

Library services

workPLACE



SAINT PAUL
PUBLIC LIBRARY

workPLACE brand and formal programs

- Established in 2010
- Recession had a significant impact on library services
- 34% percent increase in requests for job search assistance and developing digital literacy
- Standardized programming and services available

workPLACE:

Technology education and access

Job seeker support

Small business and entrepreneurs

English language learning



Library's role in workforce development is related to digital inclusion

Digital Inclusion is often defined as a “three-legged stool.” The three legs to digital inclusion include:

- Connectivity – broadband infrastructure
- Affordable devices
- Training, education, and programming to build skills

History highlights:

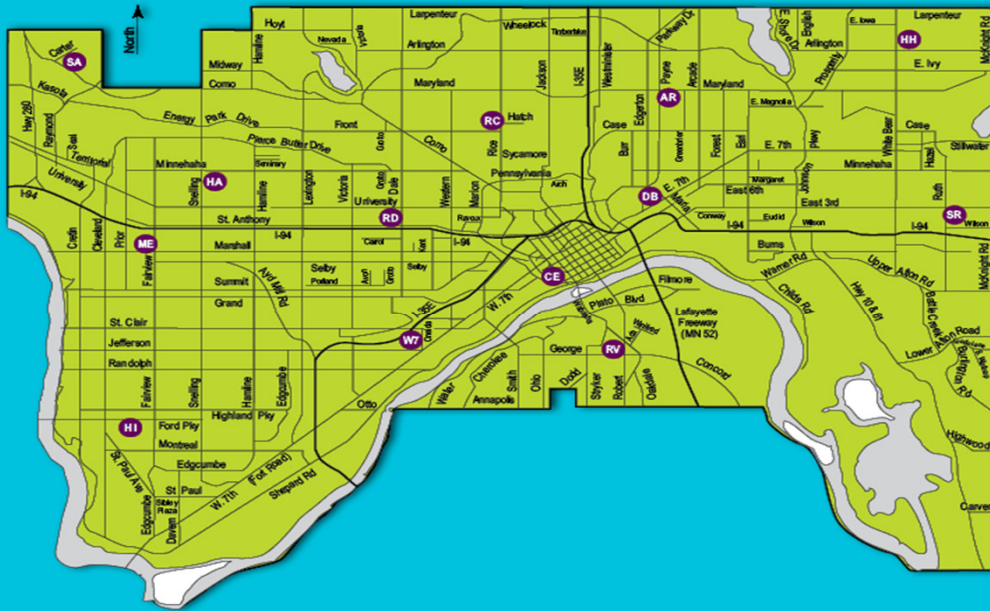
- Developed mobile workPLACE
- 2012: Library-driven community process for digital literacy standards leading to Northstar Digital Literacy Assessment, currently a program of the MN Literacy Council.
 - Leading basic digital literacy assessment in nation

