



Reimagining Jobs & Small Business Services

for the New Normal



Multnomah County
Library

Workplace Team



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Librarian**

Agenda



- 01** History & Formation
- 02** Partnerships/Building Community
- 03** Programming
- 04** Resources & Tools
- 05** Staff Training
- 06** Lessons Learning & Looking to the Future

On March 14th unemployment claims were 4,269.
How many claims were filed just 3 weeks later?



5,429

31,445

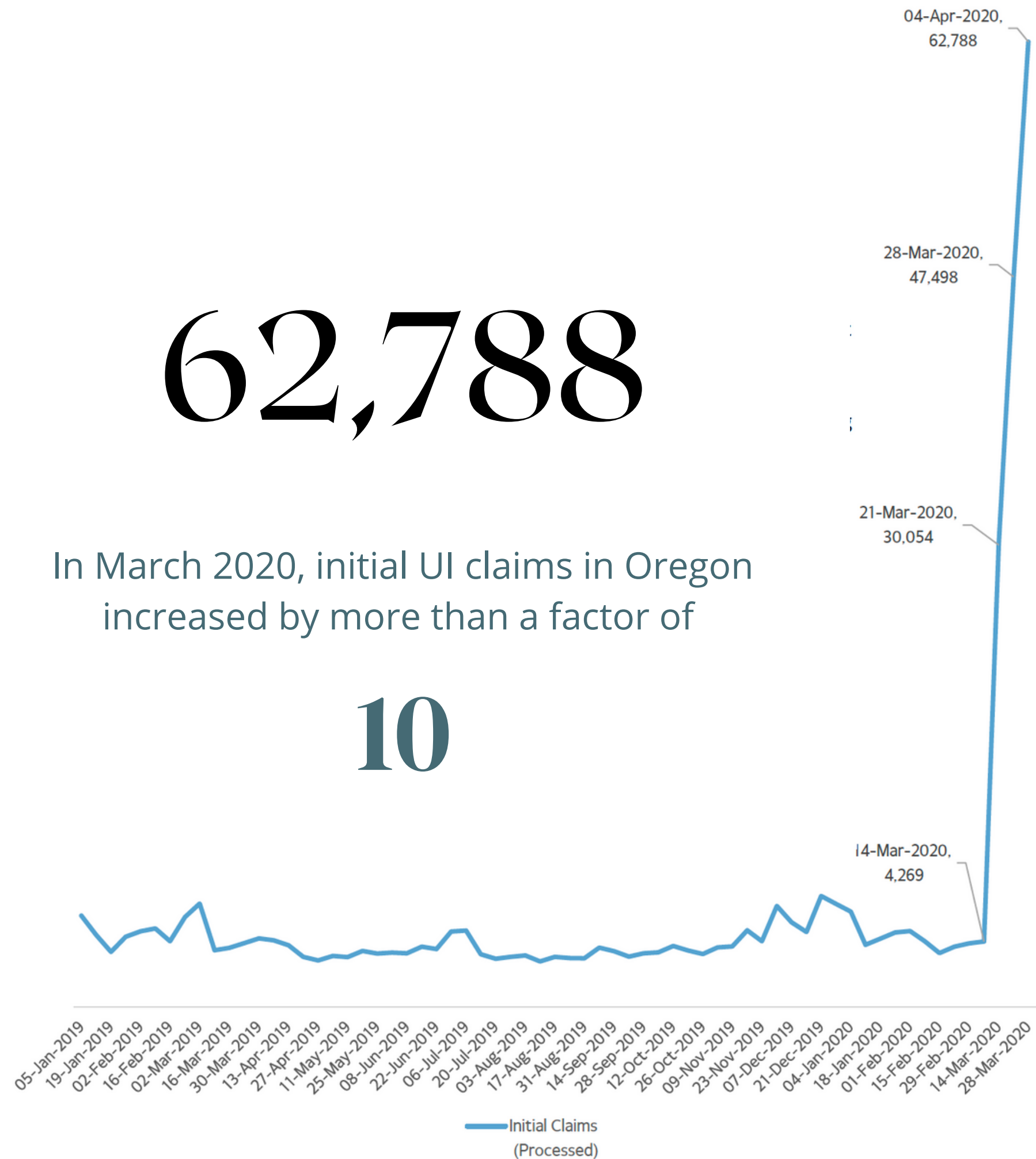
62,788



62,788

In March 2020, initial UI claims in Oregon increased by more than a factor of

10



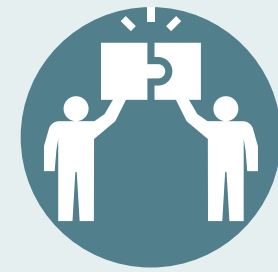
Formation

How we started

- Determined Priorities
- Divided the Work
- Research



Community Needs Assessment



**Get help from
your colleagues
and community
partners**



**Seek out
communities
facing barriers
and listen to them**



**Find a template to
help you get
started, use ours
if you like!**

Research Phase

There is no need to reinvent the wheel! Part of our research was to discover what other library systems across the country were doing, and learn from them best practices, innovative programming and



Research

We looked at who was leading the work through national organizations like PLA, ALA, RUSA and Urban Libraries Council.



Benchmark

We developed a set of criteria to assess workforce development programs



Interviews

We reached out to staff at key libraries to interview them via Zoom.



Reporting

Our Benchmark report highlighted our key findings and mapped a way forward for our own program

Tracking Trends

Understanding the local, state and national job trends was important for us in determining our priorities. This was done through research and talking with our staff who worked directly with those community members most impacted.

We know that by September 2020, 34% of small businesses were closed and as many as 46% of those businesses were in leisure and hospitality.

Hispanic or Latina women have seen the highest unemployment rate of any group —20.1 percent in April 2020.



