

EBSCO LearningExpress®

Webinar:

Preparing Job Seekers for a Post-Pandemic Economy

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Presenters



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Introduction

Jimmie King

Webinar Agenda



1. Public Libraries as Second Responders
2. *Job & Career Accelerator* Content Overview
3. *Job & Career Accelerator* Live Demo
4. Tools for Optimizing and Promoting Your *Job & Career Accelerator* Subscription

Public Libraries as Second Responders

“America’s public libraries have led the ranks of ‘second responders,’ stepping up for their communities in times of natural or manmade disasters, like hurricanes, floods, shootings, fires, and big downturns in individual lives.”

— Deborah Fallows

Fallows, D. (2020, March 31). Public libraries’ novel response to a novel virus. *The Atlantic*. Retrieved from <https://www.theatlantic.com/notes/2020/03/public-libraries-novel-response-to-a-novel-virus/609058/>

Public Library Response

- Providing round-the-clock Wi-Fi access and hotspots
- 3D printing of PPE (face masks and face shields)
- Feeding the hungry
- Taking care of the homeless
- Keeping people productive, safe, healthy, informed and connected to each other

Fallows, D. (2020, March 31). Public libraries' novel response to a novel virus. *The Atlantic*. Retrieved from <https://www.theatlantic.com/notes/2020/03/public-libraries-novel-response-to-a-novel-virus/609058/>

Economic Impact

- Millions have filed for unemployment.
- Small businesses have closed, and 7.5 million* are at risk of closing their doors permanently.
- Job seekers historically turn to public libraries for assistance.

*Iacurci, G. (2020, April 14). 7.5 million small businesses are at risk of closing, report finds. *CNBC*. Retrieved from <https://www.cnbc.com/2020/04/14/7point5-million-small-businesses-are-at-risk-of-closing-report-finds.html>

Case Study: Round Rock Public Library, TX

Resumé Review via Microsoft Teams

- Job seekers can sign up to have their resumé reviewed via Microsoft Teams by a member of the helpful library staff.
- Designed for job seekers whose current resumé is outdated or not getting results.
- The librarian will suggest ways to make the resumé stand out among the competition.

Challenges Job Seekers Face

- Conducting a successful job search
- Preparing for an interview
- Creating a winning resume that stands out
- Writing a compelling cover letter
- Follow-up thank you correspondence



Job & Career Accelerator

Content Overview and Live Demo

Myriam Moss



Tools for Optimizing and Promoting Your *Job & Career Accelerator* Subscription

Trish Paulitz

Topics



1. Direct Subject Matter URLs
2. MARC Records
3. Promotion Kits
4. LibraryAware

Direct Center URLs

- Use product buttons (available on EBSCO Connect) to link users directly to *Job & Career Accelerator*.
- You can also quickly link users to individual *LearningExpress Library Centers*, such as:



A screenshot of the EBSCO LearningExpress website. The top navigation bar includes "Home", "Centers", "Sign In/Register", "Contact Us", and "Help". A search bar at the top right contains the text "Find Tests, Tutorials, eBooks." and a magnifying glass icon. The main content area features a "Job & Career Accelerator" section with a teal button labeled "LearningExpress® Job & Career Accelerator" and a yellow arrow pointing to the right. Below this button is a list of links: "Find a Career Match", "Explore Occupations", "Search for Jobs and Internships", "Tools to Get Hired", "Career Library", and "School and Scholarship Finder", each with a right-pointing chevron icon. A photograph of three people in a meeting is visible on the right side of the page.

Direct Category URLs

In addition, Direct Category URLs enable libraries to quickly link patrons to the specific content most important to their needs.

Contact Trish at tpaulitz@ebSCO.com to set up direct category URLs.

The screenshot shows the website for Edison Township Free Library, powered by EBSCO LearningExpress. The header includes the NJ State Library logo, the library name, and the EBSCO LearningExpress logo. A navigation bar contains links for Home, Sign In/Register, Contact Us, and Help. The main content area features a search bar with the text "Find Tests, Tutorials, eBooks..." and a search icon. Below the search bar are four featured categories, each with a representative image and a brief description:

- Career Preparation:** Make your work goals a reality—start a new career or advance in your current field.
- Job & Career Accelerator:** Powerful tools and guidance to achieve your career goals.
- High School Equivalency Center:** Guided support and preparation to help you earn a high school equivalency credential.
- College Admissions Test Preparation:** Prepare for important exams like the ACT®, SAT®, AP® Tests, and more.

