10pielab-t.html?_r=2

Entrepreneur Connect: <http://econnect.entrepreneur.com/>

3 Social Networks for Connecting with Entrepreneurs:

www.readriteweb.com/start/2010/02/3-social-networks-entrepreneurs.php

50 Best Blogs for Young Entrepreneurs: <http://oedb.org/library/beginning-online-learning/50-blogs-for-young-entrepreneurs>

Small Business Trends videos: <http://smallbiztrends.com/category/small-business-videos>

Charleston County Library brown bag lunch:

<http://ccplbusiness.wordpress.com/2009/07/07/small-business-and-nonprofit-networking-events-to-merge/>

Collaboration

South Central Michigan Works: www.nawb.org/portals/0/South%20Central%20Michigan%20Works%20-%20Library%20Partnership%20around%20Small%20Business%20Services.doc.pdf

Illinois Public Libraries Providing Access to Small Businesses and Entrepreneurs:
www.webjunction.org/c/document_library/get_file?folderId=105291994&name=DLFE-28960003.pdf

Carson City (NV) librarians helping city regain its economic mojo: www.nnbw.com/ArticleRead.aspx?storyID=16577

Glen Carbon Centennial Library Best Small Library 2010: www.libraryjournal.com/article/CA6716260.html

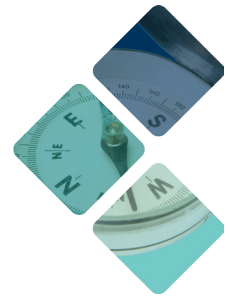
Communication

Going to Your Customer: www.webjunction.org/events/webinars/webinar-archives/-/articles/content/103122377

Marketing Toolkit for Job Seekers: www.webjunction.org/workforce-resources/-/articles/content/108504045

Public Libraries and Community Economic Development: Partnering for Success:
www.iira.org/pubs/publications/IIRA_RRR_688.pdf

All Project Compass programs and materials are made possible by a grant from the Institute of Museum and Library Services, and provided by WebJunction and the State Library of North Carolina.