source: https://industry.traveloregon.com/wp-content/uploads/2020/05/TO_COVID-19_impact-survey_exe-summary_FINAL-2.pdf

source: <https://www.americanprogress.org/article/latinos-face-disproportionate-health-economic-impacts-covid-19/>

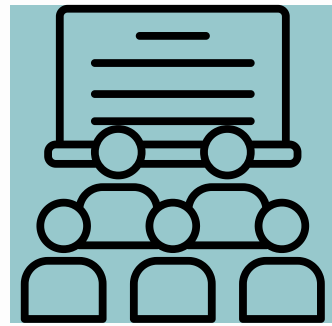


Our Priorities



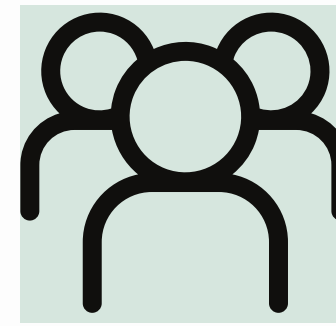
Support for non-traditional career options

The pandemic fundamentally changed the way in which people work and our programming needed to reflect that.



Free programming

We offer virtual and in-person programming to meet patrons where they are. Our classes focused on education and retraining information.



Staff support

We provided training, communication and access to information to support our staff in providing assistance to job seekers and small businesses.



Holistic Services

Those looking for work or to start a new business often had other needs that we could provide referrals for, for example childcare or secure housing.



Learning Curve

Learning our trade & increasing our expertise



Small Business

Webinars

- ➔ Libraries Build Business
- ➔ SCORE Business Education
- ➔ Grow with Google

Newsletters

- ➔ BUSLIB
- ➔ Chambers, local orgs and networking groups.



Jobs & Careers

Resources

- ➡ [LibsWork](#)
- ➡ Oregon Employment Department_
- ➡ CareerOneStop.org_
- ➡ Web Junction_
- ➡ ALA/PLA
- ➡ Workforce GPS



Learning in the Field



- ➔ Adapted role, collaborated with organizations
- ➔ Provided direct services at community events and at their locations
- ➔ Assisted with accessing resources such as rent assistance and unemployment.



Partnerships

**Creating connections
to community &
services**



Community Outreach

- Homeless/Day Shelters
- Nonprofits
- Legal Clinics (expungement)
- Correctional Facilities
- Day Labor Sites
- Farmers Markets



Small Business Partners



MercyCorps



LivelihoodNW



Prosper Portland



Hispanic
Metropolitan
Chamber



Chamber of
Commerce



Local SBDC



Community Organization Audit



An audit of community organizations was done to gain insights into the landscape of local organizations and services that provide job and small business support.