Below these categories is a list of 17 specific exam preparation links, each preceded by a folder icon:

- Learn More About a Career
- Job Search and Workplace Skills
- Prepare for the Air Traffic Controller Exam
- Prepare for Allied Health and Social Worker Exams
- Prepare for Civil Service Exams
- Prepare for Commercial Driver's License (CDL) Exams
- Prepare for Cosmetology Exams
- Prepare for Culinary Arts Exams
- Prepare for Electrician and Plumbing Exams
- Prepare for Emergency Medical Services and Firefighting Exams
- Prepare for Law Enforcement Exams
- Prepare for Military Exams
- Prepare for Nursing Exams
- Prepare for Real Estate Exams
- Prepare for Teaching Exams
- Prepare for the WorkKeys® Assessments and the TOEIC®

MARC Records

- MARC records are crucial to helping users find library resources quickly and easily.
- Records are available for all items in *LearningExpress Library* and *Job & Career Accelerator*.

The screenshot shows the Denver Public Library website. At the top, the logo and name "DENVER PUBLIC LIBRARY" are visible. Navigation links include HOME, CATALOG, RECOMMENDATIONS, RESEARCH, DOWNLOADS, EVENTS, SERVICES, and DONATE. User options like MY ACCOUNT, GET A CARD, and ASK US are also present. A search bar contains the text "Catalog" and "GED". Below the search bar, there is a section for "Today's Events" listing several activities with their times. A large orange banner reads "We are still here for you! Explore our virtual services." Below this, there are three colored boxes: "Gathered for You" (orange), "Engage with Us Online" (blue), and "Virtual Library, Anytime" (green). A "Chat With Us" section includes an "ASK US! CHAT" button and the text "Ask Us Chat: 24/7 Online Reference".

MARC Records

Instructions for Accessing,
Downloading and Updating
MARC Records is available on
EBSCO Connect:

<https://connect.ebsco.com/s/article/LearningExpress-Accessing-Downloading-and-Updating-MARC-Records>

The screenshot shows a search interface on EBSCO Connect. On the left is a sidebar with filters: 'Save Search', 'Narrow your search', 'Availability (Does not include downloads)', 'Location' (Central Library (30), Green Valley Ranch (19), Ross-University Hills (19), Sam Gary (18), Hampden (17)), 'Target Audience' (General (50), Adult (40), Unknown or not specified (13), Juvenile (9), Adolescent (3)), 'Subjects' (GED tests (70), High school equivalency examinations (46), Spanish language materials (18), Mathematics (15), Adult education (14)), 'Literary Form' (Non-fiction (53), Fiction (14)), and 'Authors' (LearningExpress (Organization) (50), Adamson, Ged (8), Universal Pictures Home Entertainment (Firm) (6), Le Guin, Ursula K., 1929-2018 (5), OverDrive, Inc. (4)).

The main search area includes a 'Keyword search:' field with 'GED', 'Search in:' dropdown set to 'Any Field', and 'Choose a format:' dropdown set to 'All formats'. Below this are 'Additional Search Options' and a 'Did you mean aged?' link. The results are displayed in a table with 6 items, each with a book icon, a year (2016 or 2015), a title, call number, web site, and an 'Add to My List' button. The results are sorted by 'Relevance' and show '1 - 10 of 117' items.

Year	Title	Call Number	Web Site	Action
2016	1. <i>GED</i> test. Mathematical reasoning review.	Call Number: eResource	Web Site: Available online from Learning Express Library	Full Details, Add to My List
2015	2. <i>GED</i> test. Science : flash review.	Call Number: eResource	Web Site: Available online from Learning Express Library	Full Details, Add to My List
2015	3. <i>GED</i> test. Social studies : flash review.	Call Number: eResource	Web Site: Available online from Learning Express Library	Full Details, Add to My List
2015	4. <i>GED</i> test. Mathematical reasoning : flash review.	Call Number: eResource	Web Site: Available online from Learning Express Library	Full Details, Add to My List
2016	5. <i>GED</i> test. Reasoning through language arts (RLA) review.	Call Number: eResource	Web Site: Available online from Learning Express Library	Full Details, Add to My List
2015	6. <i>GED</i> test. Reasoning through language arts : flash review.	Call Number: eResource	Web Site: Available online from Learning Express Library	Full Details, Add to My List

Promotional Materials on EBSCO Connect

Promotion Kits contain bookmarks, posters, handouts, graphics and more.

