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August 2, 2022

Michael Prost
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Subject: Feasibility Analysis for the Creation of a Newsletter for Improving Awareness of Library Resources for UBC Students at the Surrey City Centre Library

Dear Micheal Prost,

I submit my report on the feasibility of creating a newsletter for improving awareness of library resources for career opportunities for UBC students at the Surrey City Centre Library. Through my research, I have discovered that UBC students underutilize public libraries for help in job searching and the interview process.

My report contains data collected from UBC students, and observations from the library to gauge the kind of resources that were available. I am recommending that the AMS create a newsletter that students can subscribe to that will share information about books, online resources, and events to UBC students so that they can visit the Surrey City Centre Library for these resources.

Thank you for your time and please contact me if you have any questions. I look forward to your feedback.

Sincerely,

Benson Lin

**Feasibility Analysis for the AMS to Create a Newsletter
for Improving Awareness of Library Resources for
Career Opportunities for UBC Students at the Surrey
City Centre Library**

For

Michael Prost

Student Services Manager of the

AMS

By

Benson Lin

ENGL 301 Student

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0. Abstract

Amidst the Covid-19 pandemic and looming recession, many people have lost their jobs or are contemplating changing careers. Moreover, jobs are increasingly becoming more reliant on technology as evident by the increase in remote jobs. The process needed to change careers can be daunting but can lead to a higher salary and better work-life balance. The public library system contains books, audiobooks, DVDs, career related events, access to online learning platforms for free and UBC students can take advantage of this resource to prepare themselves for finding work. This report will determine the feasibility of the creation of a newsletter by the AMS to increase awareness of career and job related resources located at the public library to students.

I. Introduction

A. Information about Resources Available at the Public Libraries for Career development and Job Searching

Most people's first thought about the library is that the library is where one can only find books or is a place for children to explore literature. However, it contains a wealth of knowledge with resources other than books. Many people go to the library to access Wifi to study, read the newspaper, and to learn about various subjects, such as language, history, science, business, and practical guides. The library is a meeting place for people to interact with their community and a place to participate in clubs for various interests. There are events that teach people practical skills in computer basics, language practice, and career training. These events can be hosted in different languages

depending on the community they are serving. For example, the Richmond library has events in Mandarin and the Surrey library offers events in Punjabi. Public libraries provide free resources for the community to meet, and learn but are underutilized by students as they are unaware of the available resources.

B. Information about Resources that UBC Provides for Job Searching

UBC provides many resources for career and skill development. On the Student Services website, there are web pages for events and workshops, access to LinkedIn Learning, an online job board and other career resources. There are also pages that provide sample resumes and cover letters, and provide best practices for interviews. There are external links to other useful websites and sources for all topics about career development. UBC also hosts events for career advising, interview preparation, and career fairs. UBC provides students with many resources for career development and job searching, but students who do not live on campus may not be able to attend certain events due to their location or schedule so having more opportunities closer to where they live can help.

C. Purpose of this Report

The purpose of this report is to determine the feasibility for the AMS to create a newsletter for UBC students to increase awareness of local library resources that are related to career advancements and job searching. With increased awareness of public library resources, UBC students will have more resources and support that will help

them gain the skills to find jobs in a competitive job market. I believe that public library resources that are located closer to students will help students who live outside of campus the most. These resources can reduce stress and anxiety that come from job searching which can lead to higher student satisfaction and allow them to better focus on their studies.

D. Description of Data Sources and Methods

Twenty-Seven UBC students responded to a short survey to determine what the current needs of students are for career related resources, what resources students are aware of at the library, and how many students are seeking a new job or are contemplating changing careers. Observations were made at the Surrey City Centre library to discover the available resources and the placement of advertising for said resources. An analysis of the survey and the observations at the library were made to determine the feasibility of the proposed newsletter.

E. Scope of this Inquiry

To assess the feasibility of a newsletter to increase awareness of library resources, I created a list of questions.

1. What are the current needs of people for career related resources?
2. How many people are aware of library resources besides books and dvds?
3. How many people are currently seeking a new job or are contemplating changing careers?
4. What career related programs are in place at the library?

