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

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Project Compass is funded by a grant from The Institute of Museum and Library Services (IMLS).

IMLS is the primary source of federal support for the nation’s 123,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums that connect people to information and ideas.
Project Compass Year One

Libraries provide direction in tough times

• Survey of patron needs and library responses

• Summits with state agency staff (4 f2f, 1 online)

• Launch “Workforce Resources” community of practice on WebJunction
Project Compass Year Two

Libraries lead the workforce for the 21st Century

- Face-to-face workshops in areas with highest unemployment/highest need
- Other state and regional library conferences
- Online programming and curriculum
- Ongoing resource sharing on WebJunction
The Library, the Workforce and the 21st Century
What are “21st century skills”?
21st century skills for the workforce

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

What’s so new?
## Shifting nature of the workforce

<table>
<thead>
<tr>
<th></th>
<th>20TH CENTURY</th>
<th>21ST CENTURY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number Jobs / Lifetime</strong></td>
<td>1-2 jobs</td>
<td>10-15 jobs (US Department of Labor 2004)</td>
</tr>
<tr>
<td><strong>Job Requirement</strong></td>
<td>Mastery of one field</td>
<td>Simultaneous mastery of many rapidly changing fields</td>
</tr>
<tr>
<td><strong>Job competition</strong></td>
<td>Local</td>
<td>Global</td>
</tr>
<tr>
<td><strong>Work Model</strong></td>
<td>Routine; hands-on; fact based</td>
<td>Non-routine; technical; creative; interactive</td>
</tr>
<tr>
<td><strong>Education Model</strong></td>
<td>Institution centered; formal degree attainment is primary goal</td>
<td>Learner centered; self-directed, lifelong learning is primary goal</td>
</tr>
<tr>
<td><strong>Organizational Culture</strong></td>
<td>Top down</td>
<td>Multi-directional (bottom-up, top down, side to side, etc.)</td>
</tr>
</tbody>
</table>
“Lifelong learning is not an option anymore; it’s a necessity! SMART is the new RICH.”

(Bernie Trilling, 21st Century Skills)
It’s not about what to learn.

It’s about HOW to learn.
Community Needs Analysis

Demands are up

Resources are down

How does the library decide?
### Community Needs Analysis

<table>
<thead>
<tr>
<th>Service</th>
<th>Priority</th>
<th>Performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>PS Storytime</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Adult Book Clubs</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

Rate from 1-5, 1 being the lowest and 5 being the highest
## Community Needs Analysis

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<td>Adult Book Clubs</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Teen Gaming Programs</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Genealogy Help</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Job Help</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Small Business Help</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Community Resource Help</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Computer Skills</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>
Community Needs Analysis

- Q1: Concentrate here
- Q2: Keep up the good work
- Q3: Low priority
- Q4: Possible Overkill

Priority: 5 to 1
Performance: 1 to 5
Community Needs Analysis

- Job Help
- Computer Skills
- PS Storytime
- Community Resources Help
- Teen Gaming
- Adult Book Clubs
- Small Business Help
- Genealogy
- Concentrate here
- Keep up the good work
- Low priority
- Possible Overkill
- Performance
- Priority
Library Responses

Introduction to Project Compass Pathways
Discover & Assessment

Understand the top needs of your community in order to develop the appropriate workforce recovery response.

Collections

Provide a collection of resources and create or direct patrons to bibliographies and pathfinders that can help the economically impacted.

Training & Programming

Offer face-to-face or online programs and training that connect patrons to new ideas, skills, and opportunities that can improve their economic situation.

Collaboration

Build relationships and collaborate with community-based agencies to provide workforce recovery programs and services.

Communication

Promote and communicate the value of workforce recovery programs and services offered through your library.

Topic Pathway

21st Century Skills
Focus here to learn more about:
- The needs of your community
  - Focus here to learn more about:
    - What role libraries can play in support of the economically impacted
- Collections
  - Focus here to:
    - Identify what your library collection has to serve the economically impacted
    - Locate useful resources available online
    - Determine what resources to add to your library collection
    - Create pathfinders and directories for targeted audiences
- Training & Programming
  - Focus here to:
    - Identify available self-paced training resources
    - Identify programs and classes your library could offer to support the economically impacted
- Collaboration
  - Focus here to:
    - Identify strategic community connections and potential partners
    - Identify partners to approach for collaboration on programs and resources
- Discovery & Assessment
  - Consider:
    - Are you able to articulate community needs to potential partners? Go to Collaboration
    - Are you able to articulate community needs to key community stakeholders? Go to Communication
- Communication
  - Focus here to learn more about:
    - Marketing the library’s services to target segments of the economically impacted
    - Communicate the value of the library’s support for workforce recovery to community stakeholders
  - Consider:
    - Are you able to engage partners to help with promotion of services or communication of value? Go to Collaboration
Topic Pathways

- Core Services
- Job Seekers
- Small Business
- Personal Finance
**Core Services**

*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.