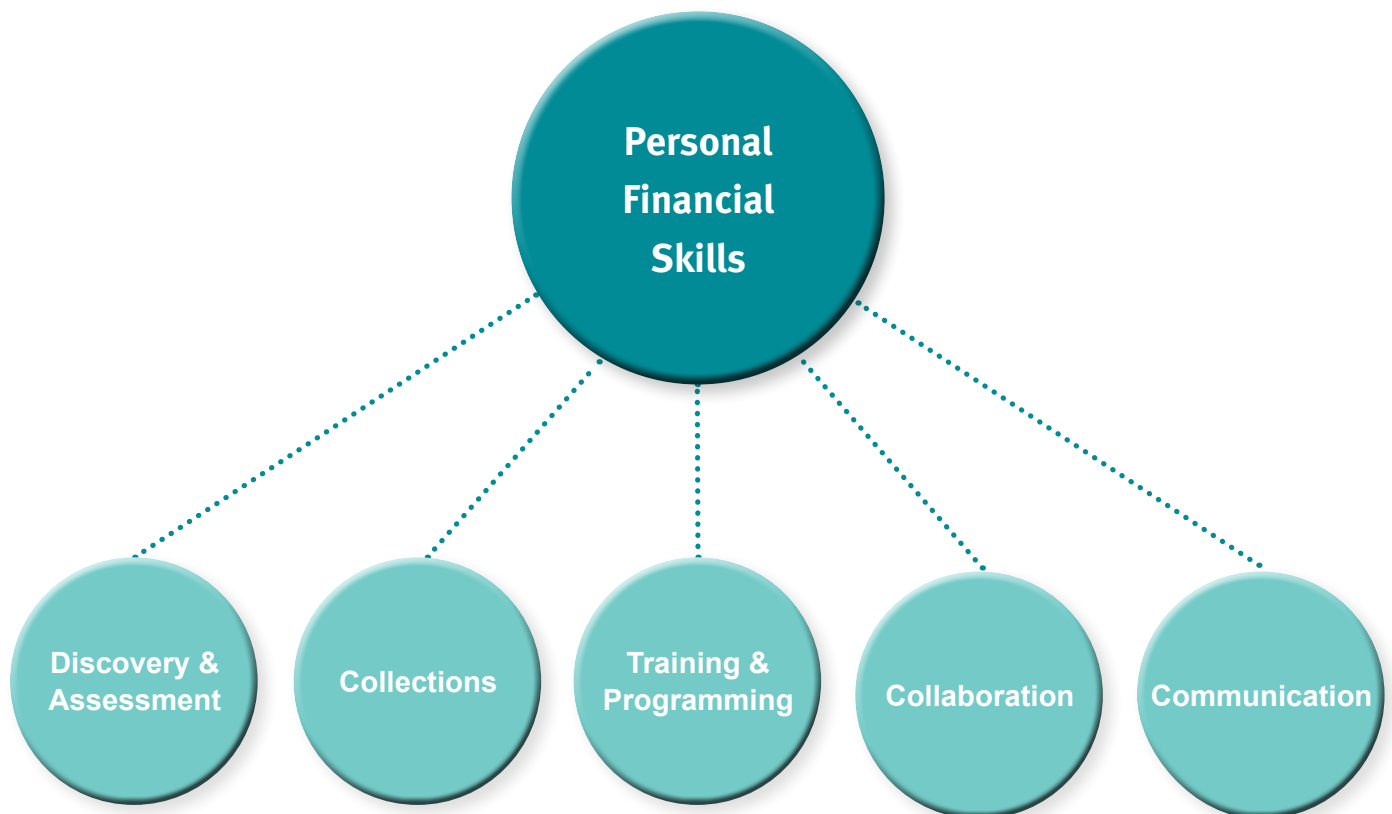
Personal Financial Skills Pathway

This pathway includes:

- Understanding the impact of the economic downturn on personal financial stability
- How to provide resources, training and programs to help patrons get better control of their personal finances.

Why is it important?

Many patrons face reduced incomes as a result of the economic downturn, even if they are currently employed. They need additional resources and services to help them address a variety of financial worries. Especially when there are no jobs to be had in a community and a feeling hopelessness has set in, the library can help individuals regain some balance in their personal finances.



This pathway is online at www.webjunction.org/financial-literacy.

Links to all resources are listed in the URL Reference List at the end of this document. The online version has embedded hyperlinks to resources.

Personal Financial Skills Pathway

Discovery and Assessment	Resources to help you take action
<p>Focus here to learn more about:</p> <ul style="list-style-type: none"> • The needs of your community • How libraries can help patrons with their personal financial challenges • Local, state and national agencies available to provide personal financial education. 	<p>Consider:</p> <ul style="list-style-type: none"> • Are you able to articulate financial literacy needs to potential partners? <ul style="list-style-type: none"> ⇒ Look at Collaboration • Are you able to articulate financial literacy needs to key community stakeholders? <ul style="list-style-type: none"> ⇒ Look at Communication
<p>What do you know about the financial needs of those impacted by the economic downturn in your community?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> I know what is meant by basic personal financial knowledge. <input type="checkbox"/> I am aware of the general level of financial education in my community. 	<ul style="list-style-type: none"> • National Standards for Adult Financial Literacy Education identifies the personal finance knowledge and skills an adult should possess. • Financial Capability Study allows state-by-state exploration of baseline measures of the financial capability of U.S. adults. (FINRA Investor Education Foundation) • Schaumburg Township District Library developed a Market Research Survey to gauge financial knowledge of library staff and patrons.
<p>What can your library do to help patrons gain control of their personal finances?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> I am familiar with what other libraries are doing to increase patrons' financial literacy. <input type="checkbox"/> I know what my library already has in place for increasing financial literacy. <input type="checkbox"/> I can identify at least one action to help patrons with personal financial skills at my library. 	<ul style="list-style-type: none"> • Read case studies from seven libraries about their successful financial education programs. • Project Read Gets Smart with Money: Public Libraries feature article about South San Francisco Public Library's financial education program. (Project website) • The U.S. Office of the Comptroller of the Currency fact sheet on financial literacy provides an overview, resources and examples of activities.
<p>What agencies are available to provide support for those impacted by the economic downturn?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> I am able to direct patrons to national, state and local agencies for help with their personal financial goals. 	<ul style="list-style-type: none"> • Locate your Federal Reserve District. • Find State Coalitions of the national Jump\$tart Coalition organization dedicated to improving the financial literacy of preschool to college-age persons. • The FINRA Investor Education Foundation provides underserved Americans with the knowledge, skills and tools necessary for financial success. • The Institute for Financial Literacy offers individual financial counseling on the Web.