5. What is the current attendance at career related events hosted at the library?

II. Body

A. Detailed Overview of Resources Available at the Surrey City Centre Library

1. Books, Access to Wifi, Access to Online Learning Platforms

From my observations at the Surrey City Centre Library, I found a bulletin board that advertises employment aid right next to the entrance (see Figure 7 in Appendix A). The bulletin board contains flyers for job fairs, tutoring for reading, writing, and math, as well as free programs that provide help in finding a job. There was an information board that advertised free Wifi, a large collection of O'Reilly ebooks, and electronic resources in French for various topics (see Figure 8 in Appendix A). Next to the help desk, there were brochures that provide information about employment and income, education/ESL, and events occurring at the library (see Figure 9 in Appendix A). Access to LinkedIn Learning is available on the Surrey Libraries website. To access the learning platform, one needs a library card and library cards are easily obtainable by bringing a valid piece of identification. My observations discovered many useful resources that students can readily access to help in their job search process.

2. Events at the Library

Upon exploring the Surrey Library website, I found that several events related to employment or starting a business were available until the end of 2022. One of the

events is an information session provided by staff from Work BC Job Centre about employment counseling, skills training, wage subsidy and other useful topics relevant for job seekers. Also, there is an online information session about how to start up a business or gain business knowledge. This program is presented in partnership with S.U.C.C.E.S.S BC and offers one on one assistance to individuals seeking business coaching, mentorship, networking, and shadowing. The Surrey Library system has multiple events related to employment that are readily available and are helpful for UBC students.

B. Discussion of the Collected Data

The survey results appear to support that a newsletter would be beneficial for students. The first question on the survey asks how prepared students feel for a job interview. A majority of the students feel at least somewhat prepared. Additional opportunities for interview practice from library events or other online resources would help students feel more prepared and comfortable when it comes to interviewing.

In general, when invited for a job interview, UBC students are:

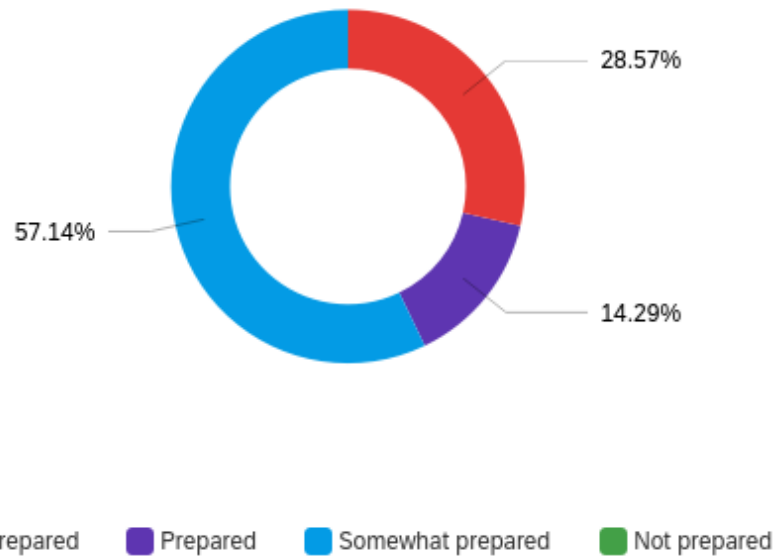


Figure 1. Results from Survey Question #1

More than half of the students responded that they either rarely or never use the public library for assistance with job searching and application packages. This reflects the results obtained from a question asking students to type in the resources that they know are available at the library. Students mainly responded with books, computers, and printers. Only one student had a response that included resume writing assistance and tutoring. This indicates that students are not aware of the career related resources that are available at the library and therefore do not use public libraries for job search assistance.

In general, UBC students use the public libraries for help with job search and application packages

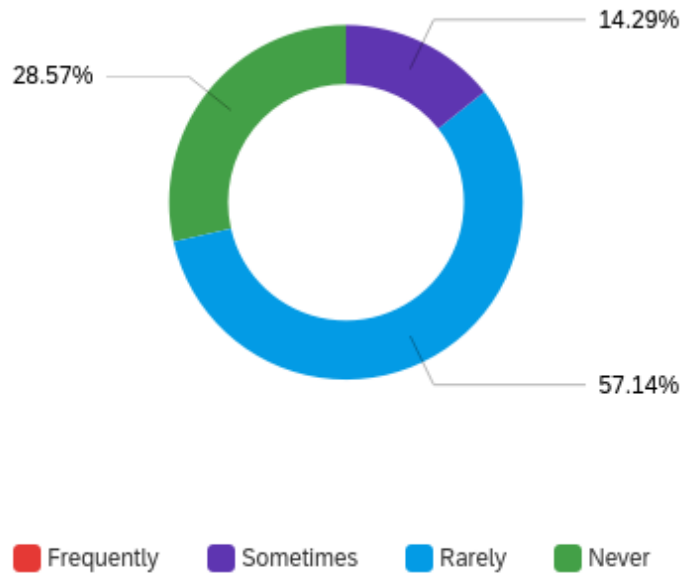


Figure 2. Results from Survey Question #2

Over 50% of students find writing resumes and cover letters difficult and over 70% indicated that finding a new job is difficult. A large portion of students responded with feelings of difficulty in these two responses which indicates that additional career resources would help students feel more comfortable with writing resumes and cover letters.