Brainstorm organizations with your colleagues and stakeholders



Create a spreadsheet with the organizations website, key people, mission and who they serve



Use this spreadsheet to add information as you learn more, make connections and form partnerships

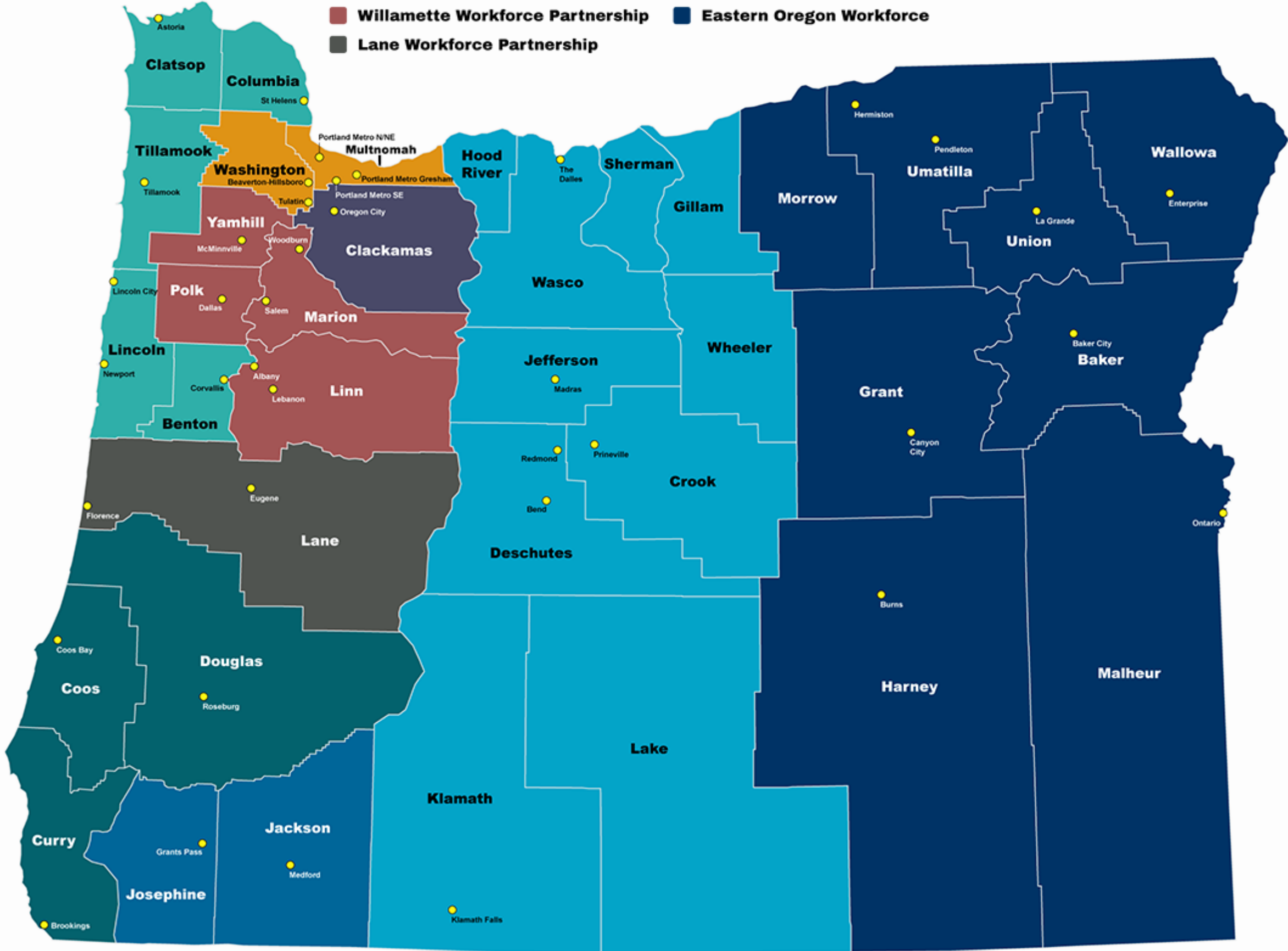


WorkSource Oregon Regions

● WorkSource Centers

Workforce Development Boards:

- Northwest Oregon Works
 - Worksystems, Inc
 - Clackamas Workforce Partnership
 - Willamette Workforce Partnership
 - Lane Workforce Partnership
- Southwest Oregon Workforce Investment Board
 - Rogue Workforce Partnership
 - East Cascade Works
 - Eastern Oregon Workforce



In how many languages does WorkSource Oregon offer their services?