Personal Financial Skills Pathway

Collections	Resources to help you take action
<p>Focus here to:</p> <ul style="list-style-type: none"> • Identify what financial literacy resources your library collection has • Identify what you need to begin or augment a financial literacy collection. 	<p>Consider:</p> <ul style="list-style-type: none"> • Does your collection align with assessed needs for personal financial education? <ul style="list-style-type: none"> ⇒ Look at Discovery/Assessment • Who can you collaborate with to share resources? <ul style="list-style-type: none"> ⇒ Look at Collaboration
<p>What do you need to build or augment a basic financial literacy collection?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> My library has general print and online resources on financial literacy. <input type="checkbox"/> My library's financial literacy resources have been aggressively weeded to more effectively expose the most current and useful. 	<ul style="list-style-type: none"> • Members of the National Financial Education Network for State & Local Governments provide a searchable database of resources on financial literacy. • The Institute for Financial Literacy has a collection of articles and research. • Show Me the Money Bibliography lists books for K–12 financial education. • The Chicago Public Library maintains a reader's advisory list of titles on Credit and Debt Management.
<ul style="list-style-type: none"> <input type="checkbox"/> I am familiar with online financial literacy resources available to patrons. <input type="checkbox"/> I am able to assist patrons in finding personal financial resources online. 	<ul style="list-style-type: none"> • Neighbor Works America provides links to financial stability information. • Get Rich Slowly has a series of videos on credit, debt, saving and spending. • SmartAboutMoney.org by the National Endowment for Financial Education provides articles, worksheets and tips to help with life's financial decisions. • The FDIC has Quick Links for Consumers and Communities dealing with financial issues. • AnnualCreditReport.com allows individuals to request free annual reports.
<p>What bibliographies and pathfinders does my library have to promote financial literacy?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> My library has created an online directory of financial resources. <input type="checkbox"/> My library website has a link to the state library (or other relevant library) resources for financial literacy. <input type="checkbox"/> I have created handouts listing my library's and other community agencies' resources for financial education. 	<ul style="list-style-type: none"> • Finances and Money Management is a Washington State Library-hosted website for financial resources. • New York Public Library's Financial Literacy Resources guide provides a list of online resources. • Howard County Library's Financial Literacy Bibliography. • Bolivar County Library's Financial & Investment Resource Website Links.

Training and Programming	Resources to help you take action
<p>Focus here to:</p> <ul style="list-style-type: none"> • Identify available self-paced training resources for personal financial education • Identify programs and classes your library could offer to build personal financial skills and knowledge. 	<p>Consider:</p> <ul style="list-style-type: none"> • Do your training/programming plans align with assessed community needs? <ul style="list-style-type: none"> ⇒ Look at Discovery/Assessment • Do you have the collection you need to support personal financial skills training and programs? <ul style="list-style-type: none"> ⇒ Look at Collections • Who can you collaborate with to deliver training and programs? <ul style="list-style-type: none"> ⇒ Look at Collaboration • Do you have plans for effective marketing of your training and programs? <ul style="list-style-type: none"> ⇒ Look at Communication
<p>What programs or classes can my library offer to build personal financial skills and knowledge?</p>	
<p>(For basic technology training, see Core Pathway.)</p> <p><input type="checkbox"/> I connect patrons to free, good quality online training on personal financial topics.</p>	<ul style="list-style-type: none"> • MyMoney.gov is the U.S. government’s effort to improve financial literacy and education and provide free, reliable financial information to the American public; includes tools such as calculators, budget worksheets and checklists. • Financial Literacy Now offers instruction on a variety of family financial topics. • Money Smart—A Financial Education Program (from FDIC) consists of eleven training modules that cover basic financial topics; also available as self-paced computer-based instruction in English and Spanish. • 360 Degrees of Financial Literacy (American Institute of Certified Public Accountants) aims to help Americans understand their personal finances through every stage of life.
<p><input type="checkbox"/> My library offers programs and classes on specific personal financial topics (managing credit, creating a family budget, living on a restricted income, building savings, managing student loans, etc.).</p> <p><input type="checkbox"/> My library offers 1:1 consultation to respond to focused needs of patrons dealing with financial issues.</p>	<ul style="list-style-type: none"> • Money Smart Week @ Your Library provides a wide variety of program ideas matched to resources. • The State Library of Ohio has developed a comprehensive set of Financial Literacy Program Resources to help public libraries set up programs to help patrons. • Use the Are You Financially Fit? Workbook from Florida State University, which is also available in Spanish. • Explore financial education games and simulations from the Federal Reserve. • Brooklyn (NY) Public Library offers free 1:1 counseling sessions as part of its Growing Dollars and \$ense for Adults program.

