Partnerships in Career Services @ Your Library:
A Case Study at St. Paul Public Library
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ALA’s RUSA RSS
Job & Career Reference Committee

• Today’s Format

• Quick notes
  
  *Get on our list-serv* -  [http://lists.ala.org/sympa/info/rssjcr-l](http://lists.ala.org/sympa/info/rssjcr-l)
  
  Or just search “rssjcr-l”

• *Contribute to our wiki* -  [http://jobandcareerreferencewiki.wikispaces.com](http://jobandcareerreferencewiki.wikispaces.com)

• Join us at Midwinter - Saturday, Jan 25, 3-4pm

• We’re looking for new ideas for programs – Please make suggestions!

• *Finding us! – ALA Connect* -  [http://connect.ala.org/node/175518](http://connect.ala.org/node/175518)
Saint Paul Public Library

- IMLS
- Height of recession in 2010: 30 million Americans had used a library in the past 12 months to help address career and employment needs.
WORKplace Services

• How SPPL views partnerships and career services influenced by recession, shaped by strategic planning process
• Context: new director, strategic planning process because of quickly changing library world: funding, e-books, budget and numbers of job seekers
• In 2009 the library found that on average, staff had 700 one-to-one interactions per week relating to job- and business-related technical assistance, job, career and small business information, and referrals. These requests for assistance increased 34% from the previous year.
Key Strategies

- Set priorities and align library resources with key community partners.

- Learning: All kids ready for K, Student success, WORKplace skills, Active centers in engaged communities. Sound stewardship of resources. Focus on services that are high priority, effective, and innovative. Strengthen Saint Paul’s digital and community-based learning network. Align library spaces to support group and individual learning.
Current programs and services

Set priorities and align library resources with key community partners/Strengthen St. Paul’s digital and community-based learning network.

• In 2013, SPPL’s WORKplace services look like this:
  • Workforce skills
    – Digital literacy
    – English language learning
  • Job search
  • Small business support
Workforce skills

- Digital literacy
  - Northstar Digital Literacy Project
WORKplace Services

- Developed in partnership with St. Paul organizations also teaching digital literacy
- St. Paul Community Literacy Consortium partnership
- Partnerships with workforce centers
- DEED partnership to use Northstar assessments
- A set of standards and an assessment, proving mastery of basic computer skills
- Digitalliteracyassessment.org
Computer classes

- Same curriculum throughout libraries, based on Northstar standards

- Americorps CTEPs teach in 6 locations
  - Community Technology Empowerment Program
  - Beginning computer, keyboarding, Internet, e-mail, Word, Excel, Powerpoint
  - One-to-one job search and resume assistance
  - Northstar assessments incorporated into classes
Mobile WORKplace

- Knight Foundation grant in 2009-2010 to develop a mobile computer lab, teach class in Spanish, Hmong and Somali outside library locations

- Developed a mobile computer lab, hired three cultural liaisons, began initial training in June 2010
Mobile WORKplace
Mobile WORKplace

- Partnerships align resources of library and organization
- Strengthen digital and community-based learning network
Mobile WORKplace

• Development of class network
  – Existing partnerships
  – Demographics
  Determining if need exists can be difficult
Mobile WORKplace

- 2012, 558 computer and technology classes in 7 languages, 4200 student visits, 23 different community sites in the city of Saint Paul

- 2013 cultural liaisons in library budget

- Community Services position and department created

- Increased demand for classes in English: Ramsey County Correctional Facility, alternative high schools, recently housed individuals through Dorothy Day
English language learning

• Partnership with Minnesota Literacy Council for English classes inside one library
• English conversation circles in three libraries
Job Search

• Goodwill Easter Seals partnership
  – Representatives for job search, resume development and review in five libraries

  – MELSA (Metropolitan Library Service Agency) jobs and small business taskforce
    • Regional libraries came together to address job seeker needs during recession
    • JobNow, other library materials
Small business

• Neighborhood Development Center classes and workshops at one library
  – Small Business Resource Center
  – MELSA classes
    Small business focus through WomenVenture
Next?

- Online learning
- Digital life skills
- Demand for intermediate and advanced computer classes
- Maker technology
Questions?

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