

*Changing Lives,  
Building Community*

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# We Mean Business

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*Presented by  
Laurence Gavin  
West Regional Library  
Branch Manager*

*Cumberland County  
Public Library  
& Information Center*



# Relationship to Library Mission

*The library opens windows to the world by encouraging expression, enlightenment, and exploration.*

Explore and Know Our Community

Make Career Choices

Visit a Comfortable Place

Make Informed Decisions

Stimulate and Express Imagination

Your library opens  
**WINDOWS**  
to the *world*

# Purpose

To demonstrate the library's vital public services to elected officials, business leaders, community partners, and stakeholders

To impress upon them the contributions the library makes to the employability of citizens and how we function as an essential component in the county's economic engine.



## Upcoming Job Fair and Health Assessment

The library will host a job fair and health assessment from 10 a.m. to 2:30 p.m. Aug. 15 at the Headquarters Library, 300 Maiden Lane.

Programs include a resume and interview tips workshop conducted by the Fayetteville Area Society of Human Resource Managers, a Career Readiness Certificate workshop, and job searching with PipelineNC. Representatives of Fayetteville Technical Community College, PipelineNC, Methodist University and Fayetteville State University will be available to talk about training and educational opportunities.

The health component is made possible through a partnership with the University of North Carolina at Chapel Hill Gillings School of Global Public Health and Cumberland Community Foundation Inc.

Community partners supporting this project include Center for Economic Empowerment & Development, Cumberland County Department of Public Health, Fayetteville/Cumberland County Parks and Recreation, FTCC's Office of Career Readiness, UNC-Chapel Hill's Health Sciences Library, Lineberger Comprehensive Cancer Center, and the NC TradeS Institute.

## Job Fair Prep Session!

Two days prior to the Job Fair and Health Screening a 'Job Fair Prep Session' will be held on Monday, August 13, 2012 at the Headquarters Library from 6-8:30 p.m. Residents seeking employment can perfect their resume, get interview skills up to speed, what kind of questions are asked, and what to wear.

## Librarian Speaks to Business Network

West Regional Branch Manager Larry Gavin was a guest speaker at a meeting of the Cumberland County Business Network. Gavin provided information to the group of local business owners and company executives about the library's job and career and small business resources that could help them with marketing campaigns and business financing. Training opportunities in the use of these resources are available at each of the eight branches using computers provided by a grant from the Golden LEAF Foundation.

After participating in a workshop using Simply Map, a database provided by the library to map community demographics, one business owner stated she will use the information for several marketing plans she will be writing in the near future.

## Library Enhances Community Awareness

West Regional Branch Manager Larry Gavin and Cliffdale Library's Information Services Manager Janet Besudry represented the library at the City of Fayetteville's Community Awareness Day for the Bunce Road Reclamation Project as part of the City's goal of Growing City Livable Neighborhoods. Gavin and Besudry informed residents about resources at the library, including job and career information and how to obtain contact information for local government resources (including political representatives). Held at the John D. Fuller Recreation Center, the goal of the project is to increase citizen involvement, provide beautification opportunities, identify resources for the repair of owner occupied properties that are below minimum housing standards, and to support these efforts using a cross section of city resources in an attempt to bring the community together and increase overall wellness.



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# *We Mean Business*

*Changing Lives, Building Community, Making Smart Investments*

- E-newsletter
- Job skills training
- Bi-annual job fairs
- **Computer Classes**
- **Online Job & Career Center**
- **One-on-one assistance**
- Career Readiness Certificate Preparation
- Entrepreneur & Small Business Classes

*“The Library is the heart of workforce development.”*

- Eldon Meacham, FTCC, Work Force Development Board



# Originality and Attractiveness

- Design is professional
- Personal testimonies and library success stories drive home our point
- Customer quotes, and photos with captions
- Brief and focused on partnerships, and advocacy



“We have taken advantage of the wonderful service the Library system offers to small business owners with great ideas but not a great deal of money.”

Gail B.

*Small Business Owner  
& Entrepreneur*



# *Partnerships in Economic Recover & Growth*

Army Career Alumni Program (ACAP)

Army Community Service - Fort Bragg

Center for Economic Empowerment and Development  
(Library represented on Board)

City of Fayetteville Community Development (SABRE member)

Cumberland County Department of Social Services (DSS)

Cumberland County Human Resources

Cumberland Community Foundation

Cumberland Regional Improvement Corporation (SABRE member)

Division of NCEC Department of Commerce,

Division of Workforce Solutions/Former Offenders Coordinator

# *Partnerships in Economic Recover & Growth*

Employment Readiness Program

Fayetteville/Cumberland County Chamber of Commerce

Fayetteville Area Society of Human Resource Managers

Fayetteville State University- Public Education Outreach

FTCC College and Career Readiness Office/ Career Readiness  
Certificate Training

FTCC Small Business Center (SABRE member)

FTCC Workforce Development Center

Methodist University Public Affairs

Operation In As Much: Jobs for Life

Small Business and Technology Development Center  
(SABRE member)



# Effectiveness in Reaching Target Audience

- Subscribers increased from 225 to 493
- Elected local, state and federal officials
- Key board members in our community e.g. County Commissioners, Fayetteville City Council, Chamber of Commerce, Convention and Visitors Bureau
- Glean emails from community websites, word of mouth, business contacts, and by request
- Share e-newsletter on Facebook page and blog



# Results to Cost Ratio

- Subscription to Constant Contact covers up to 5,000 contacts regardless of the number of e-newsletters sent
- Funded by the Friends of the Library (whom we credit in each newsletter)
- Cost per contact further reduced by using same management system to send e-newsletters to public and to members of the Friends



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