Public libraries have historically been used as a resource for the unemployed and career changers. For those citizens who can use a little hands-on help, or don't have their own resources (such as a laptop or printer) the public library system can supplement the work of local American Job Centers through collaboration with WIB partners to avoid duplication of services and further empower the job seeker.
Northern Kentucky Workforce Investment Board

Every Northern Kentucky community thrives as a result of sustained economic prosperity.

The Northern Kentucky Workforce Investment Board (NKWIB) drives policy, direction, and funding oversight for the local workforce investment system. The NKWIB drives innovative workforce development that meets the changing needs of employers and our labor force, resulting in the enhancement of economic development for our region.

Our 34-member board is comprised of both public and private sector individuals from each of our local in-demand sectors, representing various agencies and business in our eight-county region:

- 18 Private Sector Businesses comprising 51% of our board
- 6 Education & Training Entities including ABE and Post-Secondary Education
- 3 Government & Economic Development Representing state employment services and vocational rehab
- 7 Workforce Representatives from labor unions, community-based groups and youth serving organizations

Workforce Investment Board – Northern Kentucky Career Center (nkcareercenter.org/wib)
Sources of Labor Market Information (LMI)

State & Local Resources

Federal & National Resources

KENTUCKY CENTER FOR STATISTICS
Uniting our data. Informing our Commonwealth.

Northern Kentucky Workforce Investment Board

U.S. Bureau of Labor Statistics
Local Resources for LMI Data

Kentucky Center for Statistics

- The Kentucky Center for Statistics (KYSTATS) collects and links data to evaluate education and workforce efforts in the Commonwealth. This includes developing reports, responding to research requests, and providing statistical data about these efforts so policymakers, practitioners, and the general public can make better informed decisions.

Northern Kentucky Area Development District

- The NKADD is a collaboration of local leaders and staff educating and empowering communities by implementing quality services through specific areas of expertise in:
  - Aging
  - Community Development
  - Human Services
  - Workforce Development (NKWIB)

Kentucky Center for Statistics – (kystats.ky.gov)

Northern Kentucky Area Development District (nkadd.org)
State Longitudinal Data Systems

“Data are not taken for museum purposes; they are taken as a basis for doing something. If nothing is to be done with the data, then there is no use in collecting any.”

Dr. W. Edwards Deming

• Every U.S. state and the District of Columbia maintain a system used to collect and store education data.

• SLDS establish a formal connection among systems from two or more core state agencies:
  • Early learning, K-12, Postsecondary and / or Workforce Development

The W. Edwards Deming Institute
Northern Kentucky Career Center
Public Library Access Points

Kenton County Public Library, Erlanger Branch
401 Kenton Lands Road, Erlanger KY, 41018, (859) 962-4002

Owen County Public Library
1370 Hwy 22 East, Owenton, KY 40359, (502) 484-3450

Pendleton County Public Library
801 Robbins Ave, Falmouth, KY 41040, (859) 654-8535

Locations – Northern Kentucky Career Center (nkcareercenter.org/locations)
In-Demand Sectors

Advanced Manufacturing
Construction & Trades
IT, Business and Finance
Healthcare
Transportation & Logistics
Our Local In-Demand Sectors are based on the North American Industry Classification codes (https://www.naics.com/)

Through our work with various local business partners and the Kentucky Chamber for Economic Development the NKWIB has identified five In Demand sectors for our region.

(and one General employment sector)
LMI for Job Seekers

Northern Kentucky Workforce Investment Board: Labor Market Information

- Advanced Manufacturing
- Construction and Trades
- Healthcare
- IT, Business & Finance
- Transportation and Logistics
- General Employment

LMI – Northern Kentucky Career Center (nkcareercenter.org)
www.nkcareercenter.org/lnmi
Job Seeker use of LMI

For a quick overview of labor market information, we furnish job seekers with top-level data detailing what occupations are in demand and the employers who are hiring. We also provide them with information on the educational requirements and advertised salary.

www.nkcareercenter.org/lmi
The NKWIB uses LMI data in conjunction with our Northern Kentucky Career Centers to analyze the local labor market, it is used as source for Continual Quality Improvement (CQI) to help advance our offerings to job seekers and employers.

