

Renew Washington

Helping people in tough times

Renew Washington

A project of the Washington State Library

Funded with Library Services and
Technology Act (LSTA) and a grant from
the Bill and Melinda Gates Foundation

Renew Washington Goals

- Help libraries address economic issues
- Help libraries show their value
- Help staff use peer learning



Grants to Libraries

Goal: Help libraries address economic issues facing their communities

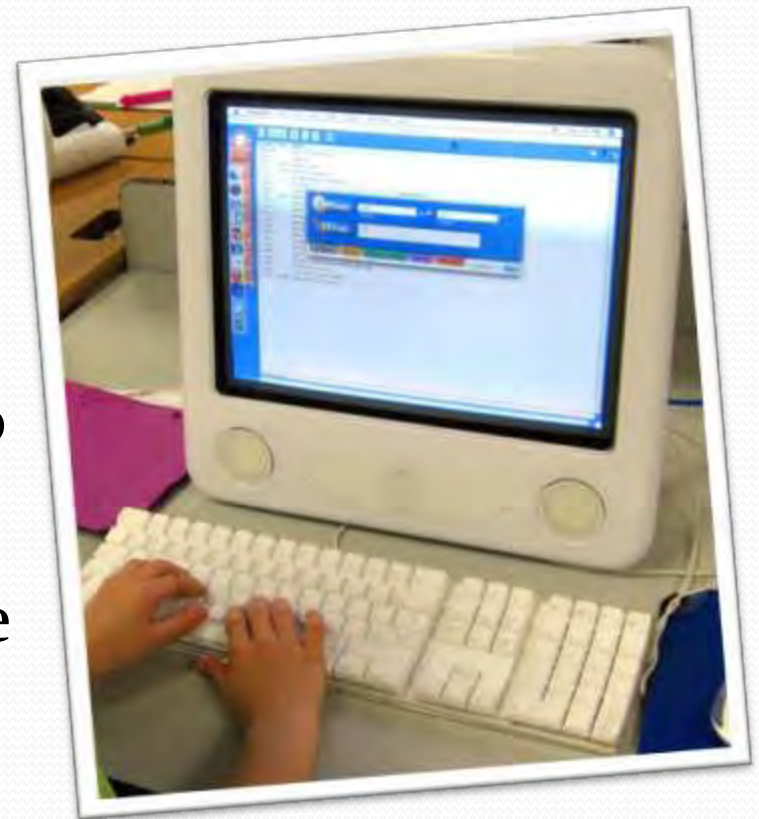
Renew Washington Grants

- Awarded almost \$905,000 to 20 public libraries and 4 academic libraries from 2009 to 2011
- Funded with Library Services & Technology Act (LSTA) and Bill & Melinda Gates Foundation funds



Renew Washington Libraries are...

- Expanding education/job collections
- Purchasing job-related software
- Improving staff skills to help with job-related resources
- Partnering with WorkSource and other groups



Renew Washington Libraries are...

- Presenting programs on jobs, career transition, and surviving hard times
- Holding classes on basic computing and job-hunting skills
- Creating business & job centers



Results of Grants

- Of 17 public libraries that completed their final reports, **15 *strongly agreed*** that the grant helped them better provide service to their customers
- One said it was “***lights out good stuff***”
- One library “**agreed**” it helped service and one library was “**neutral**”

Peer Learning

GOAL: Help staff manage projects and encourage online peer learning among libraries across the state

PEER LEARNING is sharing experiences among people to increase the knowledge and expertise of the group

Peer Learning activities

- Involved Renew Washington libraries in online learning sessions
- Trained state library staff in online techniques
- Offered two online training sessions to state's libraries



Results of peer learning

- Increased capacity for State Library staff to conduct online peer learning sessions
- Increased online experience of Renew Washington library staff members
- Increased knowledge of the value of peer learning

Amplify the library's value

GOAL: Help libraries show their value
to decision-makers

Communication activities

- Marketing firm GMMB helped libraries develop communication plans
- Provided communication training for Renew Washington libraries
- Provided \$6,000 communication grants

