

Project Compass Workshop

March 20, 2012

Winnefox Library System

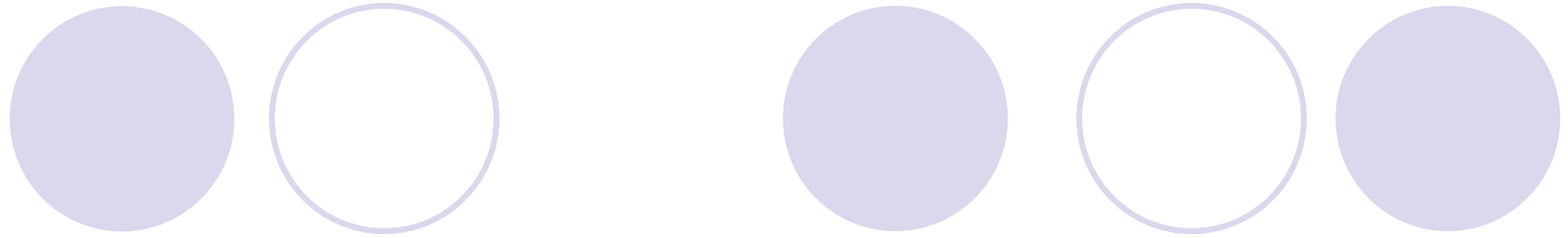
Marie Boleman, Ethel Everhard Memorial Library
Jamie Matczak, Nicolet Federated Library System





Technology Changes Video

- <http://www.youtube.com/watch?v=x-9FaJPhFxQ&feature=related>



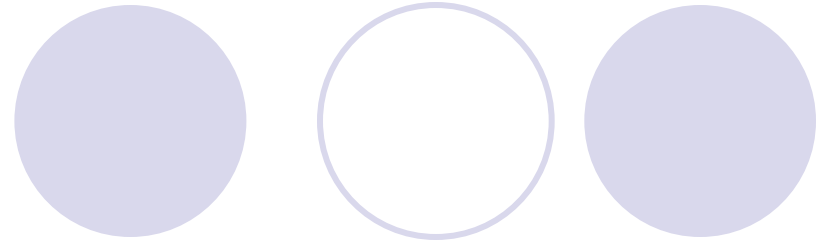
So What Does This All Mean?

Project Compass



- Partnership between WebJunction and the State Library of North Carolina, focused on workforce recovery (2009).
- Funded by a grant from the Institute of Museum and Library Services (IMLS).

Who Are You?

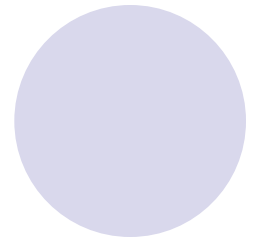
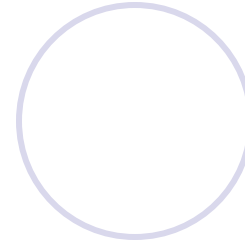
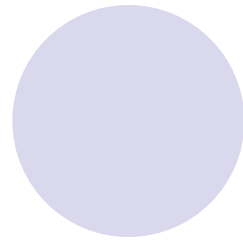
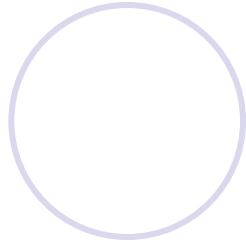
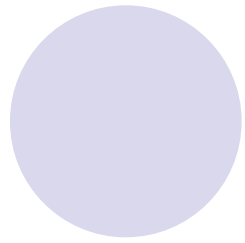


- Name, Library, Why you are here?