Training and Programming (cont.)	Resources to help you take action
<input type="checkbox"/> My library offers training to specific audiences, addressing specific community needs.	<ul style="list-style-type: none"> • The Greensboro (NC) Public Library offers Future Cents for young adults; the Darien (CT) Public Library offers a Teaching Financial Literacy to Kids & Teens program. • Get ideas from Dollars from Sense, an interactive site designed to educate college students and recent grads about their financial options. • Build programs for soon-to-be and recent retirees around these PBS broadcasts from the series Get Your Finances Ready for Retirement.
<p>What current ideas and strategies can your library use to increase patrons' financial literacy?</p>	
<input type="checkbox"/> I use social media as part of my library's financial education efforts. <input type="checkbox"/> I am able to plan a networking event, or series of events, at my library to facilitate peer knowledge exchange.	<ul style="list-style-type: none"> • MatchFund is an online financial tool that blends social networking technologies with tips for a solid financial life (reviewed by <i>Newsweek</i>). • Spendster.org has videos of ordinary people confessing their wasteful spending habits. • Vigo County (IN) Public Library and the Wabash County Literacy coalition offered a networking breakfast on "Financial Literacy: Money Talks." • Howard County (MD) Library Friends sponsor a financial literacy event, "Money Matters: A Community Fun & Activities Fair."

Collaboration	Resources to help you take action
<p>Focus here to:</p> <ul style="list-style-type: none"> Identify strategic community connections and potential partners Build relationships and develop partnerships with community-based agencies to augment financial literacy services and programs. 	<p>Consider:</p> <ul style="list-style-type: none"> Are these partners able to help the library augment its collections? <ul style="list-style-type: none"> ⇒ Look at Collections Are these partners able to help the library communicate its value to the community? <ul style="list-style-type: none"> ⇒ Look at Communication
<p>What partnerships can my library develop with community-based agencies to increase financial literacy?</p>	
<p>(For basic partnership information, see Core Pathway.)</p> <ul style="list-style-type: none"> <input type="checkbox"/> I have identified local and state agencies that my library can work with to provide financial education. <input type="checkbox"/> I have identified a list of other potential partners to approach, including nontraditional choices. 	<ul style="list-style-type: none"> The FDIC Community Affairs Officers provide assistance in identifying organizations interested in partnerships to provide financial education. Scroll to Partner Organizations to see the long list of collaborators in the Nebraska Financial Education Coalition.
<ul style="list-style-type: none"> <input type="checkbox"/> I have identified and approached appropriate partners to implement financial education programs or services. 	<ul style="list-style-type: none"> The Memphis (TN) Public Library lists local agencies that offer Credit Counseling/Money Management. Library program promotes financial education in area describes a variety of partners that the Washington-Centerville Public Library is working with to deliver a “Money Sense” series.

Communication	Resources to help you take action
<p>Focus here to learn more about:</p> <ul style="list-style-type: none"> Marketing the library’s financial literacy services Communicating the value of the library’s support for community financial health to stakeholders 	<p>Consider:</p> <ul style="list-style-type: none"> Are you able to engage partners to help with promotion of services or communication of value? <ul style="list-style-type: none"> ⇒ Look at Collaboration
<p>How do I let community members know about the personal financial resources and services the library has?</p>	
<ul style="list-style-type: none"> <input type="checkbox"/> I know ideas and strategies for marketing and outreach about the library’s financial education services. <input type="checkbox"/> I am aware of the sensitive nature of financial topics for individuals. 	<ul style="list-style-type: none"> Look through this collection of multimedia resources for press releases, videos, podcasts, brochures and more (from SmartInvesting@YourLibrary). Be discreet in letting patrons know about where to find information on filing for bankruptcy or help with foreclosure.
<ul style="list-style-type: none"> <input type="checkbox"/> I am able to communicate the value of the library as an essential support system for those impacted by the economic downturn. 	<ul style="list-style-type: none"> McGraw Hill’s Special Advertising Section in Business Week regarding the value of the Financial Literacy program at NYPL.

