

Make Career Choices

Job and Career Development

Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.

Suggested Target Audiences

- .adults who need a job or want to change jobs
- .teens who are making college or vocational school choices
- .teens who are making career decisions

Typical Services and Programs in Libraries That Select This As a Priority

- .Provide a job and career center to offer one-stop shopping for job hunters.
- .Develop and maintain a job and career Web page that includes links to listings of available jobs, training centers, and local employer information.
- .Provide a mobile job and career center to help job seekers locate employment by providing onsite assistance in housing projects, parks, schools, and so on.
- .Provide one-on-one assistance to help job seekers develop résumés, conduct job searches, and prepare for interviews.
- .Present regularly scheduled programs on topics of interest to job seekers, including information about local employers, job search skills, and so on.
- .Provide regularly scheduled programs designed to help people use the Internet to find jobs.
- .Provide self-guided programs to help students prepare to take the SAT or ACT test.
- .Host a job fair.
- .Host a college fair.
- .Co-sponsor programs to tutor learners preparing to take the SAT or ACT test.
- .Co-sponsor programs and services with local employment organizations.
- .Co-sponsor programs with high school counselors to help students understand their career choices.

Potential Partners

- .Chamber of Commerce
- .community colleges, technical schools, vocational schools, and universities
- .high school guidance counselors
- .service organizations (Rotary, Kiwanis, Lions, and so on)
- .teen centers

Policy Implications

Web Page

- .criteria for jobs to be listed on job and career Web page

Critical Resources

Staff (Knowledge, Skills, and Abilities)

- .Staff are knowledgeable about print and electronic sources of information about jobs and career development.
- .Staff are knowledgeable about print and electronic career resources pertaining to career counseling and assessment testing.
- .Staff can assist people one-on-one to develop résumés, conduct job searches, and prepare for interviews.
- .Staff can plan and present programs on a variety of job and career topics.
- .Staff can work with community agencies to plan and present collaborative programs on job and career options.

Collection (Print, Media, and Electronic Resources)

- .Armed Forces study guide
- .careers
- .Civil Service study guide
- .college guides
- .financial aid for college or vocational schools
- .interviewing
- .job hunting
- .occupational outlook information
- .résumés
- .SAT test and ACT test study guides
- .vocational study guides

Facilities (Space, Furniture, and Equipment)

- .dedicated space for a job and career center
- .private spaces for volunteers to meet with job seekers
- .meeting space for programs

Technology (Hardware, Software, Networks, and Telecommunication)

- .computers configured to allow downloading of licensed digital content to personal storage devices (PDA, MP3 player, flash drive, and so on)
- .résumé writing software
- .office software
- .computers configured to support uploading résumés and applications to Web job sites

Possible Measures

Number of Users

- .number of people who attend a job or career development program
- .number of people who indicate on a survey that they use the library for job or career development reasons
- .number of people who use the mobile job and career center

Perceptions of Users

- .percent of users surveyed who respond that:
 - The library's collection of job and career development is very good or excellent.
 - The information assistance they receive when looking for information or asking a job or career development question is very good or excellent.
 - The information assistance they receive when looking for information about college or vocational schools is very good or excellent.

User Outcomes

- .number and percent of specified users people who find a new job after using the library's resources and services
- .number and percent of specified users who use the library's resources and services to develop career-related skills
- .number and percent of specified users who get a promotion after using the library's resources and services
- .number and percent of specified users who pass a job-related exam

Units of Service Delivered

- .circulation of job and career development materials
- .number of job and career development reference questions answered
- .number of job or career development programs presented
 - .number of hits on the library's job and career development Web page

Create Young Readers

Early Literacy

Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

Suggested Target Audiences

- .children from birth to five
- .parents, caregivers, and service providers who work with children ages newborn to five