Workshop Objectives



- Awareness
- Advocacy/Communication
- Partnerships
- Resources
- Action Plan



Awareness

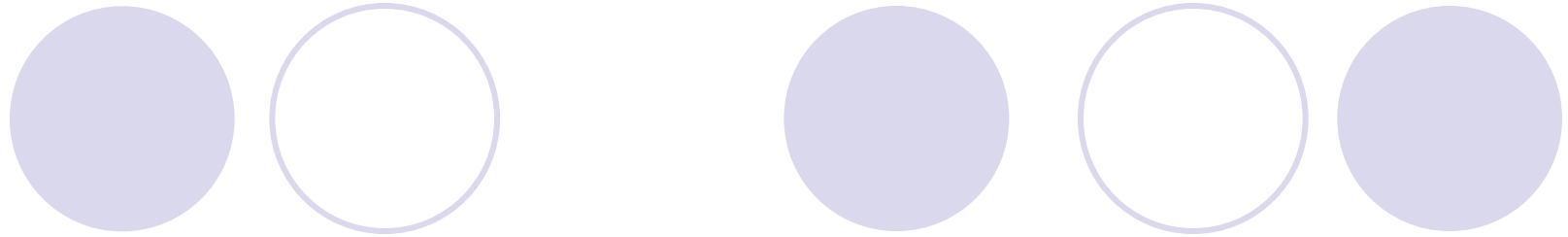


What are 21st Century Job Skills?

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

Workplace Shift

	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.)



***Lifelong learning is not an option
anymore; it's a necessity!
SMART is the new RICH.***

- Bernie Trilling, 21st Century Skills

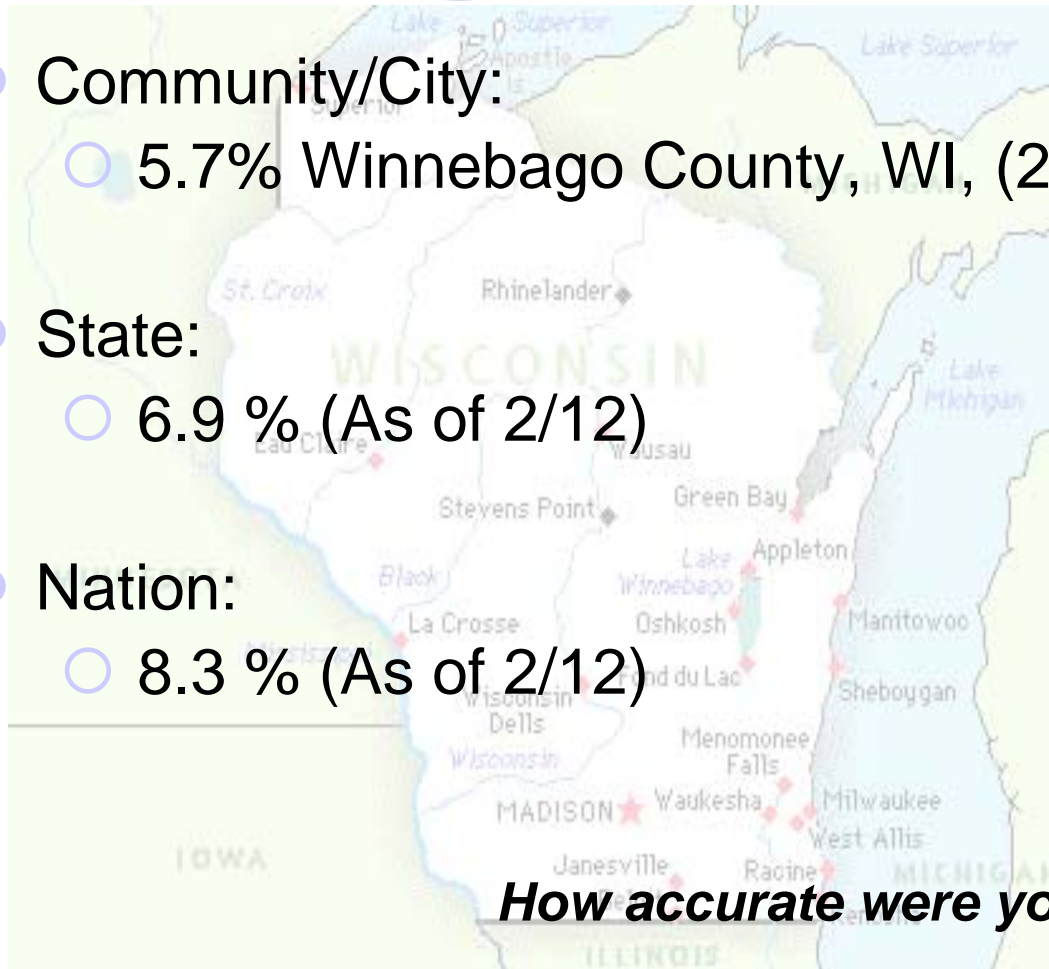


How would you rate YOUR awareness?