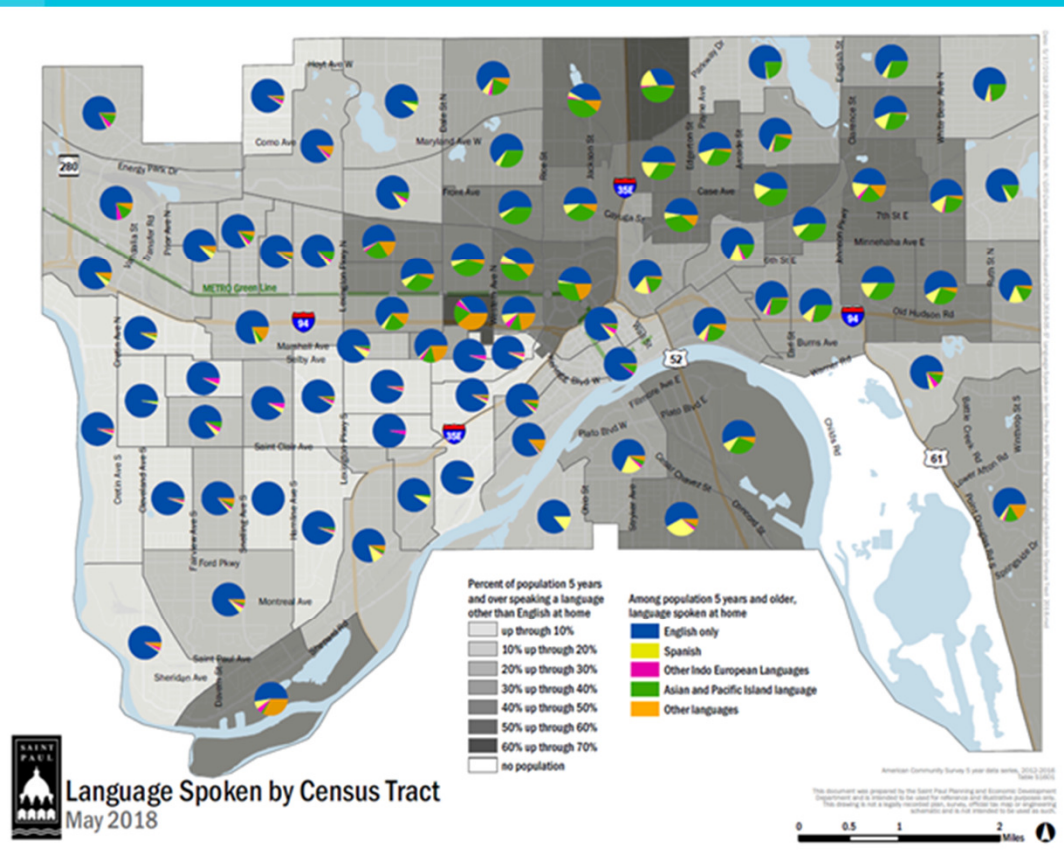


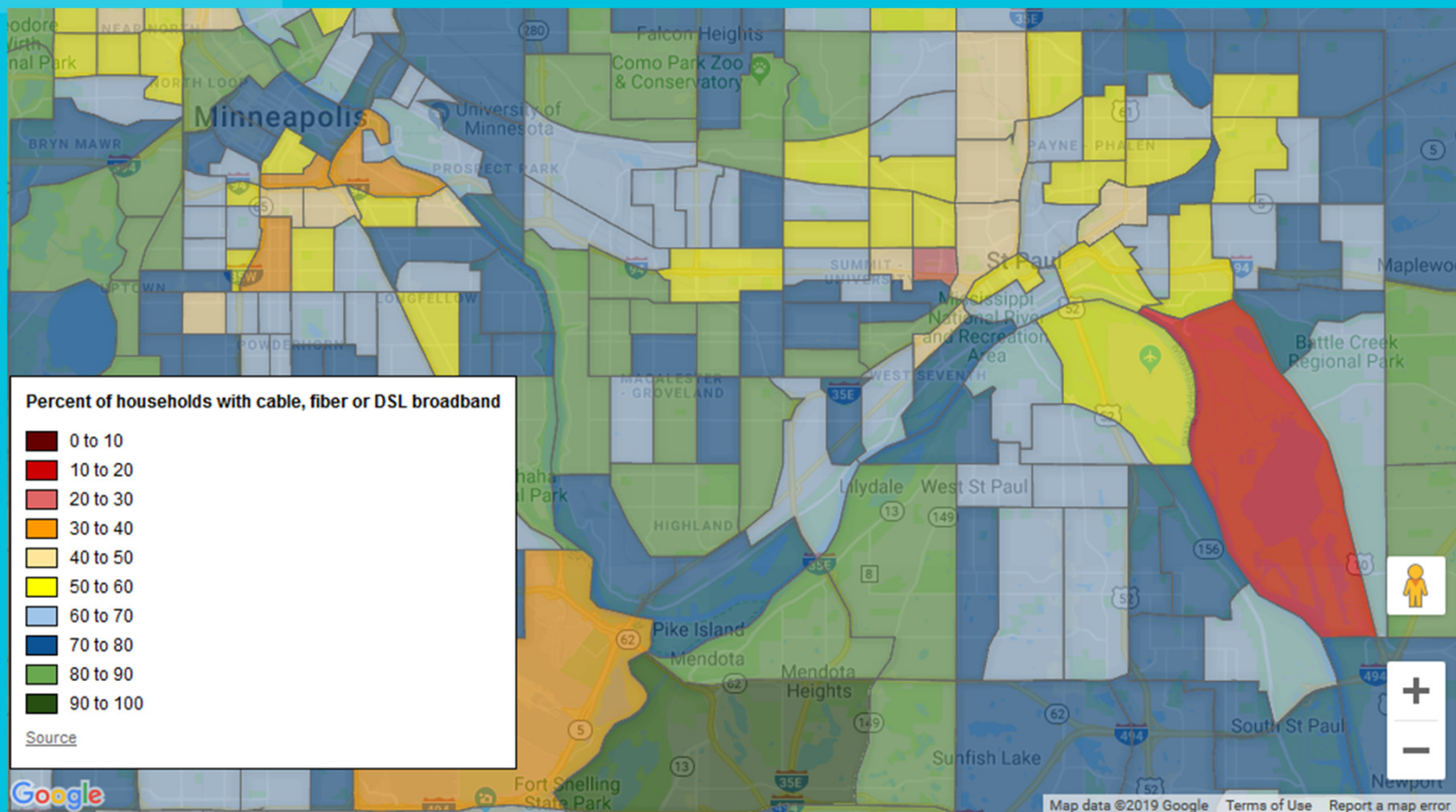


- Support an inclusive and innovative local economy
- Ignite curiosity and build skills for an increasingly technology-driven world
- In partnership with communities, build a systemwide foundation for services to culturally and linguistically diverse communities

Context







Much of the city has lower levels of broadband adoption than surrounding areas.

Key library assets

- Ensure access for all
- Community roots
- Relationship-building
- Trusted reputation
- Learning organization
- Tools and spaces



Social infrastructure

“Just go to the library--they will help you.”

- Trained staff to assist with technology
- Community Technology Empowerment Program (CTEP)
AmeriCorps members in 4 libraries
- Cultural liaisons



Partners (a selection)

- MELSA/TCMA classes
- Ramsey County Workforce Solutions
- Americorps: Community Technology Empowerment Program/SPNN
- St. Paul Community Literacy Consortium
- Northstar and Minnesota Literacy Council
- Full Stack and MSP TechHire

Spaces

- Reserve a library meeting room or study room: <https://sppl.org/meeting-rooms/>
- Sometimes quiet, sometimes not
- Every library in Saint Paul has job seekers visiting every day
- Free place to study, access technology, meet others, use collections (coworking!)

Tools

Nicholson Workforce and Innovation Center

Free adult makerspace including classroom, lab, and recording studio, specialized software and equipment



Programs

- Tech and computer classes, drop in help, one-on-one appointments available
- Job seeker assistance in open lab and with Ramsey County Workforce Solutions