Typical Services and Programs in Libraries That Select This As a Priority

- .Present regularly scheduled story programs divided by age of intended audience.
- .Include interactive components, such as singing, puppets, and so on, in story programs.
- .Present story programs in off-site locations, such as day care centers, parks, hospitals, and so on.
- .Sponsor a Born to Read program.
- .Participate in Dolly Parton's Imagination Library program (www.imaginationlibrary.com).
- .Include a Read-to-Me component in the summer reading program, and other reading programs, with incentives for parents and caregivers and the children.
- .Plan and present puppet shows.
- .Develop theme packets that include books, tapes, toys, software, and games for parents and caregivers to use with their children.
- .Provide books-to-go bags, each with a collection of related materials (concept books, bilingual reading kits, picture books about animals, and so on).
- .Participate in blogs for new parents.
- .Provide computers with appropriate programs for preschool children.
- .Provide access to online e-books for preschool children.
- .Provide classes, such as those outlined in Every Child Ready to Read @ your library®, on early literacy for parents and caregivers.
- .Produce podcasts or videocasts on early literacy for parents and caregivers.

Potential Partners

- .community colleges that offer courses for preschool providers
- .day care providers
- .Head Start operators
- .hospitals
- .new parent groups
- .pediatricians
- .social service agencies

Policy Implications

Circulation

- .age at which someone can get a library card
- .circulation limits by media type
- .institutional cards

Community Presentations or Programs Offered at Non-library Locations

- .classification of staff who can deliver presentations or programs
- .volunteer use
- .process that agency or organization must follow to request a presentation or program
- .minimum or maximum number of anticipated attendees
- .number of times a presentation or program will be given to the same group during a specified period of time

Critical Resources

Staff (Knowledge, Skills, and Abilities)

- .Staff are knowledgeable about early childhood development.
- .Staff are knowledgeable about early literacy.
- .Staff are knowledgeable about materials for preschool children.
- .Staff can design and deliver effective programs for preschool children.
- .Staff can teach parents and caregivers the skills needed to support early literacy.
- .Staff can develop or assist in the development of a Web site appropriate for preschool children.
- .Staff can establish partnerships with parents, childcare providers, and others who serve children ages birth to five.
- .Staff can record podcasts or digital videocasts and make them available to download.

Collection (Print, Media, and Electronic Resources)

- .board books
- .book/media kits
- .books and media on early literacy for parents and caregivers
- .concept books
- .DVDs and CDs
- .e-books for children
- .educational software to encourage vocabulary development and motor skills
- .I-Can-Read books
- .picture books

Facilities (Space, Furniture, and Equipment)

- .dedicated area for children ages newborn to five that is comfortable, safe, and appropriate for this age group as well as the adults with them

- .dedicated space for family use
- .space to provide preschool programs

Facilities (Space, Furniture, and Equipment), continued

- .family restrooms
- .family computer areas that support shared use of digital resources
- .appropriate shelving for preschool materials
- .child-friendly furniture and computer desks
- .listening and viewing stations
- .appropriate seating at computer workstations to encourage adults and young children to use computer programs together

Technology (Hardware, Software, Networks, and Telecommunication)

- .child-friendly computers

Possible Measures

Number of Users

- .number and percent of preschoolers in the community who have a library card
- .number of preschoolers attending programs in the library
- .number of preschoolers attending programs at non-library locations
- .number of preschool children participating in the Read-to-Me program
- .number of parents and caregivers trained in early literacy techniques
- .percent of people surveyed who indicate on a survey that they use the library on behalf of their preschool child or children

Perceptions of Users

- .percent of parents and caregivers surveyed who respond that:
The library plays an important role in helping children to develop a love of books, reading, and learning.
The library plays an important role in helping children enter school ready to learn to read, write, and listen.
The library's services for preschools are very good or excellent.

