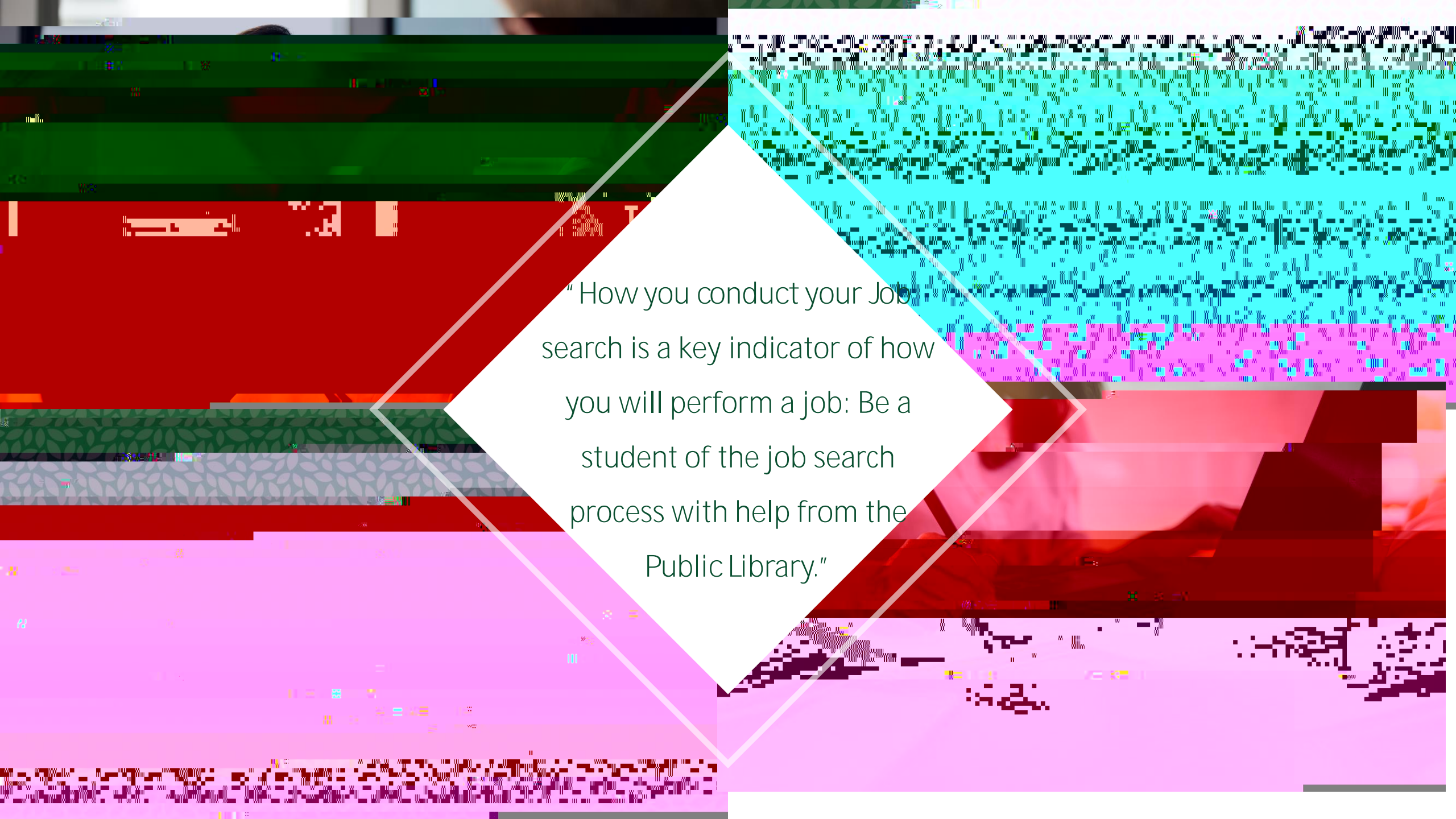


Creating Job Search Central for Career Changers and Job Seekers

Natalie Ruppert, MLIS
Manager, Workforce Development
Kenton County Public Library
Located at the conflux of Kentucky, Indiana & Ohio in Northern Kentucky







"How you conduct your Job search is a key indicator of how you will perform a job: Be a student of the job search process with help from the Public Library."