URL Reference List

Discovery & Assessment

National Standards for Adult Financial Literacy Education:

www.financiallit.org/resources/pdf/21.2.1_NationalStandards&Benchmarks_SecondEdFinal.pdf

Financial Capability Study: www.usfinancialcapability.org/

Market Research Survey: <http://smartinvesting.ala.org/wp-content/uploads/market-research-findings-wth-background.pdf>

Case studies from seven libraries: <http://smartinvesting.ala.org/project-results/lessons-learned/>

Project Read Gets Smart with Money: <http://publiclibrariesonline.org/magazines/featured-articles/project-read-gets-smart-money>

Project Read website: <http://ca-southsanfrancisco.civicplus.com/index.aspx?NID=773>

U.S. Office of the Comptroller of the Currency fact sheet:

www.occ.gov/static/community-affairs/fact-sheets/Fact_sheet_Financial_Literacy.pdf

Federal Reserve District: www.federalreserveeducation.org/about-the-fed/structure-and-functions/districts/

Jump\$tart Coalition: <http://jumpstart.org/home.html> and State Coalitions: <http://jumpstart.org/state-coalitions.html>

FINRA Investor Education Foundation: www.finrafoundation.org/

Institute for Financial Literacy financial counseling: www.financiallit.org/programs/financialcounseling.aspx

Collections

National Financial Education Network: www.flecnationalnetwork.org/search.cfm

Institute for Financial Literacy articles and research: www.financiallit.org/resources/articles.aspx

Show Me the Money Bibliography: www.ocmboces.org/tfiles/folder1461/21st%20century%20show%20me%20the%20money.pdf

Credit and Debt Management titles: www.chipublib.org/list/read/id/85/

Neighbor Works America: www.nw.org/network/consumers/financial-capability.asp

Get Rich Slowly: www.getrichslowly.org/blog/2007/05/01/a-collection-of-financial-literacy-resources/

SmartAboutMoney: www.smartaboutmoney.org/

Quick Links for Consumers and Communities: www.fdic.gov/quicklinks/consumers.html

AnnualCreditReport.com: www.annualcreditreport.com/cra/index.jsp

Finances and Money Management: www.sos.wa.gov/library/hardtimes/finances.aspx

NYPL Financial Literacy resources guide: www.nypl.org/help/getting-oriented/financial-literacy/resources

Howard County Library's Financial Literacy resources: www.hclibrary.org/index.php?page=203

Bolivar County Library's Financial & Investment Resource: www.bolivar.lib.ms.us/smartinvestlinks.html

Training & Programming

MyMoney.gov: www.mymoney.gov/

Financial Literacy Now: www.financiallitnow.org/index.shtml

Money Smart—A Financial Education Program: www.fdic.gov/consumers/consumer/moneysmart/curriculum.html

Computer-based instruction: www.fdic.gov/consumers/consumer/moneysmart/mscbi/mscbi.html

360 Degrees of Financial Literacy: www.360financialliteracy.org/

Money Smart Week @ Your Library: www.chicagofed.org/digital_assets/others/education/msw/ala/msw_ala_resources.pdf

State Library of Ohio Financial Literacy Program Resources: www.webjunction.org/financial-lit/-/articles/content/112463206

Are You Financially Fit? Workbook:

www.finrafoundation.org/web/groups/foundation/@foundation/documents/foundation/p122359.pdf

Financial education games and simulations: www.federalreserveeducation.org/news/multimedia/games.cfm

Growing Dollars and \$ense: www.brooklynpubliclibrary.org/growingdollars/adults.jsp