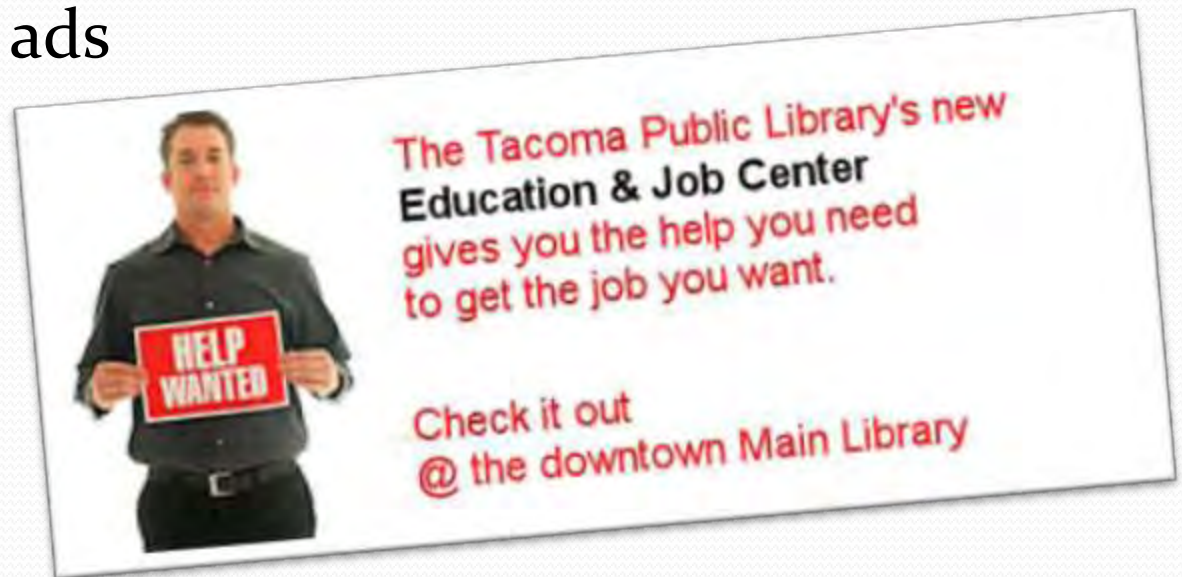
Communication grants

- Awarded \$6,000 to each of 11 Renew Washington public libraries to communicate their value
- Funded by Bill & Melinda Gates Foundation



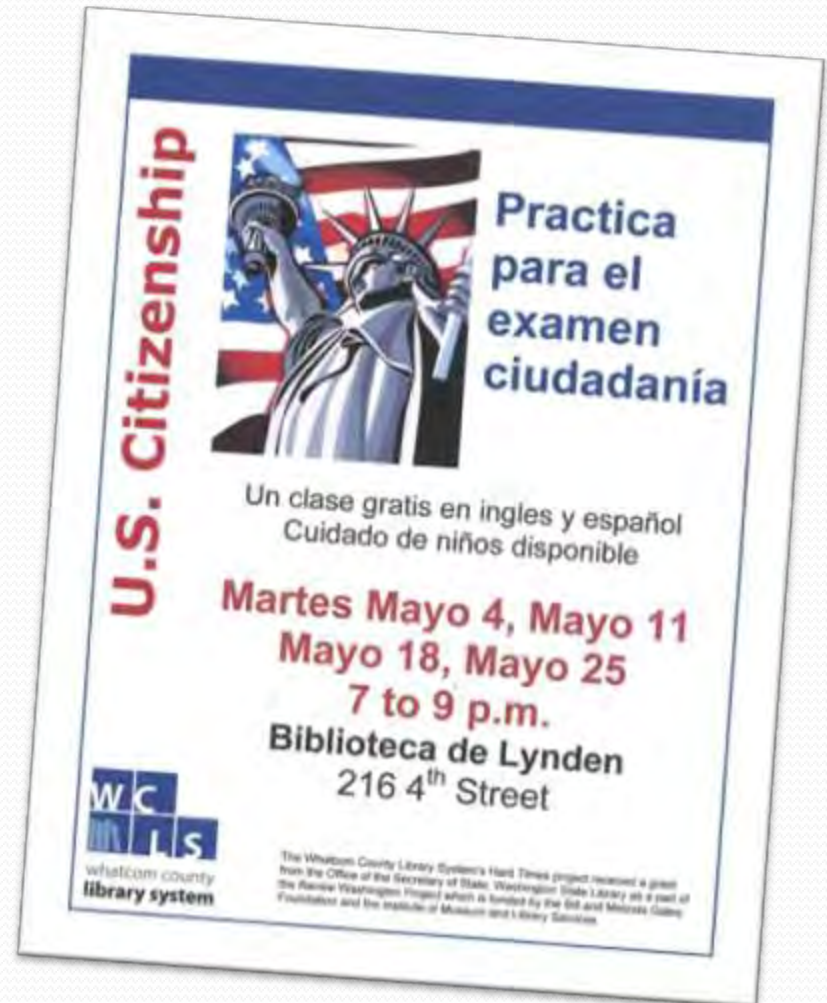
To show their value, libraries:

- Updated webpages
- Printed brochures
- Produced videos
- Purchased online ads



To show their value, libraries:

- Put billboards on vans
- Distributed surveys
- Involved immigrants
- Held receptions for decision-makers



Camas Public Library

Camas Public Library

- Added job resources
- Added laptops
- Partnered with Service Corp of Retired Executives to give classes on starting businesses



Camas Public Library

- Provided classes on computer use, resumes, and interviewing
- Provided marketing training for staff
- Developed brochure to promote library



Columbia County Library

Columbia County Rural Library



- Purchased additional job resources
- Provided classes on job searching and interviews
- Developed and distributed brochure on library services

Quotes from Customers

- “My students have benefited greatly by using the many resources available online from the Columbia County Rural Library. Of particular benefit is the Education and Jobs Information Center.”
 - Teacher quoted in final report from Columbia County Rural Library

Ellensburg Public Library

Ready. Set. Jobs: Help is Available @ Your Library

Ellensburg Public Library

- Set up mobile computer lab for use by other libraries & groups
- Trained staff on use of job resources
- Trained business groups on use of library resources

Everett Public Library

Everett Public Library

- Purchased laptops
- Provided technology assistance to users
- Offered classes on computer use
- Developed brochure on library services



Quotes from Libraries

- “Initially, it was thought that the library could double the number of free computer classes with this grant. We actually ended up tripling the number of classes, and also began offering some of those classes in Spanish.”
 - Everett Public Library

Fort Vancouver Library

Get Help @ Your Library

Fort Vancouver Regional Library

- Increased job resources databases
- WorkSource trained library staff
- Provided netbook computers
- Created a Joblab



Fort Vancouver Regional Library

- Increased online access and increased time limits on computers
- Used volunteers for technical assistance
- Put ads on bookmobiles



Quotes from Customers

- “In between two job offers right now—one guaranteed and one possible. Thanks for the help.”
- “Very helpful—it provided resources that I wasn’t aware of.”
- “Great help! I am recreating my resume after 40 years! I didn’t know what to do first, now I do! Thank you!”
 - Comments on job lab evaluation at Ft. Vancouver Regional Library

Increased Staff Morale

- “...the grant lifted up the staff’s morale as we had a sense of doing something positive in this very negative environment, especially following the library’s budget cuts last year.”
 - Ft. Vancouver Regional Library

King County Library System

InfoBiz

King County Library System



- Partnered with small business agencies
- Created one-stop, online resource for small business owners
- Developed online videos for use by small business owners

King County Library InfoBiz

- Added new small business content online for Spanish speakers
- Created screen cast/YouTube tutorials for small business owners on library resources



Liberty Lake Municipal Library

Liberty Lake Municipal Library

- Created Jobs and Career Center
- Added tutorial programs
- Worked with Advanced Career Counseling to provide classes



Quotes from Libraries

- “This grant has...made our small library a powerhouse of information and resources that have made a difference for our community...”
 - Liberty Lake Municipal Library

Mount Vernon City Library

Mount Vernon City Library



- Added print and non-print job and living skills resources
- Offered classes on job searching and surviving in hard times

Mount Vernon City Library



- Developed brochure on library resources
- Held reception in library for decision-makers