User Outcomes

- .number and percent of parents and caregivers who read to their children at least twice as often than they had before attending library training programs
- .number and percent of parents and caregivers who bring their preschool children to the library at least twice as often as they had before attending library training programs
- .number and percent of specified parents and caregivers who foster a love of reading in their children

Units of Service Delivered

- .number of presentations made by library staff at preschools, daycare centers, and so on
- .circulation of materials for preschool children (see Collection above)
- .number of deposit collections circulated to preschools, daycare centers, hospitals, and so on
- .number of preschool programs presented in the library

Make Informed Decisions Health, Wealth, and Other Life Choices

Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

Suggested Target Audiences

- .seniors
- .adults
- .teens

Typical Services and Programs in Libraries That Select This As a Priority

- .Develop and maintain Web pages that provide information to help make life decisions.
- .Create electronic pathfinders or wikis to help users find resources to help make informed life decisions.
- .Create displays of information resources that could be used to make life decisions.
- .Present a series of programs on topics of interest to people making life decisions.
- .Make presentations to community organizations about library resources that help people make informed decisions.
- .Create or provide access to electronic programs that help users to assess risks, benefits, and alternatives when making life decisions.

Potential Partners

- .AARP
- .county extension service
- .financial planners
- .fitness centers
- .health department
- .hospitals
- .parks and recreation department
- .senior centers
- .service organizations (Rotary, Kiwanis, Lions, etc.)
- .social service agencies
- .teen centers
- .YMCA/YWCA

Policy Implications

Community Presentations or Programs Offered at Non-library Locations

- .classification of staff who can deliver presentations or programs

- .volunteer use
- .process that agency or organization must follow to request a presentation or program
- .minimum or maximum number of anticipated attendees
- .number of times a presentation or program will be given to the same group during a specified period of time

Meeting Rooms

- .meeting room use by outside groups
- .meeting room use for product or service-based programs
- .meeting room use after library hours
- .selling items in library meeting rooms
- .meeting room fees

Programs in the Library

- .co-sponsorship of programs

Web Page

- .criteria for linking to products and services

Critical Resources

Staff (Knowledge, Skills, and Abilities)

- .Staff is knowledgeable about print and electronic resources.
- .Staff can create electronic pathfinders or wikis.
- .Staff can plan and present programs on a variety of life-choice topics.
- .Staff can plan and make presentations to community groups.
- .Staff can plan and mount exhibits.

Collection (Print, Media, and Electronic Resources)

- .diets
- .diseases
- .drug and alcohol treatment
- .exercise
- .health and fitness
- .health care issues
- .insurance
- .investing
- .marriage and divorce guides
- .mental health issues
- .money management
- .personal finance Make Informed Decisions x Public Library Service Responses: 2007 x 46

Collection (Print, Media, and Electronic Resources), continued

- .pregnancy and childcare
- .retirement
- .retirement planning
- .sexuality

Facilities (Space, Furniture, and Equipment)

- .meeting space
- .display shelving to merchandize selected portions of the collections

Technology (Hardware, Software, Networks, and Telecommunication)

- .computers configured to allow downloading of licensed digital content to personal storage devices (PDA, MP3 player, flash drive, and so on)
- .software to manage program registration and reminders

Possible Measures**Number of Users**

- .number of people who attend a library program on a life choice topic
- .percent of people who indicate on a survey that they use the library to help them make an informed decision

Perceptions of Users

- .percent of users surveyed who respond that:
The library's collection of materials related to health, wealth, and other life choices is very good or excellent.
The information assistance they receive when looking for information or asking about a life choice issue is very good or excellent

User Outcomes

- .number and percent of specified users who make an informed retirement decision
- .number and percent of specified users who make an informed investment decision
- .number and percent of specified users who make an informed healthcare decision

Units of Service Delivered

- .circulation of health-related materials
- .circulation of wealth-related materials
- .circulation of materials on designated life choice topics
- .number of life choice programs presented
- .number of hits on the library's "Make Informed Choices" Web page