Greensboro Public Library Future Cents: www.myfuturecents.com/what_it_is.html

Darien Public Library Teaching Financial Literacy to Kids & Teens:

Personal Financial Skills Pathway

www.darienlibrary.org/2010/08/30/teaching-financial-literacy-kids-teens

Dollars from Sense: www.dollarsfromsense.com/

Get Your Finances Ready for Retirement: www.pbs.org/nbr/site/features/special/retirement_HOME/

MatchFund: <http://matchfund.com/>

Newsweek review of MatchFund: <http://education.newsweek.com/2011/01/19/new-teen-money-site-makes-saving-social.html>

Spendster.org: <http://spendster.org/>

Financial Literacy: Money Talks: www.vigo.lib.in.us/wvlc

Money Matters: A Community Fun & Activities Fair: www.hclibrary.org/moneymatters

Collaboration

FDIC Community Affairs Officers: www.fdic.gov/consumers/consumer/moneysmart/cao.html

Nebraska Financial Education Coalition: www.kansascityfed.org/nebefined/index.cfm?category=13

Credit Counseling/Money Management: www.memphislibrary.org/hardtimes/credit-counseling-money-management

Library program promotes financial education:

www.daytondailynews.com/news/community/centerville/library-program-promotes-financial-education-in-area-1090110.html

Communication

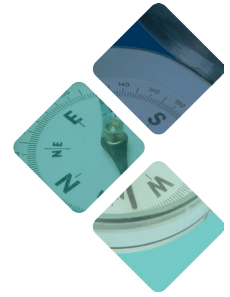
SmartInvesting@YourLibrary: <http://smartinvesting.ala.org/>

Multimedia resources: <http://smartinvesting.ala.org/project-results/multimedia/>

McGraw Hill's Special Advertising Section:

www.councilforeconed.org/news/pdf/173_business_week_advertorial_september_09.pdf

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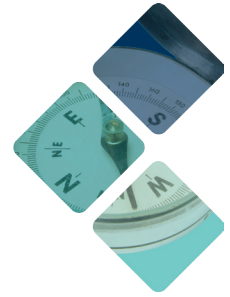
Action Plan: Workforce Recovery at Your Library

Where you are now?

Your Goal	Next Steps/Resources	Who?	When	Status
Understand the top needs of my community so I can develop the appropriate workforce recovery response.				
Provide a collection of resources and create or direct patrons to bibliographies and pathfinders that can help the economically impacted.				
Offer face-to-face or online programs and training that connect patrons to new ideas, skills and opportunities that can improve their economic situation.				
Build relationships and collaborate with community-based agencies to provide workforce recovery programs and services.				
Promote and communicate the value of workforce recovery programs and services offered through your library.				

Your Goal	Next Steps/Resources	Who?	When	Status
<i>(Add more goals as needed)</i>				

How will you know when you've succeeded?



Community Partner Collaboration Guide

Ways to Collaborate

This list can be adapted and used as talking points when you reach out to potential partners.

- Avoid unnecessary duplication of effort or activity and conserve resources, expand services and programs; share training or meeting spaces, technology skills and costs.
- Make library services more visible and valued; ask collaborators to partner in marketing and promotions.
- Increase staff job satisfaction and gain a better understanding of roles in a broader perspective.
- Foster cooperation among multiple community partners; act as facilitator for regular meet-ups with other agencies.
- Share online through blogs or discussion groups that disseminate local expertise and information.
- Foster political alliances.
- Work with local and state agencies to provide business development workshops and research.
- Leverage your library's recognized brand and reputation: the library's enduring standards of inclusiveness and accessibility are valued by other partners. Businesses and organizations want to support specific causes and be public with their support to give their companies identifiable personalities, showing that they support the community and the people in it. Libraries can help them connect to customers, investors, employees and the community.

Steps to Collaboration

- Start the conversation.
- Conduct a Community Leader Interview. Community interviews are a very effective technique for learning about the needs of your community and for developing relationships with other service providers. The technique is personal and informative and begins the process of building trust that is essential for successful collaboration. A useful guide was created as part of the Spanish Language Outreach Program: www.webjunction.org/slo-workshop-materials/articles/content/439382.
- Assess the potential for collaboration using the Potential Partners Worksheet: www.webjunction.org/partnerships/articles/content/112312118.
- Be ready to Tell the Library Story: www.webjunction.org/workforce-resources/-/articles/content/108504078 (part of the Marketing Toolkit for Library Outreach to Job Seekers).
- How to Choose, Secure, and Prepare Volunteers for a Resume Workshop Event at Your Library (includes phone call script and e-mails): www.webjunction.org/job-seekers/articles/content/104224585.

