AREA OF STRATEGIC FOCUS:
Workforce and Economic Development

Charge to the Work Group

Develop strategies and action plans for supporting economic development to include literacy education, building community, access to job training and information, skilled workforce development, supporting entrepreneurialism, etc.

Chairpersons (with titles and email addresses):

Recorder (with title and email address):

Work Group Members (with titles and email addresses):

Review of Relevant Research:

- The research conducted in San Antonio and elsewhere suggests that community leaders and the general public do not necessarily make the connect ion between public library and economic development.

- The Library's support of economic development would align with the City's Master Plan for building a robust economy.

- Interviews with community leaders suggest that economic development is a major challenge facing the City that the Library could address.

- The Tapestry and lifestyle analysis suggest that residents who fall into the largest clusters groups are those who are likely to be job seekers, access to technology, and literacy and ESL support.

- San Antonio estimates that the illiteracy rate is 25%; while San Antonio is the 7th largest city in the nation, it ranks 63rd in literacy.

- Illiteracy is identified as a major impediment to economic development.

- The Community Survey indicates the public believes that the Library can help reduce illiteracy and support workforce development.

- The 2008 Baselice Public Opinion survey suggests that the public perceives that the Library can help people find jobs and help increase literacy.

- The online survey of the Senior Management Team points to that opportunities for SAPL to leverage the Jobs and Small Business Center, and collaborate with the Economic Development Foundation and the City's Economic Development Department as well as other social services and community groups.

- 97% of staff members agree SAPL supports economic development and contributes to the quality of life in the community and staff members identify job seekers as one of top three market segments for which services should be enhanced or expanded.

- Trustees believe SAPL can improve efforts to support economic development by investing and reinvesting in the City, securing more funding for job training, making better use of technology to support job seekers and small businesses, and entering into partnerships with public and private sector organizations.

- When benchmarked against peer libraries, SAPL lags in number of computer terminals available to the public.

How to Proceed

1. Your work group's files are located on a password-protected FTP site that is only available via an FTP client like Filezilla. Filezilla has been installed on all SAPL computers.

   To access your group's files:

   - Open Filezilla
   - Type ftp.ivygroup.com in the hostname box
   - Type your workgroup's name (sapl2) in the username box
   - Type your workgroup's password (J$Ru4abr) in the password box
   - Click "QuickConnect"

   The files on the FTP site will appear in a folder tree on the right-hand side of the screen, while the files on your local computer will appear in a folder tree on the left-hand side of the screen.

   - Files can be uploaded and downloaded by the "drag-and-drop" method.

   - Be careful not to delete any of the files on the FTP site!

   If you have questions, please contact Sonia Arredondo at Sonia.Arredondo@sanantonio.gov

2. Designate a recorder. Decide when and where you will meet. Drafts of your plan are due on March 28.

3. Divide up the reading of the Research. In particular, be sure to review the Tapestry and Trends reports on the ftp site.

4. Consult the literature, meet and discuss, and seek advice as you need. Nancy Davis is available at davis@ivygroup.com. Pam Fitzgerald is available at fitzgerald@ivygroup.com.

5. While the attached bibliography is not comprehensive, it provides a top line list of resources that may assist your work group's deliberations. Again, you may also call on The Ivy Group at any time when you have questions, to facilitate a session via webinar, or to assist your work group as it makes decisions.

Topics and Questions That Can Shape Discussions

- The adequacy of SAPL's resources to support economic development, literacy, and community building

- The specific needs of job seekers, small businesses, entrepreneurs, and students in adult or ESL literacy programs

- The ability of staff to address those needs

- The current use and awareness of the Jobs and Small Business Center and the need to expand and enhance it to meet future demand

- The effectiveness of SAPL's current business, economic development, and literacy partners, and the potential for collaborating with other high value partners in the public and private sectors

- How technology might be used to better serve economic development goals

- Alternate models for delivering service that might better satisfy customer needs

- Localities where SAPL could support community and economic development by investing or reinvesting in facilities

- What baseline measures will we put in place in order to measure progress?

- How will we make adjustments?

- How will we keep information about target audiences up to date?

Strategies/Implementation Plans

For each strategy recommended, present an Implementation Plan that considers:

- Actions to be taken
- Anticipated Costs (to include staffing, materials, facilities, and administrative costs)
- Organizational capacity
- Required changes to policies, procedures, and/or by-laws
- Facilities implications
- Funding sources
- Marketing and communications
- Training
- Individual(s) responsible for implementation
- Timeline
- Measures of Success (quantitative? qualitative?)
- Additional resources required
- Additional issues to be addressed/recommendations

Resources

Beata Bajaj, Carlos A. Manjarrez, and Jessica Cigna, *Making Cities Stronger: Public Library Contributions to Local Economic Development*, Urban Libraries Council. http://www.urbanlibraries.org (Source: January 2007, Accessed: 2010).

Bleiweis, Maxine. *Helping Business: the Library's Role in Community Economic Development: a How-to-do-it Manual*. New York: Neal-Schuman, 1997. Print.

Glass, Robert Henry, Norman Clifford, and Brian Harris. *The Role of Public Libraries in Local Economic Development.* Lawrence, KS: Institute for Public Policy and Business Research, University of Kansas, 2000. Web. <http://www.ipsr.ku.edu/resrep/pdf/m260.pdf>.

Griffiths, Jose-Marie, Donald W. King, and Sarah E. Aerni. *Taxpayer Return-on-Investment (ROI) in Pennsylvania Public Libraries.* School of Information and Library Science, University of North Carolina. Web. September 2006. <http://www.ila.org/advocacy.pdf/UNC_Pennsylvania.pdf>.

"South Carolina Public Library Economic Impact Study." *School of Library and Information Science.* Web. 30 Aug. 2010. <http://www.libsci.sc.edu/SCEIS/final%20report%2026%20january.pdf>.

University of Pennsylvania: Fels: Institute of Government, *Economic Value of The Free Library in Philadelphia*, http://www.freelibrary.org/about/Fels_Report.pdf (21 October 2010).

Urban Libraries Council, *Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities*, http://www.urbanlibraries.org (November 2010).

Wayne M. Senville, "Libraries Bring Value to Our Communities," *Planning Commissioners Journal* 75 (Summer 2009).