The graphic consists of several layered elements:

- Left Side:** A stylized globe with a grey arc above it, and a blue and yellow logo below it.
- Center:** A large, semi-transparent globe with a grid pattern, partially overlapping a blue and yellow logo.
- Right Side:** A large, bold number '168' in a light blue color.
- Background:** A gradient background transitioning from light purple at the top to light blue at the bottom.
- Bottom:** A solid dark blue horizontal bar.

HIGHLIGHTS

Job Search Support Group

Target Audience: Professionals in career transition or anyone wanting to change careers

Timing: Meets weekly from 9:30-Noon on Wednesdays (on Zoom since March 2020)

Format: Library Announcements and guest speakers from the community for first 90 minutes followed by roundtable discussions

Feature: Listen to participants and quickly respond to informational needs (New books, new classes, new technology, we make it happen)



Wanted people to understand the difference between Technical Skills required in original careers/industries and Job Search Skills

Created a series of over 20 programs taught monthly on critical job search topics (Beginner and Advanced classes)

No matter the industry (healthcare, finance, marketing, law, HR, IT, logistics, retail, travel, etc..) everyone gets help

Recruited small business owners/consultants to teach classes

Instructors are considered Subject Matter Experts in their fields

Library is a trusted, safe resource; No one trying to sell you anything

Project Coach Sherry Mays introduces laid-off or furloughed people to logical job search process

Ticket to Entry: KCPL Library Card

Followed by Review of Resources available

Additional way to upskill our Public Services staff

Offer twice a month

Advanced Job Search Programs

Creating Marketing
Plans/Federal Resumes

Networking
Workshops/LinkedIn Series

White Belt Six Sigma/Using
Gitmind

Even professional level people left without technology

Many people lacking digital skills

Started out monthly, moved to annual subscription with Tech Soup coupon

Reach up to 300 participants with 10 authorized users in our system



Make Job Searching Local and Real for People



Eight Volunteer Career Coaches



Happened naturally through our partnership with American Jobs Center

Interviewed people who offered to volunteer for us, right skills?

Recruited people retiring and looking to give back to community

Donate over 160 hours of time each month

Community Awareness



Chamber of Commerce/Strategic Workforce Action Teams

Local Business Councils

Universities think differently (Stackable Credentials)

Companies saving money (Gale Courses)

Good stewards of tax dollars

Non-profits see us as ally (Referrals)

Coming Up

Reskilling pathways for the future through Kentucky Pipeline Management Program/Kentucky Chamber of Commerce

Advanced Education: Post High School or GED Education in Trades or Advanced Manufacturing (Not just traditional degrees)

Critical Position Shortages: Teachers...Masters in Teaching w/BA

Sector Skills Councils Partnerships(Here: Supply Chain OKI)

Cutting Edge: Virtual Job Fairs and Drive-Thru Job Fairs

Google Career Certificates/Microsoft Skills Certificates



Online Via Zoom

Wednesday, December 2nd,
11:00AM, EST

Guests: Julie Palmer & Greg
Bianchi

Expected Audience:

COMING FULL CIRCLE

Trying to reach low skilled unemployed workers with Digital Literacy Programs

Reaching out to Family Resource Centers at County Schools

Raising awareness about Virtual Job Fairs

2017: Signed Memorandum of Understanding to become official partner of Kentucky Career Center (our American Jobs Center) & our Executive Director Dave Schroeder selected to serve on our local Workforce Investment Board

2019: Won Workforce investment Board Award for Community Collaboration

April 2020: Included by NKY WIB in application for Federal Grant

Questions?

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