- English language learning, GED study, English conversation circle
- Online calendar: searchable and printable



This week @ the library:

- HIRED Office Admin certification @ Rondo
- Website development learning circle @ AHCC
- Create a marketing plan for your business @ GLCL
- GED study and English language learning @ Rondo

Online resources

- ReferenceUSA
- Lynda.com
- Learning Express Library
- JobNow!



New and developing

- Ramsey County Workforce Solutions navigators in 3 locations
- Intakes and referrals to MSP TechHire
- Classes for tech career pathways and certifications in development
- Piloting new service delivery models: 1-1 appointments, learning circles, online learning

Key stats

- 2018-19 CTEP Americorps members helped 122 people find jobs.
- Spanish-speaking cultural liaison has helped 17 people find jobs in 2019.
- In 2018, 1060 visits to computer learning in Karen.

Norma



Norma came to Rondo Community Library looking for help in Spanish to apply for jobs. Staff helped create an email address, apply for two jobs, and then helped her understand the required paperwork for the two jobs. In addition, Norma's niece and nephew got library cards. Norma came back to the library when she was almost fired. It turned out, Norma couldn't see the electronic workflow. Staff, including the library social worker, worked together to get Norma a low-cost eye exam. When Norma needed a heavy duty prescription and pair of glasses, staff worked to find her a subsidized pair, allowing Norma to keep her jobs, and to exclaim that she could finally see street signs!