- Do you personally know anyone looking for work? If yes, how many?
- Do you know any patrons looking for work?
- Do you know the unemployment rate in your community? State? Nation?

Unemployment Rates

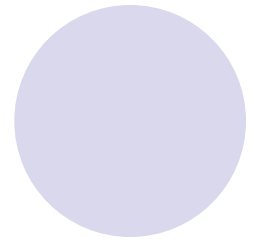
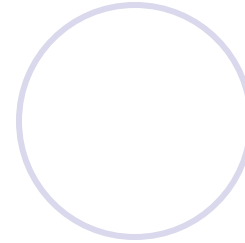
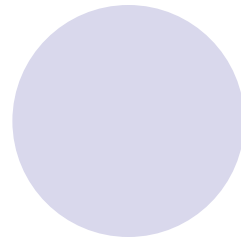
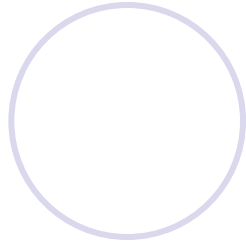
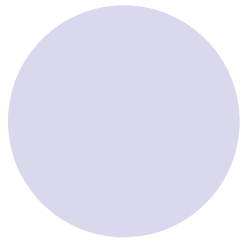
- Community/City:
 - 5.7% Winnebago County, WI, (2/12)
- State:
 - 6.9 % (As of 2/12)
- Nation:
 - 8.3 % (As of 2/12)



How accurate were you?

What Do We Need to Keep in Mind?

- Social Awareness
- Many services are only online
- First-time computer users
- E-mail address = necessity
- Awareness of Offerings



Advocacy/Communication



What Do You Know?

- Assess yourself on what you know about the *needs of your community* and what your library can do to meet the needs in a weak economy.



Ideas for Your Library

- This hand out has over 50 ideas of things your library can do!



Ideas for Your Library

- Take the next 5 minutes and use the **Green Slips** on your table to mark on the walls what your library is doing!

Promoting Services



- Bookmarks/fliers of services at your circ desk
- Employment resources pages on your website
- Mentioning services in your local newspaper/column
- News in your utility bills/mass mailings
- Put fliers/brochures in other places where people who are unemployed would be
- Word of mouth- let them know
- Other Ideas?

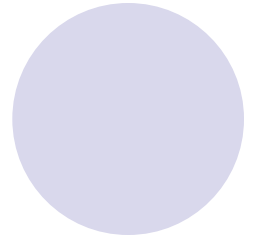
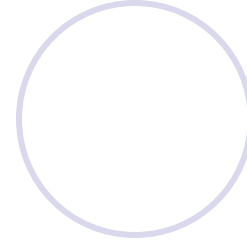
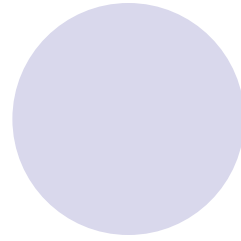
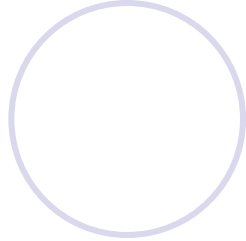
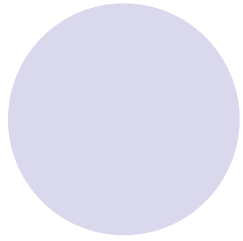


Advocating to Stakeholders

- Attend a City/Village/County Meeting
- Give your 5 minute “elevator speech”
- Create a flier or brochure with graphs or other visuals to say something impressive
- Write up a “menu of services” to job seekers to give to officials.
- Honor your volunteers at a city meeting

Break Time!





Partnerships



What Do You Know?

- Assess yourself on what you know about the potential *partnerships in your community*.



Potential Partners (Traditional)

- State and 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



Potential Partners (Non-Traditional)

- Public Speaking Coaches
- Database Vendor Reps
- Social Media Strategists
- Local Authors of Career Books
- Image Consultants
- Tax Advisors
- Employment Attorneys
- Happiness Clubs
- Community Instructors
- Others?



