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.alala.org/pla/data/performance measurement
• Advocate: www.alala.org/advocacy/workforce
• Learn more: PLA landing page
Additional Resources

• Public Libraries & Workforce Development: [https://www.ala.org/pla/initiatives/workforce](https://www.ala.org/pla/initiatives/workforce)
• PLA digital literacy resources and projects: [www.ala.org/pla/initiatives/digitalliteracy](www.ala.org/pla/initiatives/digitalliteracy)
• [LibsWork LinkedIn](https://www.linkedin.com/groups/65959) LibsWork LinkedIn group information sharing for state and public libraries
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