**Job Seekers**

*Includes*: Understanding unemployment data, types of unemployed workers & 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.
**Small Business**

*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.

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**Personal Finance**

*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.
Topic Pathway

- is a checklist of actions
- that allows the user to see
- what they have already accomplished
- and what they would like to focus on next
### Small Business & Entrepreneurs Pathway

#### Discovery and Assessment

<table>
<thead>
<tr>
<th>Guiding question</th>
<th>Resources to help you take action</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Guiding question</strong></td>
<td><strong>Consider:</strong></td>
</tr>
</tbody>
</table>
| What do you know about the needs of the local business community? | Are you able to articulate small business needs to potential partners?  
- Look at Collaboration.  
Are you able to articulate small business needs to key community stakeholders?  
- Look at Communication. |

<table>
<thead>
<tr>
<th>What can your library do to support local small business?</th>
<th>Resources for each action</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Checkmark] I know how libraries can support local entrepreneurs and the development of small businesses.</td>
<td>Read <a href="https://www.horon.info/2014/01/economic-gardening-with-public-librarians-2/">Economic Gardening with Public Librarians</a>, a blog post about the connection between economic gardening and public libraries.</td>
</tr>
<tr>
<td>![Checkmark] I know what my library has already done to support local business.</td>
<td>Read <a href="https://www.libraryjournal.com/2016/10/25/25-ways-your-library-can-support-the-small-business-community/">25 Ways Your Library Can Support the Small Business Community</a>.</td>
</tr>
<tr>
<td>![Checkmark] I can identify at least one way that my library can increase its support.</td>
<td>Listen to the webinar archive of <a href="https://www.slideshare.net/librarydevelopment/how-to-make-your-library-entrepreneur-friendly">How to Make Your Library Entrepreneur-Friendly</a>, webinar #1 in Libraries and Economic Development, which covers basic ideas and strategies.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What local, state or national agencies are available to provide support for local small business?</th>
<th></th>
</tr>
</thead>
</table>
| ![Checkmark] I am able to connect patrons with state and local agencies and organizations that provide support for entrepreneurs and small business. | Start with national agencies that may have local offices:  
- U.S. Small Business Administration ([SBA.gov](https://www.sba.gov)) has local offices across the country.  
- [SCORE](https://www.score.org) is a non-profit organization offering free help and advice.  
- Small Business Development Center ([SBDCNet.org](https://sbdcnet.org)) has a local SBDC locator. |
### Small Business & Entrepreneurs Pathway

#### Training and Programming

**What programs or classes can my library offer to build skills and knowledge for entrepreneurs?**

- I connect patrons to free, good quality offerings for self-directed online training on topics of interest to entrepreneurs.

- I am aware of what programs and services other libraries provide for entrepreneurs.

- I can identify at least one program idea that we could offer at my library.

#### Resources to help you take action

<table>
<thead>
<tr>
<th>Consider:</th>
<th>What programs and services could my library offer that connect entrepreneurs to new ideas and opportunities?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do your training/programming plans align with assessed small business needs?</td>
<td>Follow entrepreneurial blogs like Small Business Trends.</td>
</tr>
<tr>
<td>Do you have the collection you need to support training and programs for small business and entrepreneurs?</td>
<td>Research new developments in small business and connect entrepreneurs to articles like Kiva brings Microlending Home to the US or Pielab.</td>
</tr>
<tr>
<td>Who can you collaborate with to deliver training and programs?</td>
<td></td>
</tr>
<tr>
<td>Do you have plans for effective marketing of training and programs?</td>
<td><strong>Entrepreneur Connect</strong> is an online networking site for business people;</td>
</tr>
<tr>
<td><strong>Look at Discovery/Assessment</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Look at Collections</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Look at Collaboration</strong></td>
<td></td>
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<td><strong>Look at Communication</strong></td>
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Remember that these actions are interconnected with all the other approaches.
Small Business & Entrepreneurs Pathway

25 Ways Your Library Can Support the Small Business Community

1. Offer library space for business meetings, workshops and community programs.
2. Sponsor business workshops in your library.
3. Include a business link on your library’s home page.
4. Build a basic business collection.
5. Provide essential business reference databases.
6. Train library staff to identify and answer basic business reference questions.
7. Post “entrepreneur friendly” signs in your library.
Job Seekers Pathway

PROGRAMS FOR JOBSEEKERS

- JobNow workshops
- One on one tutorials:
  - Email setup
  - Facebook/LinkedIn
  - Twitter
  - Basic computer skills
- CT DOL Career Express Bus
Core Services Pathway

Use the Resources to help you take action. Go to the online version to explore what others have done.
Use the Resources to help you take action.

Go to the online version to explore what others have done.

