



# Public Library Association Grant

Digital Skills for Job Seekers Initiative





# Mission

Deliver exceptional services to support a high quality of life and place for our community



# Values

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople



# Vision

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government



# Strategic Plan

- *Goal 1 - Create an Environment Conducive to Strong Sustainable Economic Development*
- *Goal 2 - Set the Standard for a Safe and Secure City*
- *Goal 3 - Promote the Visual Image of El Paso*
- *Goal 4 - Enhance El Paso's Quality of Life through Recreational, Cultural and Educational Environments*
- *Goal 5 - Promote Transparent and Consistent Communication Amongst All Members of the Community*
- *Goal 6 - Set the Standard for Sound Governance and Fiscal Management*
- *Goal 7 - Enhance and Sustain El Paso's Infrastructure Network*
- *Goal 8 - Nurture and Promote a Healthy, Sustainable Community*

# Digital Skills for Job Seekers Grant

- Provides 100 refurbished laptops to be distributed community-wide to those in need.
- Provide \$20,000 to the Awardee to promote digital skills and employment resources.
- The Awardee agrees to **increase access to low-cost devices and internet access** for community members (including job seekers and students), and
- **To promote digital skills programs and certifications**, as a strategy to find or improve employment, broadly via library communications and via partners in the community, focusing on programs and services of the library as well as the Microsoft Skills Initiative and its resources through Microsoft Learn, LinkedIn Learning, and GitHub.



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## GRANT OVERVIEW:

- Develop co-branded content that combines promotion of library and partner resources with information on the Microsoft Skills Initiative's access to free and low-cost training and certifications.
- The El Paso Public Library in collaboration with our current partners including the local ISD's, Workforce Solutions Borderplex, Project Bravo and WIC centers will work to identify families who are low-income and have been negatively impacted by the COVID-19 crisis.
- Distribute 100 refurbished tablet computers (to be provided to the library by PLA and Microsoft) to community members in the library service area, using a strategy that prioritizes families who are low-income as well as small business clients in need of technology upgrades.
- Communicate to community members how they can access low-cost broadband services and computer devices, for instance via the City's MiFi program.



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# WorkPLACE Integration

- EPPL will establish synergy through its already established small business program WorkPLACE, (Public Literacy Access for Careers and Entrepreneurship) to distribute technology and capacity training to micro enterprise entrepreneurs.
- Work PLACE has an established clientele that has utilized library services such as print, copy and fax as well as the library's computer hardware and software to grow their small businesses.
- WorkPLACE provides capacity building workshops and training to these micro enterprises and will build upon those program utilizing the Microsoft Skills Initiative.



# Promotion and Communication Strategy

- The Library will work directly with established local partners to identify families and businesses in need.
- The library will promote the program as needed through through the City of El Paso's established media sources and contacts including social media outlets and CityTV.
- The Library will prepare online advertising graphics and video content they will deploy using all of the social media services available to them through both the City of El Paso as well as the Library including presence on Twitter with 46,000 combined followers, Facebook with combined followers of over 70,000, Instagram with combined followers of 46,000 and Nextdoor with 68,000 reach as well as videos for Youtube.
- The graphics and video content will be prepared in English and Spanish to reach a broad range of affected citizens. The Library will work with the City of El Paso's Public Information Office to prepare press releases to send out to traditional media and will secure OTA interviews with television and radio stations in English and Spanish. All marketing and promotional literature will include all applicable branding and taglines.



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# QUESTIONS?

