

The Confluence of Business and Career Services and the Community

Navigating the Waters

Christine Dyar

Adult Nonfiction Selection
Librarian

Arapahoe Library District

Sandy Hancock

Director- Adult Education
Pikes Peak Library District



Why are we here today?

- Business and Career Services are available from many different organizations and in many different formats.
- Libraries can be instrumental in forming partnerships and collaborations with other information organizations to serve diverse populations with varying needs.





Strategic Plan

- Can be different based on your organization
- Connect it to your organization's mission and vision
- Have someone review and discuss it with you
- This is a fluid document; learn to go with the flow

PPLD Vision, Mission, and Values

VISION

Access to resources and opportunities leads to thriving people and connected communities.

MISSION

Cultivate spaces for belonging, personal growth, and strong communities.

VALUES

- **Access:** We ensure all people feel safe to connect with services, resources, and experiences.
- **Service:** We remove barriers to provide access for all to pursue their interests, needs, and goals.
- **Freedom:** We ensure the right of community members to interact with and experience library services as they choose.
- **Accountability:** We responsibly steward resources with integrity and transparent practices.
- **Creativity:** We foster imagination and resolve problems in new ways.
- **Community:** We bring people together.

Strategic Services Business 5 Year Workplan

PPLD's mission is to provide access to resources and spaces that build community. We do that by providing equitable access to resources and information for entrepreneurs and small business owners in our community.

2022 Objectives:

To improve and innovate PPLD business offerings to the Pikes Peak Region. Gain recognition as a place where entrepreneurs and small business owners can find the help and resources they need to make their dreams a reality. **PPLD is the community Connector.**

Business and Entrepreneurial Centers - 5 Year Plan

2022 – Baseline year, set up centers, programming, marketing. EIR program introduced. **Focus on one thing , you don't have to do everything at once. Focusing and getting one thing done and then move onto the next item. Don't try and do everything at once – remember, you are only one person!**

2023 – Review growth potential – how can services be expanded and new services introduced? Is there staff to expand? How is PPLD situated at this time – has mil levy been approved, are there additional locations that need to be taken into consideration. Create action plans to incorporate growth.

2024 – Growth is taken into account and plans to expand are in place and services are growing.

2025 – Assess if the needs of entrepreneurs and small business are being met by PPLD. (survey)

2026 – Adjust to changing trends in the business world and needs of entrepreneurs and small business owners.

Technology Needs –

Are you solely responsible for these tasks? A Team?

Database Review – yearly review of databases and reference materials

Additional equipment to provide co-working spaces in each region

Laptop/phone for EIR

Key Players:

Internal: communication, IT, collection management

External: SBDC, SCORE, Chambers, C4SI, Exponential Impact

Goal 1: Reconnect with community to provide services that are relevant to the community's needs. Focus on Business Community.

Strategic Focus: Community, Resources, and Service

Outcomes: Renewed relationships with other business organizations in the region and find and fill the gaps for entrepreneurs and small business owners in our community. Anticipated needs of the community. Collaboration.

Benefits: Increased involvement with the business community. Resources are being used.

Previous staff member had a challenge with transitioning to a virtual platform for services. She had been in the position for many years, retired in August 2020.

Present: Sandy is working hard to re-establish previous business connections but also to develop new ones. Sandy participated in Small Business Week, outreach and networking in the community.

Present: 21C – Sandy spoke with the branch manager and shared that your facility will be branded as an Entrepreneur and Business Center, will work with two librarians to bring them “up to speed”. Creative Services Director could potentially collaborate with Sandy – Maker-in-Residence and Entrepreneur-in-Residence.

Future: Another possibility FIT program, preparing customers to have a career in the food industry. A local chef runs the program, have a kitchen at 21C as well.

Timeline and Plan:

(a) Work with SBDC to identify areas where PPLD can help entrepreneurs and small business owners

First quarter – **Completed!**

(b) Review demographics and align programming with those statistics.

