



# Strengthen Patron Workforce Opportunities with Labor Market Information

*Second in the free PLA webinar series*  
**Public Libraries: Partners in Workforce Development**

August 26, 2021

# Series Overview

As the nation begins recovery from the COVID-19 pandemic, millions of people are seeking opportunities to build skills, find and improve job prospects, and prepare for in-demand careers. PLA is collaborating with Libswork, a national networking group on workforce development and small business, on the *Public Libraries: Partners in Workforce Development* webinar series with the following overall goals:

- Establish and promote relevant resources, tools, and training for library and workforce partners to strengthen community workforce and career services;
- Increase library staff awareness of the workforce ecosystem, program and service options, and potential collaborators and funders;
- Increase library staff confidence and likelihood to (co)develop and/or expand workforce and career services for local and state residents;
- Document and share successes with library and workforce partners and other key stakeholders

# Local Library Workforce Assets

- Reach: 17,000 public library locations
- Expertise and Diverse Resources: staff, collections, training, and credentials
- Flexible & Sustainable Collaboration: trusted networks

[America's Libraries: Essential Partners in Workforce & Career Services](#)

# Recognition of libraries as workforce partners

In 2010, the Department of Labor Employment and Training Administration issued a Training and Employment Notice (50-09) encouraging partnerships between the Workforce Investment System and Public Libraries.

In 2014, the Workforce Innovation and Opportunity Act:

- Named libraries as optional One-Stop Center partners
- Made libraries an “eligible provider” of adult education and literacy services
- Included state focus on digital literacy skills to leverage and build on library services
- Enabled states to use funds to improve coordination of employment and training activities with adult education and literacy activities—including from libraries

# Planned Webinar Topics

- Partnering to Meet Community Workforce Needs—August 19
- [Strengthen Patron Workforce Opportunities with Labor Market Information](#)—August 26
- Supporting Patrons to Obtain In-demand Credentials and Boost Employability and Career Mobility—**September 23**
- Building Adult Literacy as a Foundation for Employment Opportunity—**September 30**
- Connecting Library Digital Literacy Resources to Worker/Employer Needs—**October 21**
- Youth Workforce Readiness—**October 28**
- November and December in development



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# Next Steps

- Partner: [Local Workforce Systems Guide](#) (Urban Institute); find your local [American Job Center](#)
- Connect: [PLA Interest Group](#) (member-only) and [ALA Connect](#) (log-in needed)
- Fund/sustain: [ARPA](#) resources (ALA)
- Assess: Project Outcome assessment tools and case studies: [www.ala.org/pla/data/performance measurement](http://www.ala.org/pla/data/performance measurement)
- Advocate: [www.ala.org/advocacy/workforce](http://www.ala.org/advocacy/workforce)
- Learn more: PLA landing page



# Additional Resources

- Public Libraries & Workforce Development: <https://www.ala.org/pla/initiatives/workforce>
- PLA digital literacy resources and projects: [www.ala.org/pla/initiatives/digitalliteracy](http://www.ala.org/pla/initiatives/digitalliteracy)
- [LibsWork LinkedIn](#) LibsWork LinkedIn group information sharing for state and public libraries
- WebJunction Community Partnership & Collaboration Guide (2012): <https://www.webjunction.org/documents/webjunction/CommunityPartnerCollaborationGuide.html>
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