A monthly report that details:
- Local Needs (via Job Postings, Unemployment and Participation rates)
- Employer Outreach through career centers and library access points that drives our WIOA outcomes
- Number of Applicant Interviews and Job Placements
- Additionally, we frequently survey both the job seekers and employers to gain insight into the effectiveness of our programs
Northern Kentucky FY21 Advertised Job Postings

<table>
<thead>
<tr>
<th>Category</th>
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<th>KY</th>
<th>US</th>
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<td>General</td>
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</tbody>
</table>

Civilian labor force is the sum of the civilian, non-institutionalized population ages 16+ (source: KYStats 2016 Population and Labor Force Estimates by Race and Sex)

Key Performance Indicators (KPI) FY21

July 1, 2020—June 30, 2021

Northern Kentucky Labor Market Information

- Labor Force Participation Rate:
  - NKY: 67.3%
  - KY: 56.8%
  - US: 62.1%

- Unemployment Rate:
  - January: 4.6%
  - February: 4.6%
  - March: 4.5%
  - April: 3.3%
  - May: 3.4%
  - June: 4.6%

- Employment and Labor Force:
  - United States: 275,000
  - Kentucky: 240,000
  - Northern Kentucky LVA: 229,000

Northern Kentucky Unique Employers Served: 1,084
Actions & Outreach

- **Advanced Manufacturing**: 1,596 (1,253*)
- **Construction and Trades**: 629 (837*)
- **Healthcare**: 927 (543*)
- **IT, Business and Finance**: 1,316 (1,876*)
- **Transportation & Logistics**: 1,653 (1,450*)

**Employer Hiring Events & Job Fairs**: 518 / 519*
**Participating Employers**: 214 / 189*

**Employer Tours (onsite and virtual)**: 7 / 3*
**Rapid Response Assistance**: 8 / 17*

**Basic Career Services (in person, on site services available to all customers)**: 9,069

**WIOA Individualized Career Services (eligibility / enrollment required)**: 308

**WIOA Career Training Services (eligibility / enrollment required)**: 75

**WIOA Youth Paid Work Experience / Internships**: 17
Performance & Outcomes

**Applicant Interviews**
- **Adult**: 77.4%
- **Dislocated Worker**: 76.7%
- **Youth**: 88.9%

**Job Placements**
- **Adult**: 62.5%
- **Dislocated Worker**: 66.7%
- **Youth**: 75.0%

**Customer Satisfaction**
- **Job Seeker**: 95.1%
- **Employer**: 96.5%

- **Total Applicant Interviews**: 2,146
- **Total Job Placements**: 901
- **Total Applicant Interviews**: 1,047
Supplementary Sources of Labor Market Information

- Various non-profits such as the Vera Institute for Justice and Data for Progress offer parallel views to the established sources.
- State and Federal Departments of Justice & Labor and the U.S. Government Accountability Office (GAO).
- Commercial / Third-Party sources like Dun & Bradstreet, JobsEQ and Labor Insights have established, pre-packaged reports that are user friendly sources of both public and private data.
165,000+ Cardholders

Located at the confluence of Kentucky, Ohio & Indiana along the Ohio River

Urban, Suburban & Rural Branches

180 People on Staff pre-Covid 19

Operating with 146 currently

June 2021: 11,101 people unemployed NKY

Unemployment rate at 4.6% (KY Stats)
USE of LMI: PARTNERSHIPS

• Engaged with NKY Workforce Investment Board
• Discovered that 219, 291 new jobs expected to materialize (KY STATS 2017)
• Reviewed targeted areas mentioned
• Noted the need for “quality jobs” in our area
• Got to work building the relationships necessary to succeed
• Developed our Job Search Central Program
HIGH IMPACT RESULTS

KENTON COUNTY PUBLIC LIBRARY
Career & Job Services Division
ACCESS POINT FOR AMERICAN JOBS CENTER

What does being an ACCESS POINT mean to a Public Library?
• **Understand AJC Make-up**: Operator General, Business Services Representatives, Talent Development Specialists, First Impression Staff

• **Purpose**: Help employers find skilled people to fill their jobs, provide opportunities for the unemployed to grow their skills and find satisfying employment

• **Avoid Confusion**: Recognize difference between AJC staff who work with employers and jobseekers vs. State Staff who handle Unemployment Compensation