Ongoing throughout 2022 – **In progress**

1 Million Cups – various presentations will be given to attendees.

Work with CrS to develop programming focused on highlighting spaces and how those can be used by entrepreneurs and small business owners. **In progress, conducted a branding class for small business owners. Sandy has ideas for additional classes.**

(c) Establish Business and Entrepreneurial Centers in all regions KCH and 21C

First quarter. **In progress, 21C is already running as such, opened KCH, but will have limited hours and capabilities.**

SE Region

Second quarter

(d) Entrepreneur In Residence – **Approved through Finance, funded 06/2022**

Second quarter, **8/26 – setting up interviews, will have EIR in place by 9/18**

Position goals and expectations

Job description

Success: By the end of 2023, Business and Entrepreneur Centers will be identified and in use in each region.

EIR is in place and providing support for entrepreneurs and small business owners.

Goal 2: Support colleagues on the frontline to ensure they have a greater awareness of services and resources to improve abilities to assist patrons

Strategic Focus: Service, Internal/Staff, Accountability

Outcomes: Frontline staff are familiar with Business Resources and can point patrons to correct resources.

Benefits: Staff has the knowledge to point patrons to the resources and may help them find information. Staff has a basic knowledge of databases, how they work, how to search.

Timeline and Plan:

(a) Libguides are informative and point to relevant resources and are easy to use for both staff and patrons.

Who will create the LibGuides?

Ongoing

(b) Training and assessment

Who will provide training? What will be included?

Quarterly

Success: By the end of 2022, staff understand where to find business resources (Libguides).

Goal 3: Collaborate internally and externally to provide opportunities for the community to understand and advocate for the library, engage on community initiatives, and advise on interests and needs of our community members.

Strategic Focus: Innovation, Creativity, Service

Outcomes: Staff and community will have a greater understanding of the library and the resources available as well as why we have the resources we do.

Benefits: Promote awareness of the impact of the library on individual lives in the community.

Timeline and Plan:

Attend outreach events

One each quarter

Success: Mil Levy is passed. **Mill Levy has been postponed until further notice per the Board.**

Arapahoe Library District Career Services- 5 Year Plan

Arapahoe Library District's Vision- A literate, informed and fulfilled community

Mission: We are dedicated to being the best public library for the communities we serve by providing outstanding and personalized service to everyone seeking access to the world of information and ideas

- 1st year baseline: **Christine is recreating the Career Services platform at ALD. Each year going forward, services/goals will center around District Strategic Plan Objectives.**
 - **Key collaborators:**
 - ALD- Business Services Librarian, Language Services Librarians, Older Adult Services Librarians, Teen Services Librarians, Marketing and Communications, Collection Management
 - Community: ADWorks, ARC of Arapahoe and Douglas County, various school districts
 - **Goal 1: Build effective outreach to Arapahoe County job seeking community**
 - **Goal 2: Collaborate with staff to ensure they have the necessary resources to assist patrons**
- **Year 1- 2022- ALD Strategic Plan Objectives: Remote Library Services, Equity, Service to Patrons, Innovation**
- **Create ongoing outreach plan**
 - Older adults- Christine collaborated with Older Adult Services and Business Services to present a three part series: Business and Career Series for Older Adults. Christine also presents at ADWorks Generations at Work program.
 - Teens- Christine presented at Colorado Teen Literature Conference: Adulthood 101: Career Resources for Teens. In fall of 2022, Christine will be presenting at local high schools.
- **Create core career services classes/workshops and test drive:** Christine presented a three part job series the first half of 2022: Resume and Cover Letter Workshop, Job Search Workshop, Getting to Know Your Future Employer. Third trimester of 2022 will be: Resume and Cover Letter Workshop, Linking in with LinkedIn
- **Connect with patrons via 1:1 sessions-** Christine conducts 1:1 sessions with library patrons at all branches

Arapahoe Library District Career Services- 5 Year Plan

•Year 1- 2022 continued:

• Collaborate with ALD staff

- Christine collaborated with the Business Services Librarian and Language Services Librarians as well as outside organizations to present an Education and Career Fair geared towards our local immigrant population.
- Christine will be collaborating with Teen Services staff to provide more robust volunteer opportunities within ALD for teens.
- Christine provides yearly training for ALD staff on Career Services resources and meets with staff on a regular basis to answer questions.
- Christine collaborates with Collection Management staff to ensure a robust collection of career development materials.

