Community Economic Development begins at the Public Library
“A sustainable community uses its resources to meet current needs while ensuring that adequate resources are available for future generations. It involves all its citizens in an integrated, long-term planning process to protect the environment, expand economic opportunities, and meet social needs.” - CONCERN, Inc.
Step 1

- Discover and assess the workforce and economic development needs of your community and identify what your library can do to help.
Labor and Workforce Development
Alaska Economic Trends

http://labor.state.ak.us/trends/
Community Profiles

Community Database Online
Comprehensive, in depth data for each community.

Capital Projects by Community
Capital project information from different agencies for Alaskan communities.

Community Photos
Scenes of Alaska communities, by communities.
NOTE: Adobe Flash Player is required for optimum viewing of the charts. Visit Adobe's website to download flash.

Alaska Local and Regional Information

Choose year(s): 2011 2010 2009 2008 2007 Note: years do not apply to two of the datasets–2010 Census and Population estimates. For these categories the most recent dataset is displayed regardless of year(s) chosen.

Choose dataset(s):
- Worker characteristics
- Occupations
- Industries
- Unemployment rate
- Population estimates
- Tax
- 2010 Census

http://live.laborstats.alaska.gov/alari/
### 2011 Workers by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Number of workers</th>
<th>Percent of total employed</th>
<th>Female</th>
<th>Male</th>
<th>Age 45 and over</th>
<th>Age 50 and over</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Resources and Mining</td>
<td>383</td>
<td>2.5</td>
<td>50</td>
<td>333</td>
<td>157</td>
<td>111</td>
</tr>
<tr>
<td>Construction</td>
<td>776</td>
<td>5.0</td>
<td>81</td>
<td>695</td>
<td>300</td>
<td>196</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>214</td>
<td>1.4</td>
<td>55</td>
<td>159</td>
<td>69</td>
<td>48</td>
</tr>
<tr>
<td>Trade, Transportation and Utilities</td>
<td>2,877</td>
<td>18.7</td>
<td>1,171</td>
<td>1,706</td>
<td>967</td>
<td>701</td>
</tr>
<tr>
<td>Information</td>
<td>249</td>
<td>1.6</td>
<td>99</td>
<td>150</td>
<td>90</td>
<td>60</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>596</td>
<td>3.9</td>
<td>344</td>
<td>252</td>
<td>232</td>
<td>158</td>
</tr>
<tr>
<td>Professional and Business Services</td>
<td>764</td>
<td>5.0</td>
<td>327</td>
<td>437</td>
<td>312</td>
<td>242</td>
</tr>
<tr>
<td>Educational and Health Services</td>
<td>1,500</td>
<td>9.8</td>
<td>1,112</td>
<td>388</td>
<td>638</td>
<td>503</td>
</tr>
<tr>
<td>Leisure and Hospitality</td>
<td>1,158</td>
<td>7.5</td>
<td>563</td>
<td>595</td>
<td>302</td>
<td>224</td>
</tr>
<tr>
<td>State Government</td>
<td>3,968</td>
<td>25.8</td>
<td>2,237</td>
<td>1,731</td>
<td>2,214</td>
<td>1,650</td>
</tr>
<tr>
<td>Local Government</td>
<td>2,361</td>
<td>15.4</td>
<td>1,429</td>
<td>932</td>
<td>1,258</td>
<td>961</td>
</tr>
<tr>
<td>Other</td>
<td>529</td>
<td>3.4</td>
<td>289</td>
<td>240</td>
<td>243</td>
<td>183</td>
</tr>
<tr>
<td>Unknown</td>
<td>6</td>
<td>0.0</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

### Yearly Population

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>30,711</td>
</tr>
<tr>
<td>2001</td>
<td>30,482</td>
</tr>
<tr>
<td>2002</td>
<td>31,047</td>
</tr>
<tr>
<td>2003</td>
<td>31,364</td>
</tr>
<tr>
<td>2004</td>
<td>31,213</td>
</tr>
<tr>
<td>2005</td>
<td>31,340</td>
</tr>
<tr>
<td>2006</td>
<td>30,943</td>
</tr>
<tr>
<td>2007</td>
<td>30,350</td>
</tr>
<tr>
<td>2008</td>
<td>30,554</td>
</tr>
<tr>
<td>2009</td>
<td>30,946</td>
</tr>
<tr>
<td>2010</td>
<td>31,275</td>
</tr>
<tr>
<td>2011</td>
<td>32,393</td>
</tr>
<tr>
<td>2012</td>
<td>32,832</td>
</tr>
</tbody>
</table>
Step 2

• Provide your community with a relevant collection of online and print materials.
Digital Pipeline!

Alaska's conduit for information from articles and selected reference sources.

Resources for Students
- Elementary
- Middle School
- High School
- College

Resources A-Z
- Need more help? Send a message to ALN

Digital Pipeline database committee and members

HTTP://SLED.ALASKA.EDU/DATABASES/
BUSINESS PLANNING & DEVELOPMENT

The DED provides several services to assist Alaskan businesses with planning and financing:

Establishing a Business in Alaska

Business Planning & Support

Other Financing

Tax Payer Assistance
Small Business Assistance Center

Providing direction for your business questions, ideas, and challenges.

