



Explore Library Solutions

Southfield Public Library, Michigan

The largest library in Southeastern Michigan, serving a population of 80,000



Southfield Public Library considers itself to be the “center of it all.” It is the largest library in Southeastern Michigan, attracting patrons from the tri-county area and beyond. The library serves a wide array of community needs, from reading and information literacy to job search assistance and computer skills. The library’s vision is “We help people succeed,” which they support with a variety of services, including career counseling, and materials to supplement school and college libraries and the curriculum of public, private and home schools.

Challenges Faced

» HIGH DEMAND FOR CAREER COUNSELING

In the midst of one of the worst financial downturns in American history, increasing numbers of residents are turning to their local library for job search support. The Southeastern Michigan community is no exception, with one of the highest unemployment rates in the nation. As a result, Librarians at Southfield are relied upon to provide career counseling for the diverse needs of this group of patrons.

» CRITICAL DEMAND FOR SKILL-BUILDING

Librarians at Southfield Public Library are challenged to provide support for adult learners who have never used a computer in their lives. These patrons now need to adapt to the rapidly changing world of web-based job applications. In order to find employment and develop essential computer skills, Southfield Library patrons needed an online database that would address the need for career help as well skill development.

LearningExpress Solutions

» LEARNINGEXPRESS LIBRARY™ AND JOB & CAREER ACCELERATOR™

“There is something for everyone” - Librarian Tera Moon

With LearningExpress Library and Job & Career Accelerator, provided through the Michigan State Library, MeL.org, Southfield Public Library patrons have 24/7 access to the most comprehensive online platform available for career exploration, skill development, and basic academic resources. The user-friendly format lets Southfield librarians help patrons quickly and easily access the career resources they need. Their patrons can get online and register quickly, explore this intuitive software independently, and get tangible results through practical testing and individualized advice. Librarians feel confident referring patrons with a wide range of concerns, from those seeking to re-enter the job market to anyone needing basic skills improvement.

Bottom Line

» INDIVIDUALIZED CAREER ACCESS

Job & Career Accelerator is the go-to solution for every career-related need that Southfield librarians encounter, from teenagers researching industry salaries to adults improving their computer and internet skills. This is a major selling point for a large-tier library like Southfield, which serves such a wide variety of patrons and needs. The platform is so easy to use that librarians feel confident referring their clients, with little to no need for follow-up. Says one librarian, “we can’t lead them down the career path. . . all we can do is get them started. That’s where Job & Career Accelerator comes in.” The intuitive user interface of the platforms and the unlimited number of registrations also accommodates the high volume of users.

“Even my father has used the service. . . Polish is his first language, and he needed to brush up on his English skills. With some reading skills practice, he went from being not-so-confident to doing 100%. Job and Career Accelerator gave him the confidence to start his job search, and ultimately land a job.”

– Eva Gronowska, Librarian

LIBRARIES

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THAT WILL HELP YOUR
STUDENTS ACHIEVE MORE –
CALL **LEARNINGEXPRESS**
800 295 9556



» DEMAND FOR SKILL-BUILDING SATISFIED

With Job & Career Accelerator, Southfield librarians can send their patrons to Popular Software Tutorials, easy-to-follow multimedia training videos for novice to advanced users—systematically through today’s popular software products. Job & Career Accelerator is the most complete career exploration and job search tool available today, and offers individualized career guidance and job search assistance. It provides the help that Southfield patrons need to find an individualized career direction, to acquire essential computer skills, and to adapt to the new world of online job applications.

“Test-prep materials and books may get destroyed, but Job & Career Accelerator will always be there for our patrons”

– a Southfield Librarian

» COST-EFFECTIVE

The subscription to LearningExpress Library and Job & Career Accelerator is available free to K-12, academic, and public libraries throughout Michigan. It is made possible through the Library of Michigan eLibrary, MeL.org, and IMLS and BTOP funds. Access to these platforms offers stability and permanence in an environment where high-demand books and other test-prep materials often disappear off the shelves or get damaged and require frequent replacement. As a result, Southfield Public Library has been able to keep costs down and eliminate high turnover of materials.

About LearningExpress:

With today’s global economy and emphasis on 21st century skills, LearningExpress’ online resources, including LearningExpress Library, Job & Career Accelerator, and Popular Software Tutorials, help patrons of all ages succeed by meeting a broad range of educational and career oriented needs. For your library solutions, call LearningExpress today, **800.295.9556**.