

January 2020 Workforce Development Activities Cumberland County Public Library & Information Center

Highlights:

January's Book A Librarian sessions include staff assisting 87 customers with job applications, résumés, and cover letters to area businesses such as Amazon, Biscuitville, BJ's Wholesale Club, Burger King, Carlie C's IGA, Cato Fashions, the Connecticut Department of Public Health, Cumberland County Government, the Cumberland County School System, Food Lion, Ft. Bragg Commissaries, Goodyear, Lowe's Home Improvement, Mount Aire Farms, Pepsi Cola Ventures, Rooms to Go, Sonic Drive In, Target, TLC Auto Wash, Uber, United States Post Office, the US Census and Walmart. Staff also assisted customers with creating presentations for work reports as well as fliers for small businesses.

Customer Comments/Success Stories:

A customer asked IS Library Associate Avery Reinink for assistance with a job application. The customer was making a career change and unfamiliar with scanning documents and uploading attachments. Reinink taught him the process and the man was able to complete the application. As he was leaving he gave Reinink a high-five and thanked her for teaching him something new.

Library Associate Sharon Jackson noticed a customer becoming frustrated and asked him if he needed assistance. He stated that he was trying to design new business cards and had run into a barrier. Jackson helped him through the process and the customer was able to complete the new cards. He explained that he wanted something memorable for his small business and was grateful for Jackson's assistance.

NCWorks News:



Both Cliffdale Regional Library and Headquarters Library hosted small business programs this month. The **Banking for Business** program, led by staff from CEED and BB&T Bank, explained differences between start-up loans and loans for existing businesses, the importance of credit scores, where and how to determine how much business owners can afford to borrow, how to manage business cash flow, the importance of business insurance, how to keep up to date with technology and the importance of hiring the right employees. Additionally, the program explained various business service products that can help small business owners be more successful. The **ABCs of Business Registration** program, led by staff from the North Carolina Secretary of State's office, explained the basics of business registration, as well as an introduction to business financing.

STATISTICS ~ Monthly Job & Career Programs/Activities	# of Activities	Attendance
✓ Outreach Programs (Cumberland County Schools Career Fairs, Chairman's Coffee – Chamber of Commerce event)	3	103
✓ Small Business Programs (ABCs of Business Registration and Banking for Business)	2	42
✓ Book A Librarian Sessions (one-on-one training on Résumés, Computer Skills, Job Search, etc.)	84	87
Totals:	89	232

Online Job & Career Resource Guide Usage	1,955
Career Related Reference Questions	320