Stimulate Imagination Reading, Viewing, and Listening For Pleasure

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

Suggested Target Audiences

- .adults
- .teens
- .children

Typical Services and Programs in Libraries That Select This As a Priority

- .Provide readers' advisory services to assist users to locate materials of interest.
- .Display new materials in a prominent location.
- .Allow users to place holds on materials online.
- .Mail items on hold to users when they become available.
- .Provide an online reading club.
- .Provide listening and viewing stations to allow users to preview materials.
- .Present a summer reading program for children.
- .Present a teen reading program in the summer.
- .Present several adult reading programs throughout the year.
- .Coordinate a One Book, One City program.
- .Ensure that users receive reserved items within thirty days of placing the hold.
- .Host gaming tournaments.
- .Develop and maintain a readers' advisory Web site.
- .Make user-contributed book reviews easily accessible.
- .Provide downloadable books, music, and videos for circulation.
- .Present programs on new books and particular genres and sponsor author visits.

Potential Partners

- .authors (local, regional, state, and national)
- .book clubs
- .book stores
- .comic book and gaming stores
- .gaming groups
- .music stores
- .newspaper book and media reviewers
- .senior centers
- .teen centers
- .theaters

Policy Implications

Circulation

- .circulation limits by subject
- .circulation limits by format
- .loan periods by format

Gifts and Donations

- .restrictions on donations of cash, equipment, materials, and so on.

Information Service

- .time limits on use of listening and viewing stations

Programs in the Library

- .co-sponsorship of programs

Critical Resources

Staff (Knowledge, Skills, and Abilities)

- .Staff is knowledgeable about classic and current fiction.
- .Staff is knowledgeable about genre fiction.
- .Staff is knowledgeable about classic and current music.
- .Staff is knowledgeable about classic and current films.
- .Staff is knowledgeable about games and graphic novels.
- .Staff can provide reader, viewer, or listener advisory services to users looking for recommendations.
- .Staff can plan and present programs.

Collection (Print, Media, and Electronic)

- .action and adventure films
- .animated films
- .best sellers, new books, and new media
- .Christian fiction
- .classic books, films, and music
- .comedy films
- .country and bluegrass music
- .drama
- .fantasy books and films
- .foreign films
- .games (electronic)
- .general fiction
- .graphic novels
- .hip-hop music
- .historical fiction
- .horror fictions and films

Collection (Print, Media, and Electronic), continued

- .jazz music
- .latin music
- .metal music
- .musical films
- .mystery
- .New Age music
- .poetry
- .pop music
- .religious music
- .reggae music
- .rock music
- .romance books and films
- .rhythm-and-blues music
- .science fiction films
- .short stories
- .sound tracks
- .street and urban literature
- .suspense and thriller books and films
- .Western books and films

Facilities (Space, Furniture, and Equipment)

- .meeting space
- .display shelving to merchandize selected portions of the collections
- .space to display new books and media
- .appropriate shelving for media
- .ergonomic workstations and seating
- .listening and viewing stations
- .identifiable readers' advisory services station or roving personnel

Technology (Hardware, Software, Networks, and Telecommunication)

- .computers configured to allow downloading of licensed digital content to personal storage devices (PDA, MP3 player, flash drive, and so on)

Possible Measures

Number of Users

- .Number of people who indicate on a survey that they use the library to find something to read, view, or listen to for pleasure

Perceptions of Users

- .Percent of users surveyed who respond that:
They find something to read, view, or listen to for pleasure.
The collection of materials to enhance their leisure time is very good or excellent.
Staff assistance they receive when requesting help to locate an item to read, view or listen to for pleasure is very good or excellent.
The items they place on reserve are available in a timely manner.

User Outcomes

- .number and percent of specified users who increased their enjoyment of reading
- .number and percent of specified users who discussed a book with a stranger, person of a different ethnicity, or person of a different age for the first time
- .number and percent of specified users who read and enjoyed a book by a new author or on a new topic for the first time
- .number and percent of specified users who experience an alternative world

Units of Service Delivered

- .circulation of:
 - new books
 - CDs
 - DVDs
- .turnover of items in the new book collection
- .average number of days between placing an item on reserve and notification that the item is available for pick-up