<https://connect.ebsco.com/s/article/Job-Career-Accelerator-Promotion-Kit>

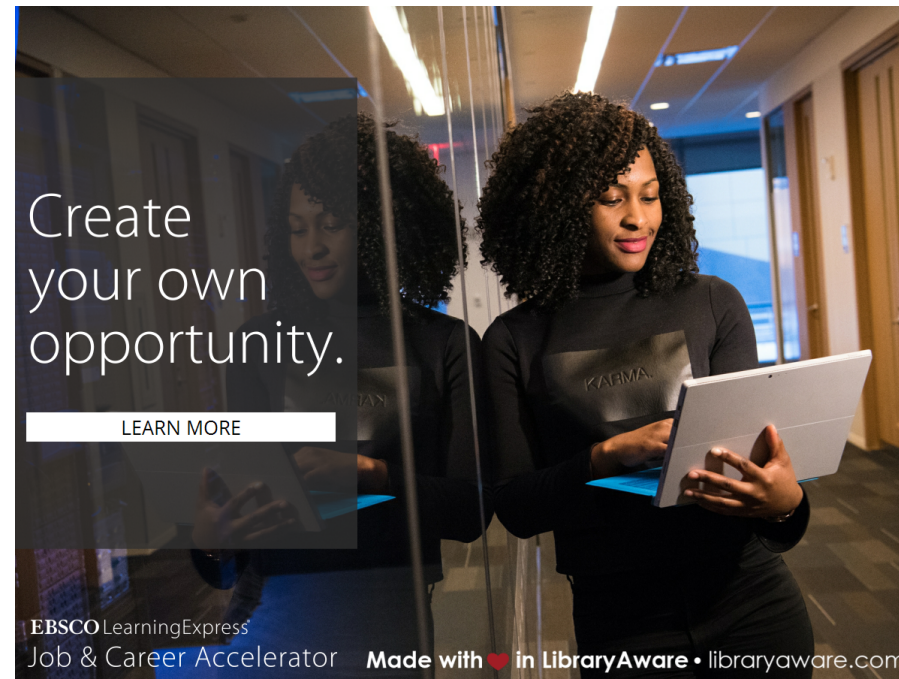
<https://connect.ebsco.com/s/article/LearningExpress-Library-Promotion-Kit>

Social Media Kits include images and sample posts for promoting job and career resources on Twitter and Facebook.



LibraryAware Widgets

Place widgets on your library website and link directly to *Job & Career Accelerator* or share them on social media.

