Welcome!

Libraries as drivers for workforce and economic development

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Vice President Library Services, LS&S

Welcome and Overview

- Libraries are transforming into drivers for economic development in the communities they serve
- Economic growth, enhancing workforce skills and access to jobs
- How your library can support your city/county initiatives
Laura Burnett

- Diverse background in public and private sectors
- BA from UCLA
- MBA from Embry-Riddle University
- Teaching Credential from North Texas University
- MLIS from Emporia State University
- United States Air Force Veteran
- HR Director and Govt. Contractor
- School and Public Librarian; Reading Specialist
- Regional Library Director for Southern California

Ivorie Franks

- 17 years of public library service
- BA in Liberal Studies from Cal Baptist University
- MLIS from San Jose State University
- Eastvale Library Branch Manager
- Grace Mellman Branch Manager
- Perris Library Branch Manager
- Moreno Valley Public Library Director
Georg Winkler

- Business Coordinator of the Russell Fischer Business Collection at the City of Camarillo Public Library since 2014
- Organized 122 business seminars and workshops with 5,670 total attendees
- Assisted over 500 entrepreneurs and small business owners with market research
- Prior work at the Economic Development Collaborative of Ventura County and Small Business Development Center
- Organizer and Primary Licensee of TEDxCamarillo

Project Compass

- Funded by a grant from IMLS
- Investigates job seekers’ specific demands on public libraries
- Determines what could address needs more effectively, particularly through state library initiatives
Project Compass

- California’s emphasis
  - Libraries as incubators for small business entrepreneurs
  - Library book kiosks placed in One Stops with GED and test prep materials for checkout

One Stops

America’s Service Locator helps job seekers find local libraries

Type zip code and hit Enter

http://www.servicelocator.org/Libraries.asp
Top Ten Tips for Promotion

1. Consider joint location of library and workforce agency services
2. Offer workforce training to library staff
3. Use library spaces to hold events sponsored by workforce agency
4. Share regional economic and labor information with libraries
5. Make technology for job searching and resume development available at the library

Top Ten Tips (continued)

6. Create posters, public service announcements, and other publicity materials to make the public aware of workforce development occurring in libraries
7. Create mobile career centers by working with bookmobile services
8. Provide partnership agreement resources, e.g., templates for memos of understanding
9. Identify small businesses that use the business development services of the library
10. Work with your library to facilitate wider community partnerships, e.g., with economic or small business development agencies
City of Moreno Valley

- Expand library technology resources
- Expand library services targeting youth
- Partner with local community organizations

Moreno Valley Computer and Internet Access

- New computer hardware
- New computer software
- New Wi-Fi infrastructure
Moreno Valley Digital Library

- Community engagement
- e-Book accessibility
- Examination preparation
- Self-publishing tools
- Tutoring services

Moreno Valley 4-H Partnership

- Career goals workshop
- Financial aid workshop
- Networking workshop
- Portfolio workshop
- Skill assessment workshop
Colleges and Universities

- Financial Aid Workshops
- Mock Job Interviews
- Programs and Scholarships
- Resume Writing

Veterans Resource Fair

- Employment Development (EDD)
- Department of Social Services
- Department of Veterans Services
- Housing Authority
- Office on Aging
Camarillo

25,678 Households
Average Household Income - $113,796
Average Age - 42.6

Camarillo Public Library

Library opened in 2007
Population served – 67,965
Average visitors per day – 1,182
Total Items – 248,775
Russell Fischer Business Collection

Endowment Funded Business Collection
Launched in 2012

Libraries as Assets

A vital, relevant library is in the interest of the community

- Demonstrates long-term investment in human capital
  - Businesses like to be in communities that are mindful of their long-term planning and quality of child care

- Provides efficient and effective distribution of assets
  - 21st century understanding of online technical resources
  - Increase success of local businesses, job seekers, non-profit organizations, and community members
Libraries as Partners

- EDD
- SBDC/EDC-VC
- Women's Economic Ventures
- Chamber of Commerce
- SCORE
- Library
- Investment Clubs
- High Schools & Colleges

E-Learning

OverDrive

- 286 e-audiobooks – 2,800 checkouts
- 679 e-Books – 3,342 checkouts

2,200 total users – 35,871 videos viewed


lynda.com
Industry Research

Investment Research

• High cost of investment research tools for individuals:
  Morningstar - $185/year
  ValueLine - $598/year

• Provide learning opportunities for entry-level investors to learn before it's too late
Career Events

28 seminars with 1,017 attendees
6 week-long workshops with 283 attendees

Business Events

88 seminars and workshops with 4,370 attendees
Circulation of Items

- 7x books circulating 21,909 times
- 8x audiobook CDs circulating 2,021 times
- 6x periodicals circulating 6,472 times

Ventura County Startup Ecosystem as of 8/20

- **Education**
  - How to start a company
  - Camarillo Library

- **Idea Creation**
  - Innovation Development
  - Aspire/VCCP

- **Validation**
  - Proof of Concept
  - Startup Ventura County

- **Incubation**
  - Company Formation
  - Cowork Space

- **Realization**
  - Product Launch
  - Port of Hueneme
Questions?

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