Odessa Public Library

Odessa Public Library

- Purchased computers, software, job materials
- Installed dedicated line
- Partnered with Rural Resource WorkSource for resources and videos

Pierce County Library

Job + Business Centers

Pierce County Library



- Developed one-stop job services in five libraries
- Provided workstations
- Added job and small business resources

Pierce County Library

- Offered business and job search workshops
- Held computer classes



Pierce County Library



- Put ads in Chamber of Commerce newsletters
- Used Online Google AdWords

Quotes from Libraries

- “Washington State Library was the first grant-making entity to recognize the library’s crucial role in the state’s tough economic climate and supported our efforts to provide specialized assistance to a target population in the job market.”
 - Pierce County Library

Port Townsend Library

Transition Yourself

Port Townsend Public Library

- Added job resources
- Hired consultant to develop Transition Yourself handbooks
- Offered Transition Yourself workshops



Port Townsend Public Library



- Held job networking meetings and coaching sessions
- Redesigned website

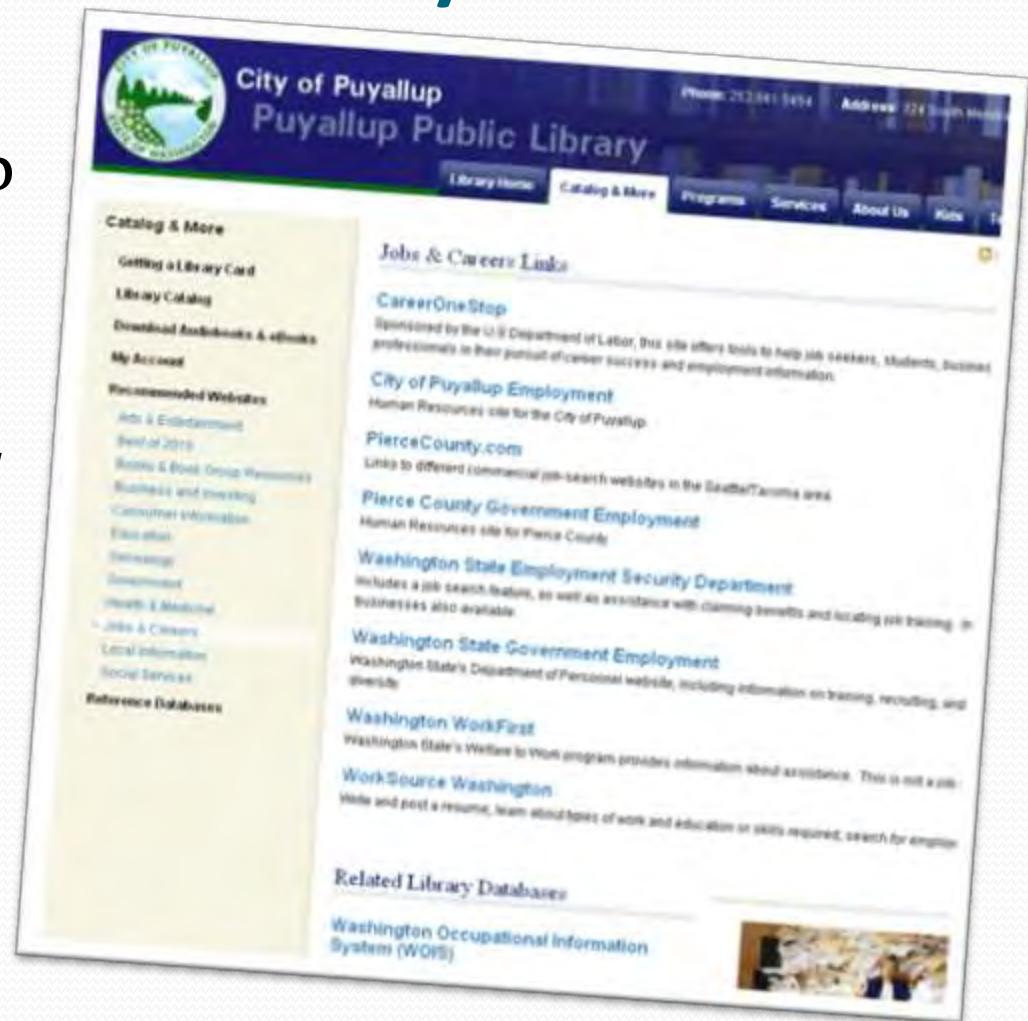
Quote from Customer

- “The Transition Yourself workshop helped me in many ways...My resume improved remarkably, and I felt more confident about the interview process...I believe that lessons and support of the group helped me connect with the right people at Shine Micro, and to become employed there.”
 - Port Townsend Public Library user