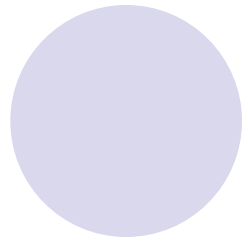
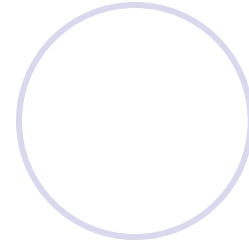
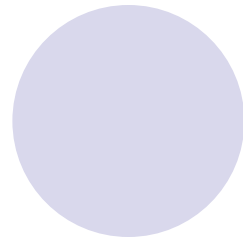
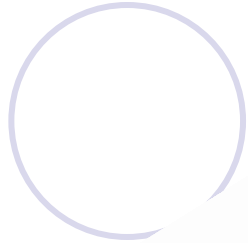
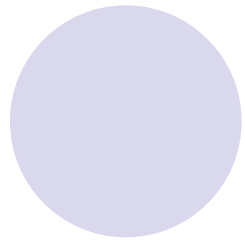
Benefits of Collaborating

- Builds community support of awareness
- Saves time in the long run (we don't need to reinvent the wheel)
- Maximize the community resources – using local businesses, just not the non-profit
- Promotes (other) library services
- Reaches different demographics

And.....

- Why else is collaboration important?
- What are ways you have collaborated in your communities?





Resources

What Do You Have?



- Assess your library on what materials are *in the collection* to help job seekers.

Print Resources



- CDL Manual
- Test-prep guides
- Financial planning guides
- Books on small businesses, personal financial plans, practical budgeting
- Resume guides and templates

Online Resources

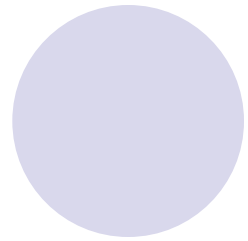
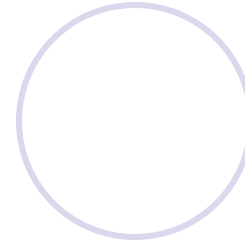
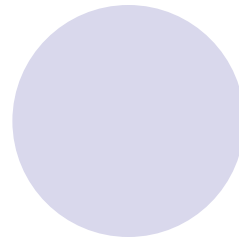
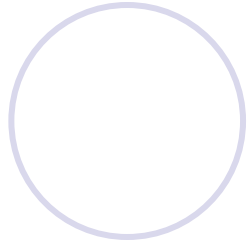
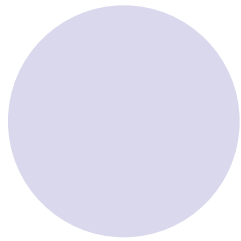


- DWD website
- Jobnet
- Indeed.com, occupational outlook handbook



WebJunction

- Started in 2003
- Has helped more than 50,000 library staff build the job skills they need to meet the challenges of today's libraries.
- Launched Project Compass with the State Library of North Carolina.
- <http://www.webjunction.org/project-compass>



Action Plan

Action Plan Ideas



- Take the next 3 minutes and use the **orange slips** on your table to mark on the walls what your library *would like to do*.

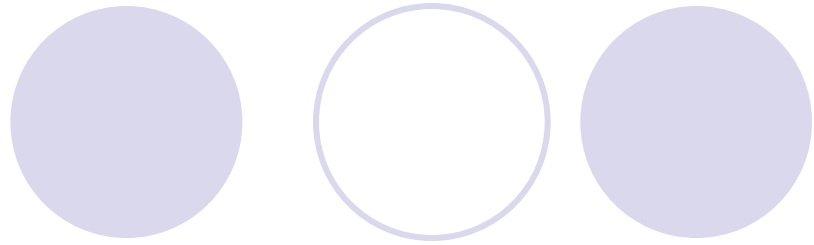
A decorative graphic consisting of two groups of three circles. The first group on the left has a solid light purple circle on the left, a white circle with a light purple outline in the middle, and a solid light purple circle on the right. The second group on the right has a solid light purple circle on the left, a white circle with a light purple outline in the middle, and a solid light purple circle on the right.

Action Plan

- Use ONE of your **orange slips** as a basis for your Action Plan, or a goal you want to carry forward.

Take Aways



- What are 2 ideas you are “taking away” from today?
- 



You Are Making a Difference!

- <http://www.youtube.com/watch?v=sN01Qaac7bc>



Thank you!!

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