WORKSOURCE
OREGON





In how many languages does WorkSource Oregon offer their services?

11 languages

English, Spanish, Chinese, Russian, Vietnamese, Somali, Persian, Korean, Arabic, Lao and Amharic



Programs

Creating opportunities for learning, discovery & connections



Resume Help

The one-on-one discussion really helped me with lingering issues. I'm feeling a lot more confident about my resume now.

I loved that Tracy was able to meet with me via Zoom as opposed to having to drive to one of the branches to meet.

I didn't feel bad for not knowing or being slow when it came to how things were said and written. I felt very confident after the meeting!

One-on-one time with a volunteer with experience in writing resumes/recruiting is invaluable.

I am so thankful for this free, accessible program that is able to help so many people with their job search! Just this one session and a few emails back and forth have made all the difference and I feel much more confident in my resume.



Jobs Classes

That the meeting was one on one. The advice was specific and helpful for me.

Well, I did it!! I got a job!! One that pays well, has benefits, and allows me to work remotely!...I finally feel like I'm at a place that sees my worth and compensates me appropriately.



Classes

We hired one of our Resume Help volunteers to develop curriculum on Resume Writing, Networking, Changing Careers and Interviewing. Keep in mind that other organizations like WorkSource may already be offering classes you can refer to.

One on One Job Help

Job search is such an individual and fraught path that having someone to sit down with and answer specific questions can be very helpful. We offered drop in sessions at library locations as well as scheduled individual appointments with patrons.

Grow with Google

We hosted virtual watch parties for content developed by Grow with Google. After the watch party we then shared our library's resources for job seekers.



Programs in the community



Small Business Classes



Grow with Google

We used the free content from Grow with Google to create our own virtual programming.



Basics Classes

We used staff expertise to develop our own basics classes. Topics ranged from Google Tools for Small Business, Spreadsheets & building a website.



Local Experts

Used our networking connections to find instructors for specialized content like social media, SEO, website design and finances.



YouTube

We've started recording our virtual classes and uploading them to our YouTube channel.



meraki & c

Leeah Murray

2023-04-07 17:45:05

What are the Fastest Growing Occupations in the U.S?



What are the Fastest Growing Occupations in the U.S?



Nurse Practitioners

Wind Turbine Service
Technicians

Ushers/Ticket Takers

Source: Career OneStop & Occupational Outlook Handbook online



Resources & Tools



Get the Word Out

The screenshot shows the Multnomah County Library website. At the top, there are language options (English, Español, Tiếng Việt, Русский, 简体中文) and a 'Login / My MCL' link. The main header features the library logo and a search bar with the text 'Find anything at the library. Start here.' Below the header is a navigation menu with items like 'Explore', 'E-books & more', 'Using the library', 'Research', 'Events & classes', 'About', 'Locations', and 'Contact'. The main content area is titled 'Local business' and includes a sub-header 'Home » Research » Popular research topics'. The article text discusses starting or expanding a business and offers services like 'Programs and Classes' and 'Small Business Advising'. A sidebar on the right lists 'Upcoming Events' for Saturday, Sunday, Wednesday, Thursday, and Saturday, including topics like 'Basic Bookkeeping', 'Microsoft Excel: Functions and Formulas', and 'Learn the Basics of Google Sites'. On the left, there are two 'Research' sidebars with links to 'Homework Center', 'Live homework help', 'Interlibrary loan', 'Popular research topics', and 'Research tools'.



Collect

Your library and the state library has resources! Collect them into one easy to find resource list to share with small business patrons and organizations.



Refine

What's missing? What free online resources can you tap into? What needs to be created in-house or what can you "borrow" from other sources?