Puyallup Public Library

Puyallup Public Library

- Provided computer lab
- Held Real Resume tutorial and classes
- Trained staff on use of lab and materials
- Distributed brochure and conducted survey



Seattle Public Library

Workplace 911

Seattle Public Library



- Created online content and social networking site
- Held job seeking seminars by Bob Rosner
- Developed podcasts of Bob Rosner seminars

Seattle Public Library

- Created 90-second video clips on business issues
- Added job resources
- Distributed survey in Chinese, Vietnamese, Russian, and Spanish



Sedro-Wooley Library

So you want to start a business...

Sedro-Wooley Public Library

- Partnered with Chamber of Commerce, business groups and others
- Enhanced small business collection
- Offered workshops on small business topics

Sno-Isle Regional Library

Sno-Isle Regional Library

- Purchased notebook computers
- Allowed checkout of computers



Sno-Isle Regional Library

- Trained staff on use of computers and job resources
- Developed videos on use of library resources



Spokane Public Library

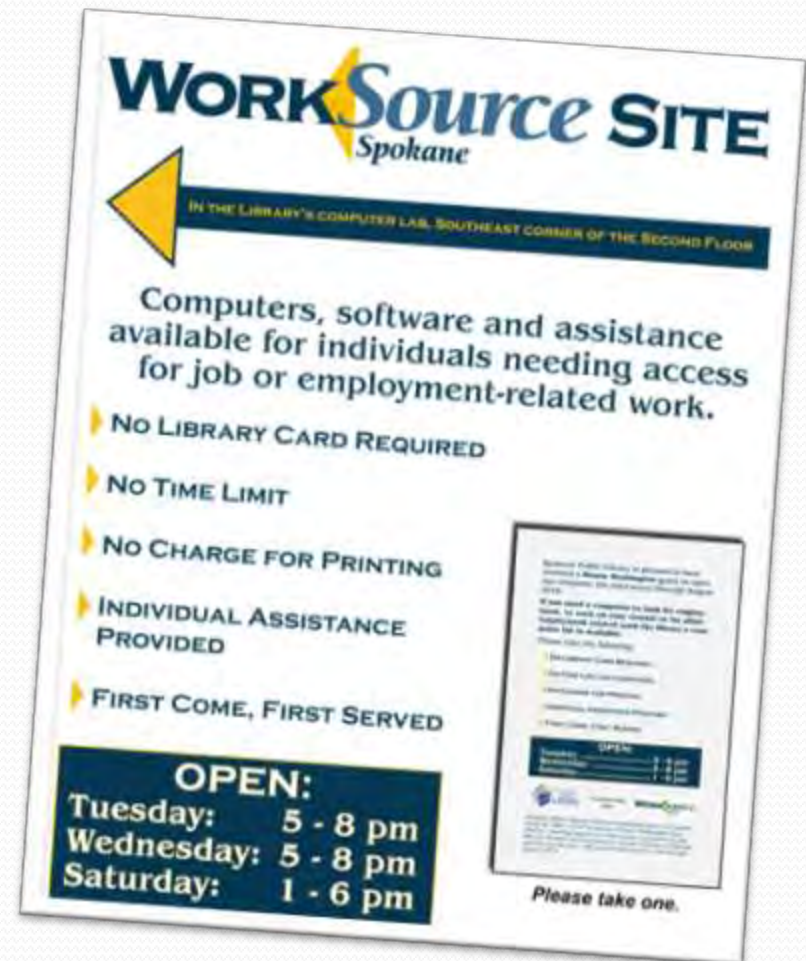
Spokane Public Library



- Partnered to be a WorkSource Connection Site
- Provided WorkSource-trained staff on site