- Look locally for partners who will help make an impact. Collaborative efforts should center on finding an answer, making a difference or taking charge of a community issue.
- Focus on the cause and the people—whether it concerns literacy, economy, unemployment, etc. Be careful to not get caught up in focusing on how the individual organizations could benefit, but on what you can accomplish together to serve your community members.
- Specify shared goals and rewards that your partnerships will foster.
- Use open communication; share timetables and have periodic meetings to share information with your partners.
- Clearly define roles and responsibilities in any collaboration.
- Ensure the ability to make necessary decisions for situations that arise.

Potential Partners for Collaboration

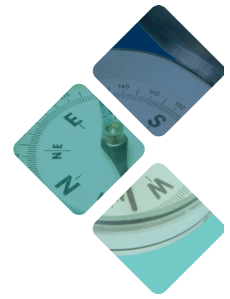
Identify those opportunities for new or renewed partnerships.

- Businesses/Chambers of Commerce/Visitor's Bureaus: major employers, minority business owners, small business owners, human resource officers; city, county and ethnic chambers
- Community services organizations/associations/clubs: AARP, AAUW, American Red Cross, Kiwanis, Lions, Literacy Organizations, Rotary, Soroptimists, United Way, VITA
- Economic development organizations: economic development councils, real estate brokers, homebuyers agency, renters association, Service Corps Of Retired Executives [SCORE]
- Educational organizations: community colleges, multilingual programs, PTA/PTO, school board, other libraries, private schools, home school organizations, higher education institutions/organizations, state/county extension office
- Ethnic organizations: Asian Resources Center, Hispanic centers, Inter-tribal Council, Urban League
- Family services organizations: Social Services Department, Family Service Agency, Jewish Family Service
- Financial representatives: banks, credit unions, financial planners, stockbrokers, consumer credit counseling services, certified public accountants, insurance agents
- Government/political representatives: mayor, city council, county supervisors, city/county fiscal office, law enforcement (i.e., for understanding scams and ID theft), treasury department, department of commerce, Social Security Administration
- Health organizations: American Cancer Society, American Heart Association, hospitals, public health nurses, early intervention programs, public health clinics
- Job/workforce service agencies: OneStop, Department of Labor, Workforce centers
- Legal organizations: ACLU, bar association, legal aid, NAACP Legal Defense Fund, fair housing
- Media representatives: newspaper, radio, TV, ethnic media, local magazines and newsletters
- Miscellaneous organizations: arts and cultural groups, athletic groups, censorship groups, historic preservation groups, local neighborhood groups, men's groups, veterans' groups, women's groups

- Organizations fighting discrimination: Anti-Defamation League, human rights groups, NAACP
- Organizations of/for people with disabilities: Center on Deafness, Council of the Blind, health and human services agencies, Easter Seals, Goodwill, independent living centers, United Cerebral Palsy
- Organizations serving ex-offenders: Department of Corrections, Friends Outside
- Organizations serving the homeless: food closet, homeless assistance program, Salvation Army
- Refugee/immigrant centers/services: Catholic Social Services, Refugee Rights Association
- Religious organizations: church/mosque/synagogue organizations, ministerial association
- Senior centers/service organizations: Area Agency on Aging, elder abuse/care agencies, RSVP
- Technology experts: computer clubs, consultants, community colleges, Internet providers, universities
- Women's centers/service organizations: battered women' shelters, YWCA, NOW
- Youth service organizations: Big Brothers/Sisters, Boy Scouts, child abuse agencies, recreation programs, Girl Scouts, Jr. Achievement, Head Start, Even Start, child care associations, Association for the Education of Young Children, school-age care and enrichment programs

Excerpts from *Planning for Success Cookbook* section on Communication and Partnerships.