•Year 2- 2023- ALD Strategic Plan Objectives- TBD

•Add to ongoing outreach plan, while maintaining prior outreach

- Military Veterans
- Patrons with IDD
- Immigrant population

•Evaluate core classes and adjust based on attendance and feedback

•Connect with patrons via 1:1 sessions

•Career Services Librarian to attend National Career Development Association Conference

•Career Services Librarian to obtain Career Service Provider Certification

•Collaborate with ALD staff

- Christine will collaborate with the Business Services Librarian and Language Services Librarians as well as outside organizations to present an Education and Career Fair geared towards our local immigrant population.
- Christine will collaborate with Teen Services staff to provide more robust volunteer opportunities within ALD for teens.
- Christine provides yearly training for ALD staff on Career Services resources and meets with staff on a regular basis to answer questions.
- Christine collaborates with Collection Management staff to ensure a robust collection of career development materials.

Arapahoe Library District Career Services- 5 Year Plan

•Year 3- 2024- ALD Strategic Plan Objectives- TBD

- Maintain ongoing outreach
- Evaluate core classes and adjust based on attendance and feedback
- Connect with patrons via 1:1 sessions
- Career Services Librarian to present at National Career Development Association Conference

•Year 4- 2025- ALD Strategic Plan Objectives- TBD

- Evaluate core services to patrons- *Is Career Services providing what patrons need?*
- Start evaluation as to whether Career Services can encompass an education aspect.*

•Year 5- 2026- ALD Strategic Plan Objectives- TBD

- Update services as indicated by previous year's evaluation

Last Thoughts:

- Celebrate your achievements!
- Plans are flexible
- Review and revise often
- Share your plan and get feedback
- Look for collaborators everywhere



- Short term/Long Term Goals
- What can you build now?
- What is your strategic plan?



Working with Local Organizations

What services do different organizations provide?

- Public Libraries- databases, 1:1 appointments with business and career services librarians, LibGuides, classes
- Workforce Centers-employment resources and counselors, hiring events, unemployment resources, career path assistance, job fairs
- Business Incubators- resources for entrepreneurs and small business owners including workspace, mentorship, and expertise





Exercise- Identifying Ecosystems

- Write down all the organizations who do something similar to what you do.
- *Hint- get creative!

Identifying Community Partners

Libraries at Launchpads	CAL BSIG	Libraries Build Business	BusRef – Celia Ross	New Business Librarian Group	ALA and PLA
Local workforce centers	SBDC	SCORE	1 Million Cups	Various entrepreneurial groups	Chambers of Commerce
City Economic Development Centers	Places of worship	Shelters	Community Colleges	Universities	Colorado Career Development Association
	National Ca	Career Development Association	Libraries Build Business	Libraries Work	

Ways to Collaborate



Will there be duplication? - Yes, but that's okay, there are plenty of patrons to go around.



Promote partnerships



Share their resources on your pages (libguides, blog posts, etc)

Collaborate vs Compete



SERVICES CAN
COMPLEMENT EACH
OTHER: DIFFERENT HOURS,
STAFF AND EXPERTISE



PUBLIC LIBRARIES OFTEN
HAVE MORE OPEN HOURS
THAN WORKFORCE CENTERS
AND OTHER
ORGANIZATIONS,
ALLOWING PATRONS TO
VISIT LATER IN THE DAY AND
ON WEEKENDS



WORKFORCE CENTERS
GENERALLY HAVE MORE
STAFF DEDICATED TO
BUSINESS AND CAREER
SERVICES, AND CAN HANDLE
MORE PATRONS ON A DAILY
BASIS