Events
- Alaska's Small Business Calendar of Events (Made In Alaska)
- Attend business workshops in your area or online (SBDC)
- Business Law Education
- Community Related Business Training Schedules (DCRA)
- How to do business with the State of Alaska (PDF file)

State of Alaska's Business Support Programs
- Alaska's Film Production Tax Credit
- Alaska Grown (Products grown in Alaska)
- Alaska Products Preference (Bid preference on goods produced in Alaska)

www.commerce.state.ak.us/ded/dev/smallbus/home.cfm
Step 3

- Connect patrons with online self-directed learning and offer programs and classes that support career readiness and enhance 21st century skills.
Upcoming Events

Profit Mastery - HOMER - $200 Limited Time offer

- **Starts:** Mar 06, 2013 @ 9:00 AM
- **Location:** Homer, AK

Starting a Business - Anchorage

- **Starts:** Mar 06, 2013 @ 10:00 AM
- **Location:** Anchorage, A

Top Requested Resources

- Startup Resources
- Resource Library
- Resource Directory
- Resource Navigator
- Business Classes and Events
- Growing Your Business
- Legal Services

Business News in Your Inbox

Want to stay up-to-date on information that impacts your business? We've got you covered!

Sign me up for monthly tips

Latest Blog Posts

We're Your Buoy: Sailing the Seas of Small Business

- **Posted:** Mar 05, 2013 by Melissa Houston
- To whom do you turn when you feel like your small business is lost and adrift on unfriendly waters?
  - Full Story

The Debate Continues: Are Entrepreneurs Born or Made?

- **Posted:** Feb 13, 2014 by Melissa Houston

http://www.aksourceunlink.com/home
### 21st Century Skills

<table>
<thead>
<tr>
<th>Critical Thinking &amp; Problem Solving</th>
<th>Social &amp; Cross-cultural Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication &amp; Collaboration</td>
<td>Creative Thinking &amp; Innovation</td>
</tr>
<tr>
<td>Technology Literacy, Media Literacy</td>
<td>Productivity &amp; Accountability</td>
</tr>
<tr>
<td>Flexibility &amp; Adaptability</td>
<td>Teamwork</td>
</tr>
</tbody>
</table>

Global Awareness
Step 4

• Build relationships with community-based agencies and collaborate with partners to develop programs and services.
Collaborative Leaders

- Make global connections
- Engage diverse talent
- Collaborate from the top
- Show a strong hand
Advantages of Collaboration

• Avoid unnecessary duplication of effort or activity and conserve resources.
• Make library services more visible and valued.
• Foster cooperation among multiple community partners.
• Leverage the library’s recognized brand and reputation.
Collaboration Strategies

- Start the conversation.
- Conduct a community leader interview.
- Be ready to tell the library story.
- Look locally for partners who will help make an impact.
- Focus on the cause and what you can accomplish together.
Free Counseling

SCORE (Service Corps of Retired Executives) Chapter 558, 510 L Street, Suite 310, Anchorage, AK 99501
phone: (907) 271-4022  toll free: (800) 755-7034  fax: (907) 271-4545  score558@gci.net

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Send questions or comments to score558@gci.net

Pages Best viewed at 800x600

http://www.akscore.org/
Women’s Leadership

Thank you to the Rasmuson Foundation!! The Rasmuson Foundation establishes a Women Veterans Fund through the Alaska Community Foundation of $500,000 in honor of Mary Louise Rasmuson and her military service. Earnings from the fund will be granted to support the Alaska Veterans Organization for Women (AVOW) a program of YWCA Alaska.

http://ywcaak.org/
Step 5

- Communicate the value of your library, highlight the libraries role in economic development and be a community development leader.
Lean on Your Library

Resources for the challenging times in our lives

With tough times across Ingham County, it’s more important than ever to join forces and support one another. In addition to saving you money on books, movies, music, live entertainment and more, the library is an essential resource for all the services and information you need—in good times and in bad.

All About CADL
The valuable resources we offer at the library, from reading material to WIFI, are free to all cardholders.

Our Services

How to Cope When Unemployed
Learning to cope with any life transition can be a challenge. Let us help make the transition go more smoothly.

Guide Me | From Our Catalog

How to Find a Job
Unemployment remains high in Ingham County. Whether you are a first-time job seeker or looking for a career change, CADL is your one-stop resource for all your career needs.

Guide Me | From Our Catalog
Important Notice

We're renovating! The South Lansing Library will be closed from Feb 18 - April 14.

Guide Me: How to Cope When Unemployed

Practical Strategies to help you through challenging times

Help me find more information on:

- Do I file for Unemployment? (Quiz)
- Where to Turn
- Filing for Unemployment Benefits
- Where to Look for Jobs
- Where to Access Social Services

Where to Turn

- Book Resources
- Capital Area Michigan Works!
- LCC Center for Employment Services
- Education & Training Resources @ CADL
- HandsOn Central MI (211)

Filing for Unemployment Benefits

- Michigan Unemployment Services and Benefits
- MEL: Filing for Unemployment
- Unemployment Worker Webcasts
Public Library and Local Partnership
Seven Rules

• Be at the Table.
• Share Your Mission
• Build Partnerships.
• Appreciate Diversity.
• Communicate
• Support Champions
• Embrace Innovation
Project Compass Topic Pathways

- Digital Literacy
- Job Seekers
- Small Business
- Personal Finance
Project Compass

https://www.webjunction.org/explore-topics/project-compass.html
Pathway Structure

- Discovery & Assessment
- Collections
- Training & Programming
- Collaboration
- Communication
Sources

- Making Cities Stronger: Public Library Contributions to Local Economic Development
- Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities
- Where Angels Fear to Tread: A nonlibrarian’s view of the sustainability of rural libraries
- From Lending to Learning: a journey from mass literacy to personalized learning
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(907) 283-2916  
Julie.niederhauser@alaska.gov