www.webjunction.org/maintainit-cookbooks/articles/content/34716950



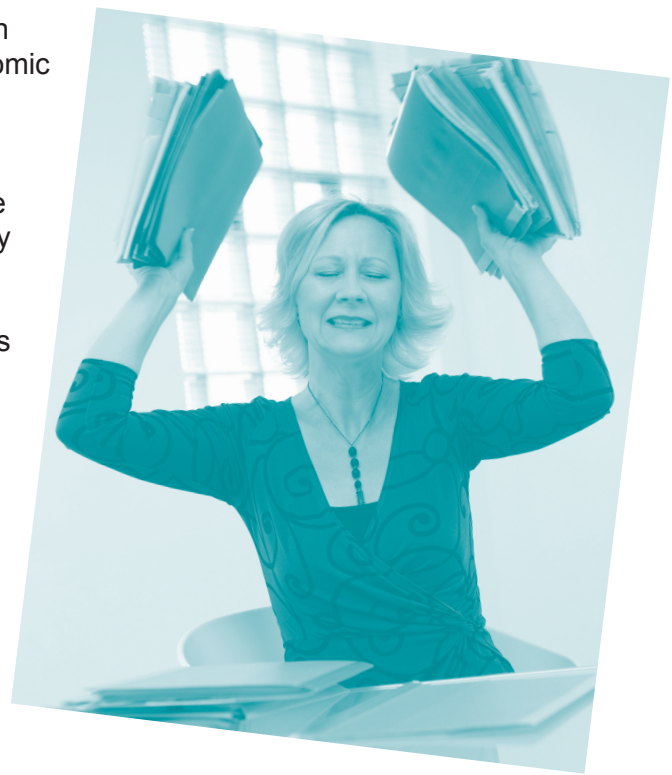
Staying Sane

During tough economic times, everyone is impacted—especially library staff. You and your colleagues can find yourselves over-worked and frustrated due to *decreased resources* for your library (e.g., fewer staff, less budget for materials, fewer open hours to get things done, etc.) at the same time that there is an *increased demand* by your patrons. In addition to needing more resources and services, the emotional state of our patrons can take a toll on us. Many of our patrons are anxious, angry, sad and frustrated by their economic situation; and they take those emotions with them to the reference desk.

Of course, library staff are not impervious to the economic recession! Handling patron frustrations can feel overwhelming when coupled with our own economic worries such as fear of losing our job or not getting enough hours, coping with colleagues being laid off, or a spouse or partner who is unable to find work. All of these factors combined have the potential to make us lose sight of the powerful and positive role we play in our community. It's important for us to find ways to stay sane in these tough times so that we can continue to provide the critical programs and services that support our communities.

The following questions will help you articulate your own coping strategies and discover areas where you'd like to gain more skills. We encourage you to begin by answering the questions individually and then share your answers with your colleagues. You'll learn new coping strategies from one another and find ways to support each other through the challenges of our work.

You will also find helpful resources for managing your own and your patrons' stress in the Training & Programming section of the **Core Services Pathway**.



Staying Sane Worksheet

Answer the following questions for yourself first. Then discuss ideas and solutions with your colleagues.

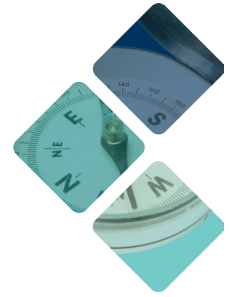
What methods do you employ to maximize resources in these tough times?

What skills have you developed to stay calm while dealing with stressed-out patrons?

What skills have you developed to help you and/or your colleagues stay calm during these tough times?

What are the skills developed/methods employed by your colleagues that you'll use in the future?

Gateway to Workforce Resources on WebJunction



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 - Job Seekers
 - Small Business & Entrepreneurs
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Library Services » Workforce Resources

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Jobs and Small Business Webinar Series

- ▶ January 27 (archive) [Understanding Unemployment Insurance](#)
- ▶ April 20 [Working With Your Workforce Center](#)

Key Resources

- ▶ [Guide to WebJunction Workforce Resources](#)
- ▶ [Project Compass Workshop Materials](#) training library staff on workforce services
- ▶ [Library Web-Based Directories](#) guiding patrons in hard times
- ▶ [Webinar Archives](#) and [Videos](#) related to economic recovery

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Libraries and Workforce Recovery

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