Personal Financial Skills Pathway

Financial Literacy Now: New York

Campaign for Financial Literacy

Online Financial Resources

General Literacy and Education Sites

- www.wiseupwomen.org
- www.360financialliteracy.org
- www.investoreducation.org
- www.investopedia.com
- www.finrafoundation.org

Resources to help you take action.

Exploring what others have done.
Summer Reading Program Plans Are Underway

It takes time and planning to host a successful summer reading program, so libraries begin to prepare for this perennially popular activity in the wintertime. This month we’ve got examples from many libraries of how they approach summer reading. Watch this presentation of efforts in 4 different states, and then attend the February 15 webinar for more examples of library programs. You can also learn more about the impact of reading initiatives, get helpful handouts and find additional resources from this review. Please add your own examples and resources on Summer Reading to the Programming page for the benefit of your peers.

Facebook for TechnoSeniors

Use this lesson plan and sample handouts provided by Community Technology Centres to create a workshop to help interested patrons set up a Facebook account, adjust their privacy and contact settings, find friends, and post content.

Library Websites Group

A new group has formed to discuss the latest experimental project from OCLC Innovation Lab. that would provide a template-based web presence for small libraries and similar institutions. Go to the group page to learn more and join if you’d like to participate in the discussion.

New Courses on Microsoft Office 2010 Basics
Workforce Resources on WebJunction
See the Member Center for additional information on setting up an account and contributing to discussions and documents.
Digital version of each pathway on WebJunction with links live to all resources

- Core Services
- Job Seekers
- Small Business and Entrepreneurs
- Personal Finance
# Pathway to Personal Financial Skills

**Collaboration**

<table>
<thead>
<tr>
<th>Focus here to:</th>
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<tbody>
<tr>
<td></td>
<td>Consider:</td>
</tr>
<tr>
<td></td>
<td>• Are these partners able to help the library augment its collections?</td>
</tr>
<tr>
<td></td>
<td>• Look at Collections</td>
</tr>
<tr>
<td></td>
<td>• Are these partners able to help the library communicate its value to the community?</td>
</tr>
<tr>
<td></td>
<td>• Look at Communication</td>
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What partnerships can my library develop with community-based agencies to increase financial literacy?

(For basic partnership information, see Core Pathway)

I have identified local and state agencies that my library can work with to provide financial education.

I have identified a list of other potential partners to approach, including non-traditional choices.

I have identified and approached appropriate partners to implement financial education programs or services.

<table>
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<tbody>
<tr>
<td>• The FDIC Community Affairs Officers provide assistance in identifying organizations interested in partnerships to provide financial education.</td>
</tr>
<tr>
<td>• Scroll to Partner Organizations to see the long list of collaborators in the <a href="https://www.nationalfinancialliteracy.org/">National Financial Education Coalition</a>.</td>
</tr>
<tr>
<td>• The Memphis Public Library (TN) lists local agencies that offer <a href="https://www.memphislibrary.org/services/credit-counseling">Credit Counseling/Money Management</a>.</td>
</tr>
<tr>
<td>• 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.</td>
</tr>
</tbody>
</table>

**Communication**

<table>
<thead>
<tr>
<th>Focus here to learn more about:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Marketing the library's financial literacy services</td>
</tr>
<tr>
<td>• Communicating the value of the library’s support for community</td>
</tr>
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Growing Workforce Resources

National community continues to contribute to:

• Resources
• Templates
• Questions/Answers
• Webinars
• Twitter #libs4jobs

No contribution or question is too small...all are welcome!
Twitter hashtag #libs4jobs

You can tweet to this hashtag!

See also archive of these tweets.
Stay Involved

On WebJunction
webjunction.org/workforce-resources

Events
webjunction.org/events/webinars

Questions?
info@webjunction.org
Capital Area District Library

Eunice Borrelli
Lisa Wiley-Parker
Liz Breed
Michigan Public Libraries
Today’s Library Panelists

Adrian Public Library – Director, Carol Souchock

Portage District Library – Business Librarian, Nicolette Sosulski

Independence Township Library – Director, Julie Meredith

Brighton Township Library – Director, Nancy Johnson
State Workforce Development Agencies
Today’s Workforce Panelists

Michigan Rehabilitation Services - Jean Williams

Bureau of Workforce Transformation Rapid Response - Lloyd Conway

Michigan Works - Robert Straits

Veteran’s Services, DELEG - Carmela Buchanan

Adult Education Services, DELEG – Patricia Higgins

Unemployment Insurance Agency – Darla Harper

Michigan Talent Bank, DELEG – Henry Christian
Deb Biggs-Thomas, Library of Michigan
Choose Your First Step
See where there are plenty of checkmarks

Select circled areas for focused actions

Identify strategies, tools, partners, communication plans, etc.

And have a better idea of what success looks like
Staying Sane
Staying Sane

Ensuring YOU stay sane

Helping patrons stay sane
Evaluation & Reimbursement Forms
Thank you!