Spokane Public Library

- Added longer time limits on computer use
- Added job search materials
- Trained staff on used of online materials



Tacoma Public Library

Education and Job Center

Tacoma Public Library



- Partnered with Goodwill, WorkSource, and Human Resources
- Set up Education/Job Center for one-stop services
- Provided computers for job searching

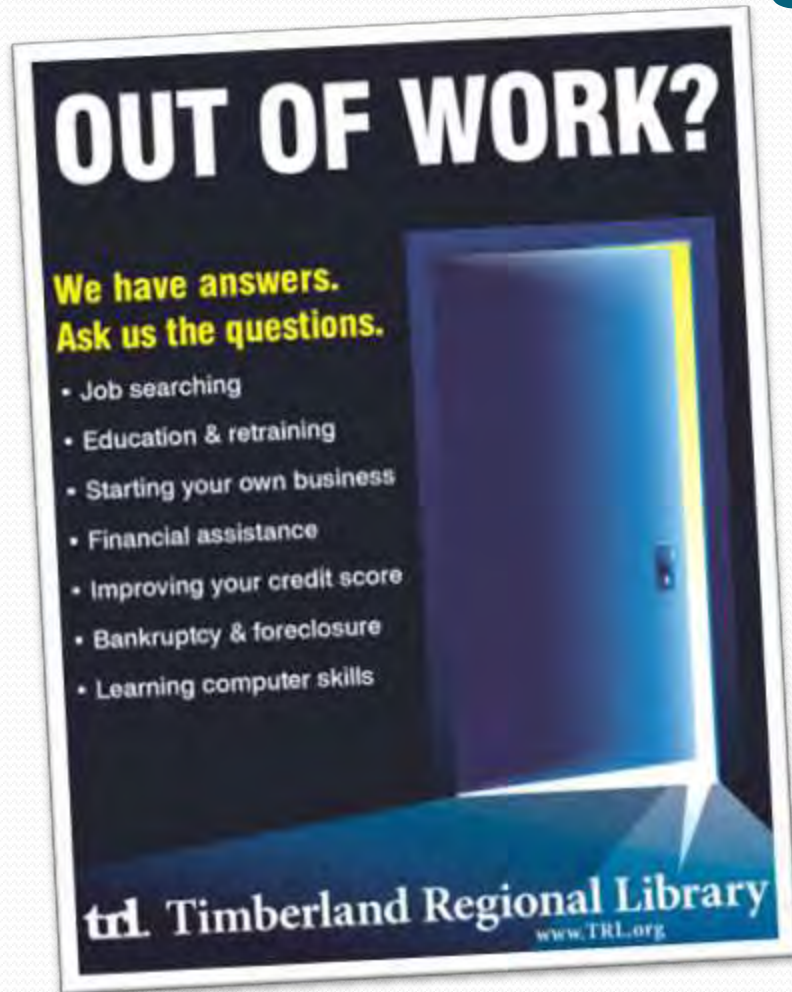
Tacoma Public Library

- Added software and print resources on jobs
- Offered speaker series on job searching



Timberland Regional Library

Timberland Regional Library



- Assessed job resources and staff knowledge
- Gave online training for staff on job materials
- Added resource materials
- Distributed guide to library services

Whatcom County Library

Whatcom County Library

- Held “Job Shops” with open houses, classes, and materials
- Trained staff on intercultural communications



Whatcom County Library

- Held citizenship, basic computer skills, and job search classes
- Partnered with WorkSource, Goodwill, and other community agencies



Quotes from Libraries

- “This project far exceeded my expectations in library outreach, welcoming new users to the library, increasing staff awareness of the issues involved in reaching new populations, and improved relationships and collaboration with agencies serving low income and minority populations in our area.”
 - Whatcom County Library System

Whitman County Library

Whitman County Library Occupation
Resource Collection (WORC)