• **AJC Databases**: How do they work on EMPLOYER side? Jobseeker side?
Practical Relationships / Shared Resources

- **Public Library Hours**: Invited AJC staff to teach Job Search Skills classes at KCPL when AJC was closed (Evenings & Weekends)
- **Technology and Databases**: Library staff taught classes at AJC in areas of interest to both professional staff and jobseekers
- **SPACES**: AJC building was too small for events; Library offered to host.
- **ADULT & YOUTH JOB FAIRS**: Library space, equipment, parking, Wi-Fi, business center, location on bus lines, Public Relations/Library exposure to employers & jobseekers, new cardholders (Physical & Virtual spaces)
- **Job Search Central**: Recognized lack of central area for jobseekers to avail themselves of **LOCAL** community resources to help them
PARTNERS FOR SUCCESS

• Former Program Director Jason Ashbrook organized quarterly meetings between all local entities he identified in aiding Workforce Development

• Each of four community partners presented about their services at each individual session and included all county Public Library Systems

• Participants learned about 16 community partners per year

• Took about 2.5 years to cover everyone; Library upcoming events/news became a highlight at endings

• Meetings have transitioned to High Stakes Workforce Topics under current WIB Director Tara Johnson-Noem

• **RESULT:** All community partners know about Library Services & Resources
RESULTS

• Central Staff Member coordinates partnership activities, continually pivoting based on marketplace/avoiding service duplication

• KCPL Executive Director Dave Schroeder serves on WIB

• AJC staff share Library program & resource information with their clients

• KCPL is noted on AJC EMPLOYER RESOURCE GUIDE web site for our area

• Zoom Rooms Bar, Flatscreen and iPads lent to Library for HYBRID classes

• Noticed gap for professionals in career transition; Built NKY Kentucky Accountability Group (Job Search Support Group)

• 400+ people landed jobs with 340 companies locally (2019-2021)
CELEBRATION STORIES
FOLLOW KENTON COUNTY PUBLIC LIBRARY ON LINKEDIN
JOIN LIBSWORK ON LINKEDIN
DISLOCATED WORKERS GRANT

WIB Director recognized the success of Library’s Job Search Skills Programs

Equated helping people find jobs to supplying food & housing assistance to people adversely affected by pandemic

Saw Public Library as a way to increase service delivery of AJC workforce resources

Hired folks with diverse backgrounds to assist Library patrons identifying as jobseekers

Created Career Navigator links on Library web site to enable easy appointments in-person or via Zoom

CNs direct job seekers to entry points with employers & partners for help

Provide laptops & hotspots
CAREER NAVIGATORS

Nancy Knauf
COVINGTON LIBRARY

Garry McGuire
ERLANGER LIBRARY

Dawn Shoemaker
INDEPENDENCE LIBRARY
CAREER NAVIGATORS in PUBLIC LIBRARIES

TRAINING

• Trained in all basic library services
• Full library orientation
• Focus on career related databases

**Certification:** Certified Workforce Development Professional (NAWDP)

• Grow number of active cardholders, increase program attendance, increase circulation

SERVICES

• 90% coverage of Open Hours
• Provide 1/1 appointments
• Educate in Library resources & direct to community partners

• Career Navigators use the nkcareercenter.org/lmi site to direct people to career paths in our area
Technical Assistance
(Remove barriers)

Job Search Tools
(We did the research)

Local Major Search Sites
(CVG)

Library Learning
(Gale Courses)

CAREER NAVIGATORS

Community Workforce Partners

KENTON COUNTY
PUBLIC LIBRARY
Preserve. Enrich. Inspire.
Links & Resources

- Northern Kentucky Workforce Investment Board (nkcareercenter.org)
  - Northern Kentucky Career Center – Data Repository
  - Northern Kentucky Employer Resource Guide

- Kentucky Career Center’s Career EDGE (careeredgeky.com)

- Kenton County Public Library: JOB SEARCH CENTRAL (www.kentonlibrary.org)

- Northern Kentucky Area Development District (nkadd.org)

- Statewide Longitudinal Data Systems Grant Program - Program Overview (ed.gov)

- Vera Institute of Justice (vera.org)

- Data For Progress (dataforprogress.org)

- U.S. Government Accountability Office (gao.org)