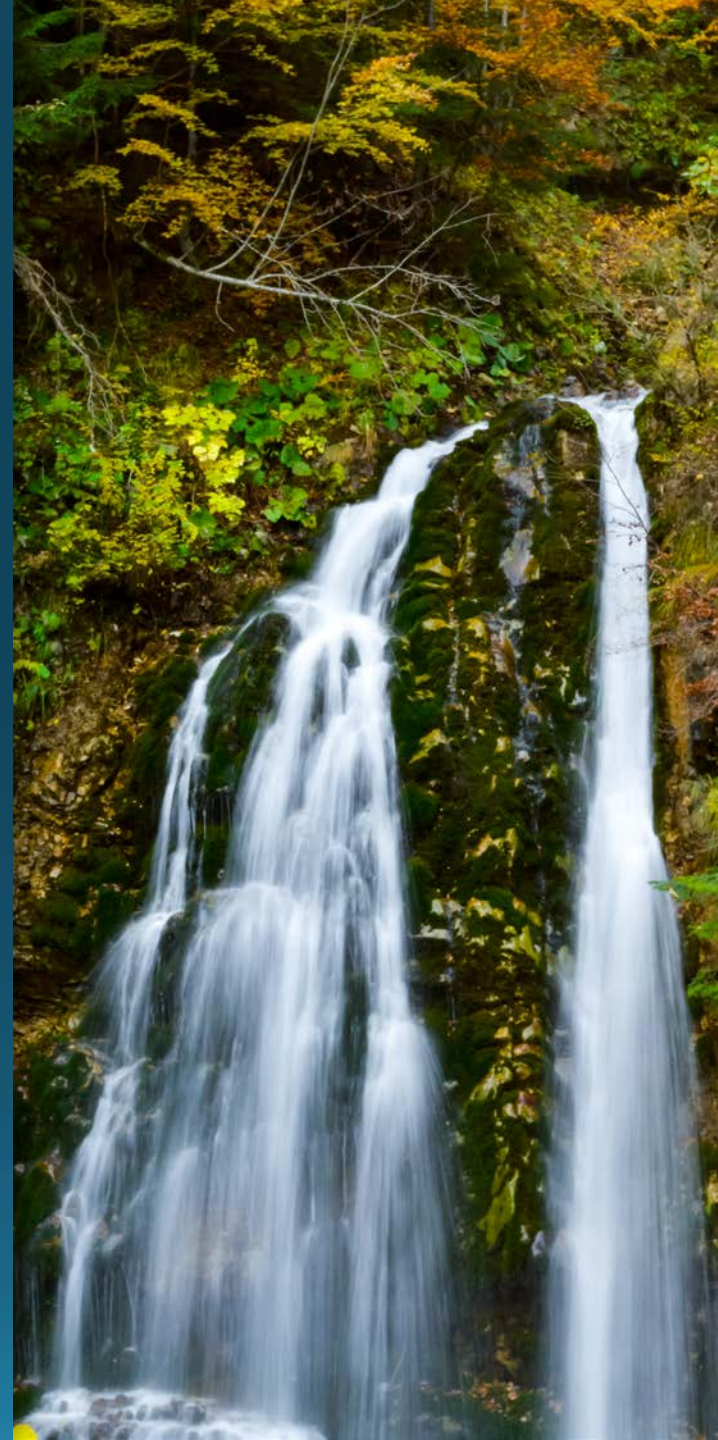


BUSINESS AND
ENTREPRENEUR
INCUBATORS WILL HAVE
PEOPLE WHO HAVE
STARTED THEIR OWN
BUSINESSES AND HAVE THE
SPECIFIC EXPERTISE TO
ADVISE PATRONS



SBDC PROVIDES
COUNSELING AND TRAINING
TO SMALL BUSINESSES
INCLUDING WORKING WITH
THE SBA TO DEVELOP AND
PROVIDE INFORMATIONAL
TOOLS TO SUPPORT
BUSINESS START-UPS AND
EXISTING BUSINESS
EXPANSION

Questions?



Thank you!



Sandy Hancock

- Shancock@ppld.org

Christine Dyar

- Cdyar@ald.lib.co.us