Whitman County Library



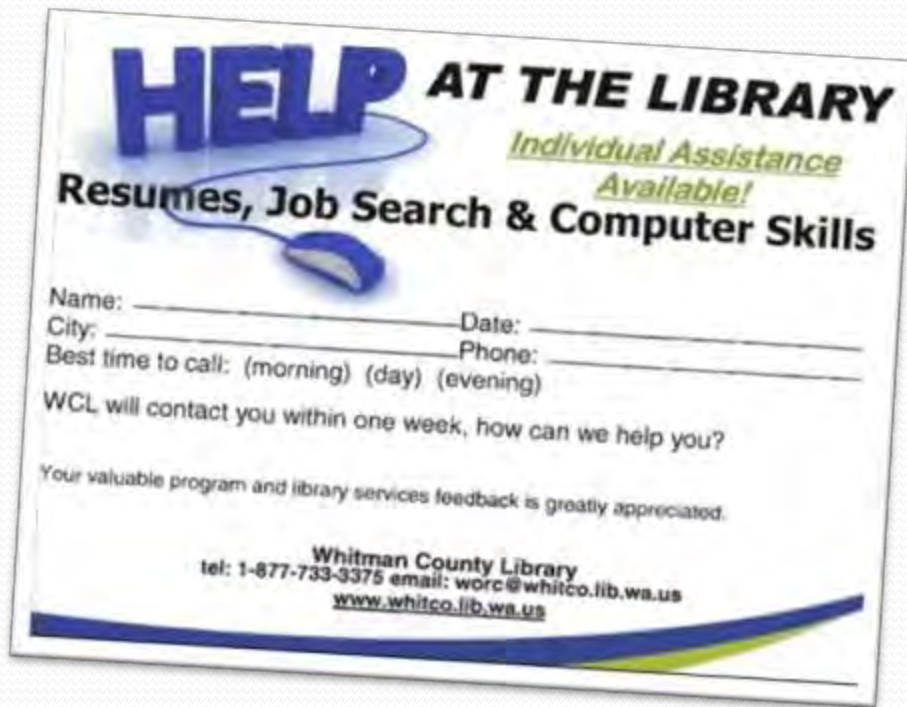
- Hired outreach education staff
- Provided classes on computer basics and job searching
- Added extended time limits on computer use

Whitman County Library

- Partnered with WorkSource and other agencies
- Trained staff on job resources



Whitman County Library



HELP AT THE LIBRARY
Individual Assistance Available!
Resumes, Job Search & Computer Skills

Name: _____ Date: _____
City: _____ Phone: _____
Best time to call: (morning) (day) (evening)

WCL will contact you within one week, how can we help you?

Your valuable program and library services feedback is greatly appreciated.

Whitman County Library
tel: 1-877-733-3375 email: worc@whitco.lib.wa.us
www.whitco.lib.wa.us

- Redesigned logo, website, WORC site
- Held launch event for decision-makers

Quotes from customers

- “The little library that could, well served my job search and other correspondence needs. I now know how truly valuable public libraries can be.”
 - Whitman County Library customer