Promote

Share your resources with the small business partners that you've reached out to. One touchpoint can reach hundreds.





Multnomah County **Library**

multcolib.org/jobs-and-careers
workplace@multco.us
503.988.5123

January 2023

Job & Career Classes

Register for classes at multcolib.org/events or 503-988-5123

Creating Resume Content

Tue, Jan 10, 6:00-7:00 pm

Learn the Basics of Google Drive

Wed, Jan 11, 6:00-7:30 pm

Networking: Why it is Vital to Your Job Search

Tue, Jan 17, 6:00-7:30 pm

Changing Careers

Tue, Jan 24, 6:00-7:30 pm

Computer Basics

Fri, Jan 27, 6:00-7:30 pm

Interviewing Best Practices

Tue, Jan 31, 6:00-7:30 pm

Portland Parks and Recreation is Hiring!

Join us for an in-person event to learn more about the exciting job opportunities available at Portland Parks and Recreation. Representatives will be on hand to tell you more and answer your questions. Library staff will also be available to help you get your resume ready, start your online application and prepare for an interview.

Mon., Jan. 23, 2:00-5:00 pm

Central Library, US Bank Room
801 SW 10th Ave, Portland

No need to register, drop in any time during the event!

Get a resume review

Email your resume to: workplace@multco.us
One of our volunteers will review it with you in a virtual consultation.

One-on-One Job Help Sessions

We can help with your job search, resume, cover letter or career research.

Sundays, 2:00-5:00 pm at Gresham Library

Mondays, 10:00 am-12:30 pm at Central Library

Wednesdays 2:00-4:30 pm at Hollywood Library

No registration required. Go to multcolib.org/events or ask a library staff person for details




Newsletters

Create a Resume in Google Docs

Before you start:

- Gather information about your work experience:
 - Job title or position; Job duties; Name, city and state of employer; Start and end dates.
- Make a list of your education, skills, and other experiences.
 - Include volunteer work and special training.
- Have email addresses and/or phone numbers for past employers and references ready if possible.

Create your resume:

1. Sign in to your Gmail account
 2. Click on the Google apps menu over on the right side of the screen 
 3. Click on Docs 
 4. Click the words "Template Gallery" 
 5. Scroll down to Resumes and choose one of the templates by clicking on it. If you don't like it, you can go back and choose another.
 6. The template can now be changed to your own information. You can delete any sections you don't need.
- The resume will automatically save as you go. You can log back into your account from any computer with internet access to view, edit or print your resume.

Updated May 2022 

Tip Sheets



Staff Training



Grow Your Support

Build capacity by empowering and educating staff



Direct communication with staff

At the moment at service desks or through formal learning opportunities



Community Organizations

Share the information you gain from community organizations to your staff members through newsletters, emails or in person.



Shadowing

Offer shadowing opportunities for staff to sit in on classes, community outreach events and programs.





https://www.youtube.com/playlist?list=PLahKyBHT31CT-gnpZAwCMj2IkHpcLaYiN



YouTube

multnomah county library workplace



Sign in



Home



Shorts



Subscriptions



Library



History



Workplace Group

Multnomah County Library



4 videos 141 views Last updated on Mar 8,...

The Multnomah County Library Workplace team helps people in our community find work, develop career ...More



Play all



Shuffle

1



Upskilling with Career Credentials

Multnomah County Library • 52 views • 1 year ago

18:02

More Ideas



Use multiple mediums to connect with staff and spread awareness



Create tools like resource lists and subject guides to help staff help patrons



Consider staff as stakeholders, especially those representing marginalized communities



Lessons Learned

Use existing resources

Increase diversity, language and representation

Spread training to volunteers and staff to increase capacity

Fill in the gaps, find what's not out there already and see if it can be done by your library



Lessons Learned

Don't be shy!

Embrace your personal experience: Share your story and lived experiences to connect with others

Craft a concise and effective elevator pitch for networking purposes



Lessons Learned

Be open, connections are everywhere

Business happens everywhere; whether in a store, online or out of the trunk of a car

Don't have preconceived ideas of what businesses need your help

Your community nonprofits can benefit from business help as well!





You can connect with us at
workplace@multco.us
