

## **MWCA Promising Practices**

### **Career Corner**

#### **Overview describing the innovative practice...**

The Career Corner is the result of collaboration between Workforce Development, Inc. (WDI) and the Rochester Public Library in Rochester, MN. The library approached WDI about becoming a partner in the wellness corner in their reference area. WDI staff suggested creating a WorkForce Center presence at the library to deliver Job Search and Career Development programming. The primary purpose of this targeted outreach is to allow WDI staff members to meet and share information with library patrons who seek answers to their questions and help with the difficult transitions they may be experiencing. WDI staff offers weekly job search presentations on a variety of job search topics. Staff also provides follow up with open Career Counseling timeslots twice a week with no appointment necessary. Career Corner started in January, 2013 and continues to this day.

#### **Job Seeker impact ( ie: benefits, outcomes for jobseekers )...**

The Career Corner allows library patrons to take advantage of meeting with WDI Career Counselors “where they are”. The library is centrally located in a comfortable and convenient setting in downtown Rochester, MN. The presentations cover a wide variety of topics including job search assistance, resume writing, interview skills and techniques, etc. Open career counseling sessions might cover employers and job leads, education and training opportunities, or community resources. The Career Corner builds relationships and brings the human touch to the job search process for those who frequent the library and may be in transition.

#### **Employer / Community impact ( ie: benefits, outcomes for non-jobseekers )...**

It is no secret that when individuals are in transition and/or looking for work, they will not always seek out a local WorkForce Center, but will often look for information and assistance at the local public library. In this spirit, WDI enthusiastically jumped in to fill this need at the Rochester Public Library. There has been a positive response to this specific workforce outreach outside of the walls of our home within the Rochester WorkForce Center from employers, job seekers, and library patrons alike.

#### **Identification of those involved, including collaborators...**

The Rochester Public Library takes the lead on seeing that the Career Corner program is promoted in social media, on the library homepage, in newsletters, newspapers and television community calendars, internal / external handouts, and public address announcements prior to and during Career Corner dates and events. Key people on the library staff who make this happen are Susan Hansen, Librarian and Louise Moe, Reference Division Head. We thank them very much.

#### **Leveraging / alignment of outside resources...**

WDI partners with the Rochester Public Library because the library lives its mission. The library builds into its programming community events, discussions, dialogues, diversity, exhibits, literary events, and more. There is an audience who walks into the library everyday seeking fresh information, looking for help and assistance, and hoping that the right resources are available. The Wellness Corner for health issues and the Career Corner for employment and training issues help live that mission. Both programs are valued options that benefit a diverse group of individuals and library consumers; young and old, unemployed and homeless, students and professionals, in a manner that will have a direct impact on their circumstances. They receive this health and career information from a trusted source.

#### **Ideas for replication / lessons learned...**

This type of innovative programming takes time, discipline, and effort to outline, schedule, and promote. These ideas can be replicated at the local level with very little cost and overhead other than staff time. Job seekers already go to a

local library for their strategies and job search assistance from books, computer labs, and staff members. The outreach of career counseling staff in a community public library location tells the community that they are not alone and help is available. Workforce Development, Inc. staff brings the expertise, talent, and compassion that the library staff may not be trained for or that staff members may not have the time to manage. Librarians and staff members have many other responsibilities and individual requests that dominate their time. The Career Corner fills that void and meets people where they are to work with them and counsel them in their own best interest for better and stronger outcomes.

**Promotional piece pertaining to the Career Corner:**



**Meet with a Career Counselor**

*From Workforce Development, Inc. Sept. 2015 - May 2016*

**Every Tuesday** Presentations on Job Search Topics@ the Rochester Public Library from 1:30pm – 2:30pm

**Every Tuesday and Wednesday** Drop In for Career Counseling@ the Rochester Public Library **NO APPOINTMENT NECESSARY**  
Tuesday Afternoons from 2:30pm - 3:30pm in Wellness Corner; Wednesday Evenings from 6:00pm - 7:30pm in Wellness Corner

Free Services Available:

- Professional Career Counseling
- Resume, Cover Letter, and Job Search Assistance
- Resources for Education and Skills Training
- Friendly and Understanding Environment
- Connections to Employers, Job Seekers, and Community Resources

Questions? Contact the Reference Desk on 2<sup>nd</sup> Floor, Rochester Public Library | 507-328-2309 | 101 2<sup>nd</sup> Street SE | Rochester, MN  
[www.rochesterpubliclibrary.org](http://www.rochesterpubliclibrary.org)

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**A Career Corner “Month at a Glance” previewing a sample of 4 of the 36 topics we discuss over the course of a nine-month timeframe...**

September 8<sup>th</sup>, 2015 -- **Bouncing Back: Your Chances of Finding Work Improve When...**

**Bouncing Back: Your Chances of Finding Work Improve When...** – Remember that your chances of finding a job improve once you take the label off yourself, and begin to think in terms of your skills, qualifications, and accomplishments. Realize that looking for work need not be any more difficult than looking for information.

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September 15<sup>th</sup>, 2015 -- **Interviewing for Success...**

**Interviewing for Success...** – Discuss how to eliminate Fear and Doubt in the mind of the employer. Once a job seeker can eliminate the Fear and minimize the Doubt in the mind of the employer – the closer the job seeker is to being hired. There will be discussion on “Proof by Example” and “Quantified Selling Points.”

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September 22<sup>nd</sup>, 2015 -- **The Skills Triad: Self-Management... Job Content... and Transferable Skills...**

**The Skills Triad: Self-Management... Job Content... Transferable Skills...** – Every job seeker is required to know themselves better than anyone else. An informal self –assessment can move this along if the job seeker can identify their own Self-Management Skills; Transferable Skills, and Job Content Skills. Learn which of these three skill sets are the “Hire Me” skills employers are looking for.

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September 29<sup>th</sup>, 2015 -- **“I Got The Job! Now What?” Holding A Job And Growing Into It...**

**I Got the Job Now What???** ... – All businesses have written as well as some unwritten rules. So, you must know, understand, and follow the rules in the workplace to be accepted and considered a valuable member of the team. It’s all about holding the job and growing into it. Come in, learn, and discuss how to make yourself indispensable. Learning to manage your career will define who you are.

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