Central Washington University Library

Stories for Learning, Laptops for Growing

Central Washington University Library

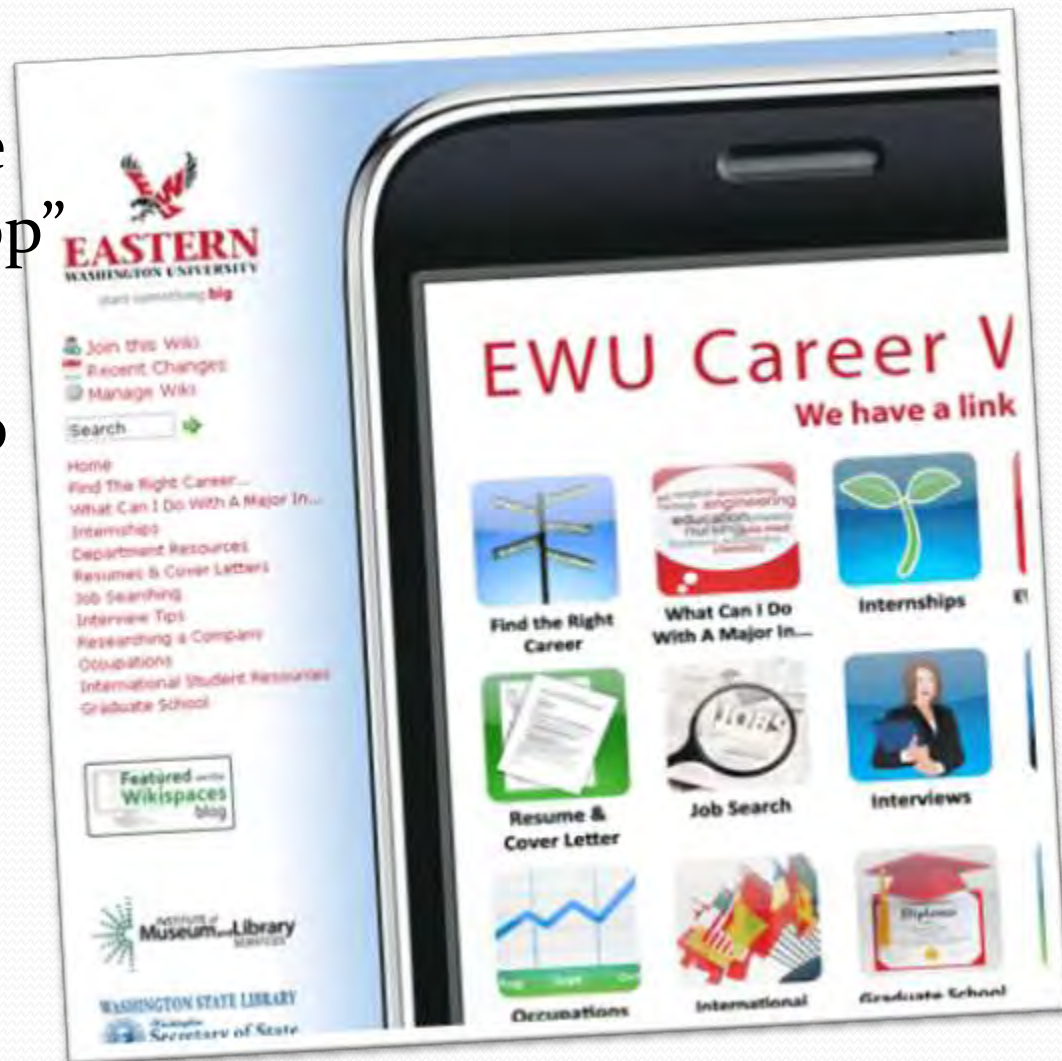
- Partnered with career & education departments, Headstart, First Book, and children's groups
- Trained staff on use of job resources
- Provided story hour for children while parents were using job resources
- Used First Book donations and early literacy kits for children

Eastern Washington University Library

Project LAUNCH

Eastern Washington University Library

- Developed interactive wiki for “one-stop shop” for career resources
- Bought camcorders to practice interviews
- Partnered with EWU Career Services



Skagit Valley College Library

Find a Career, Get a Job

Skagit Valley College Library



- Purchased resources and databases
- Bought camcorders and used for mock interviews
- Collaborated with Mt Vernon City Library on presenting workshops

Spokane Community College Library

Spokane Community College Library



- Added career/online job resources and databases
- Offered proctored online job certification testing
- Showcased resources at Jobs Prep-A-Palooza
- Held programs on local job opportunities

Keys to Success

of Renew Washington Libraries

Keys to Success

- Listened to the needs of their public
- Developed services that fit their budget and their community's needs
- Trained staff to help with job-related resources



Keys to Success

- Worked with local WorkSource and other groups
- Adjusted to changing circumstances
- Developed a variety of services



Results of Renew Washington

- Increased partnerships between libraries and WorkSource and other community groups
- Increased publicity for libraries
- Increased use of job and career resources
- Increased goodwill from communities for their libraries

Continuation of Activities

- Libraries leveraged grant to continue activities with local partners
- Libraries incorporated services into everyday activities



Hard Times Resource Guide

www.sos.wa.gov/library/hardtimes/



Resources

- Renew Washington website:
www.sos.wa.gov/library/libraries/projects/renewwashington
- Hard Times Resource Guide:
www.sos.wa.gov/library/hardtimes