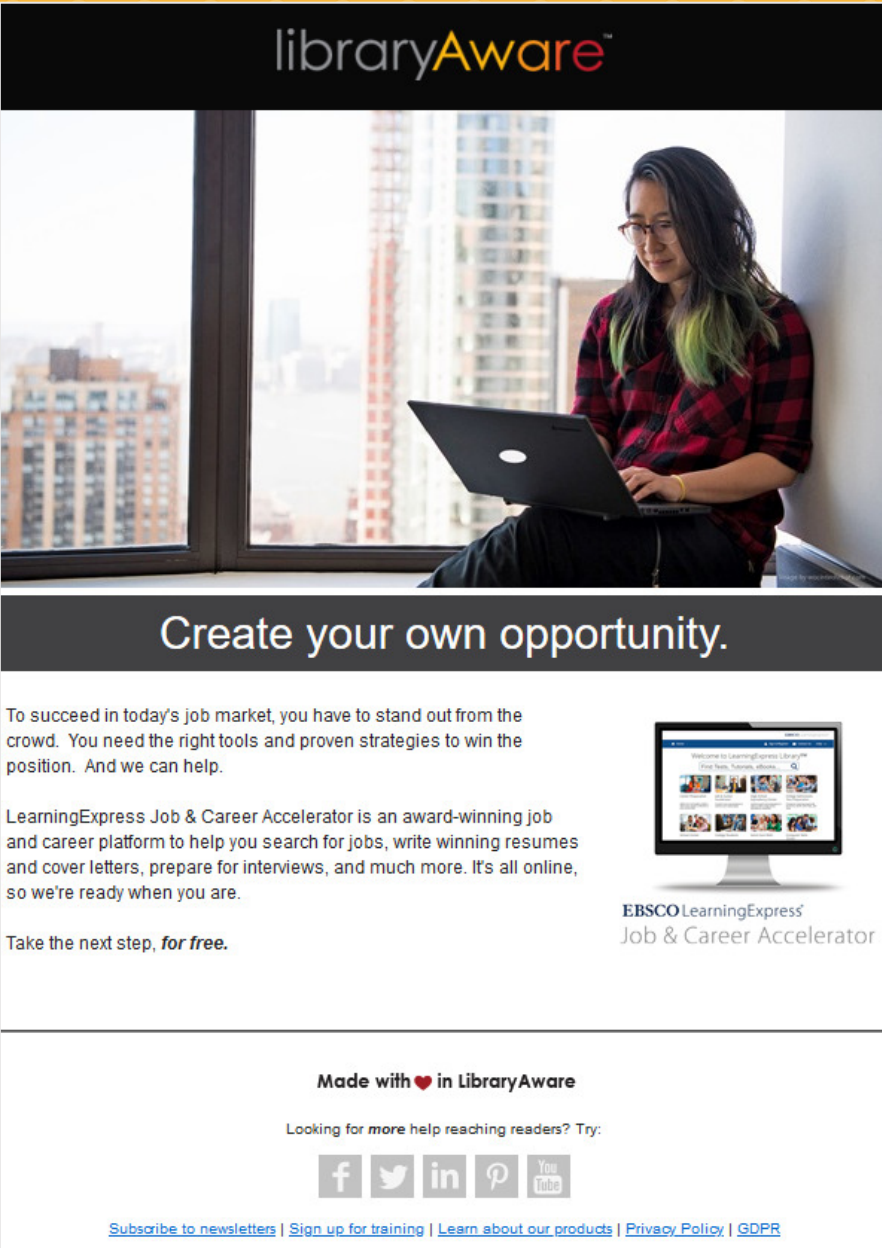


LibraryAware E-Blast Templates

Promote LearningExpress
Job & Career Accelerator using
LibraryAware's customizable
e-mail templates.

See examples on Pinterest:

<https://www.pinterest.com/libraryaware/ebSCO-learningexpress-promotional-templates/>



The image shows a preview of an e-blast template. At the top, the 'libraryAware' logo is displayed in a black bar. Below the logo is a photograph of a woman with glasses and a red and black plaid shirt sitting on a windowsill, working on a laptop. The window behind her shows a city skyline. Below the photo is a dark grey bar with the text 'Create your own opportunity.' in white. The main body of the email is white and contains the following text: 'To succeed in today's job market, you have to stand out from the crowd. You need the right tools and proven strategies to win the position. And we can help.' To the right of this text is a small image of a computer monitor displaying the LearningExpress website. Below the first paragraph is another paragraph: 'LearningExpress Job & Career Accelerator is an award-winning job and career platform to help you search for jobs, write winning resumes and cover letters, prepare for interviews, and much more. It's all online, so we're ready when you are.' Below this is the text 'Take the next step, *for free.*' To the right of this text is the 'EBSCO LearningExpress Job & Career Accelerator' logo. At the bottom of the email, there is a section titled 'Made with ❤️ in LibraryAware' followed by the text 'Looking for more help reaching readers? Try:' and a row of social media icons for Facebook, Twitter, LinkedIn, Pinterest, and YouTube. At the very bottom, there are links for 'Subscribe to newsletters', 'Sign up for training', 'Learn about our products', 'Privacy Policy', and 'GDPR'.

libraryAware™

Create your own opportunity.

To succeed in today's job market, you have to stand out from the crowd. You need the right tools and proven strategies to win the position. And we can help.

LearningExpress Job & Career Accelerator is an award-winning job and career platform to help you search for jobs, write winning resumes and cover letters, prepare for interviews, and much more. It's all online, so we're ready when you are.

Take the next step, *for free.*

EBSCO LearningExpress
Job & Career Accelerator

Made with ❤️ in LibraryAware

Looking for more help reaching readers? Try:

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Questions?