Writing resumes and cover letters is:

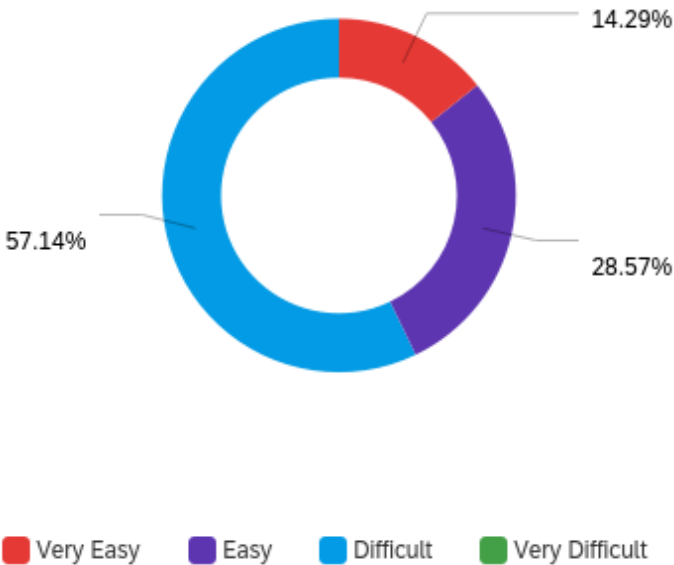


Figure 3. Results from Survey Question #4

Finding a new job is:

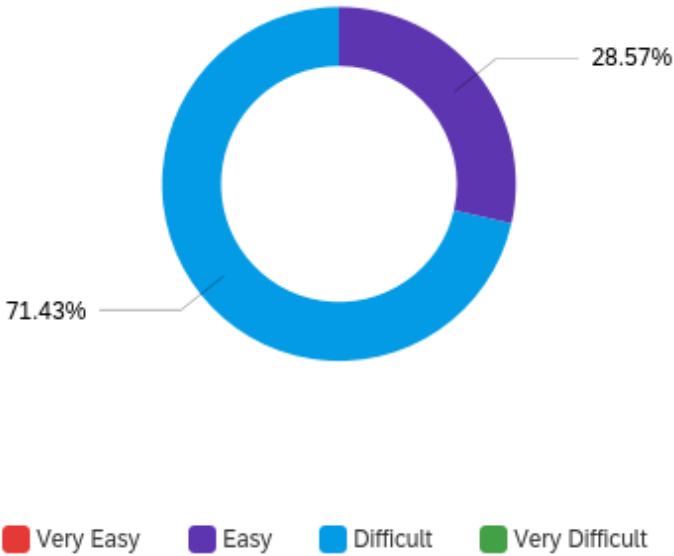


Figure 4. Results from Survey Question #5

The last two survey questions suggest that having additional career resources would be helpful as a large portion of students are either seeking new jobs or are interested in changing careers.

In general, UBC students are seeking a new job:

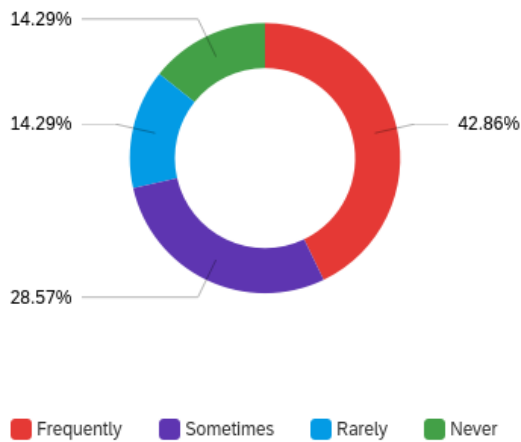


Figure 5. Results from Survey Question #6

In general, UBC students are interested in changing careers:

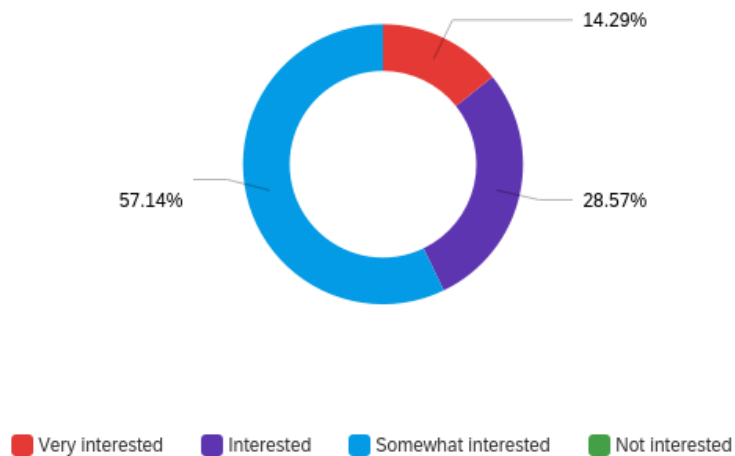


Figure 6. Results from Survey Question #7

C. Proposed Solution

From the results of the survey, it appears that students would benefit from having access to additional career related resources as the majority of students felt that job searching and creating application packages were difficult tasks. The results also show that many UBC students are interested in changing careers or are frequently looking for new jobs. The observations from the library indicate that relevant resources are readily available for free to students. A newsletter from the AMS would serve students actively looking for jobs and or contemplating a career change. I believe that the newsletter would need to be sent out at the beginning of the semester so that students can become aware of the library resources. Students can find time to seek out these resources. The newsletter could contain links to the career resources pages on the Surrey Library website, highlight some resources such as free access to LinkedIn Learning and present upcoming career related events being hosted at the Surrey City Centre branch.

III. Conclusion

As the job landscape evolves, students need to learn new skills to keep up with the changing requirements that employers are looking for. The public library system has the resources to help students become lifelong learners and advance their career or transition to a new career. The AMS can provide help to students who are actively looking for jobs or contemplating career changes by providing a newsletter at the beginning of the semester to introduce students to the resources available at the public

library. With these resources, students will have better outcomes in interviews, job searching and will help increase student satisfaction.

IV. Appendix

A. Observations from the Surrey City Centre Library



Figure 7. Bulletin Board at the Library.

Library

Information

WORLD CINEMA

STREAMING VIDEO COLLECTION

Watch more than 780 contemporary and classic feature films from around the world. Get unlimited access from any location!

- Public performance rights and its copyright infringement concerns
- Includes masterpieces and award-winning films
- Free! Included with your Surrey Libraries Card

ACCESS VIDEO ON DEMAND

Welcome

In consideration of others, please

- Talk quietly
- Eat, drink or messy foods outside
- Silence your cell phones and computer devices
- Take lengthy phone calls in the lobby or outside
- Keep your children within tagging distance

SURREY LIBRARIES
Discover what's new. There's lots to explore. Stay a while. You'll love it.

REPORT ANTI-LGBTQ CRIMES

RCMP in BC
SAFE PLACE

This location is a safe place for LGBTQ Victims of Crime, Harassment, and Bullying

REPORT CRIMES AGAINST MEMBERS OF THE LGBTQ COMMUNITY
EMERGENCY CALL 911

www.rcmp.ca

O'Reilly eBooks

50,000+ eBooks and streaming videos on Computer Technology, Programming & Professional Development

o'reilly.com

Welcome to SURREY LIBRARIES

Discover what's new. There's lots to explore. Stay a while. You'll love it.

To become a member you need to provide:

1. We will request one of the following as ID:
 - Driver's License (valid)
 - BC ID (valid)
 - Passport (valid)
 - Health Insurance Card (valid)
 - Canadian Citizenship Card (valid)
 - Aboriginal Status Card (valid)
2. We will accept the following as proof of address:
 - Clear Utility Billing
 - Property Tax/Assessment letter on record or addressed to applicant
 - Mortgage Lender Letter
 - Rental Agreement (signed by you and landlord)
 - Bank or Credit Agreement (signed by you or co-applicant)

DID YOU KNOW?

You can borrow digital tape converter kits from Surrey Libraries.

Convert your cassette tapes to digital files.

Place your hold today!
3 week loan

Truth & Reconciliation Commission

Final report available in the library. Ask staff for assistance.

Seniors

Your Library has:

- Books & Music (DVDs)
- Books in large print
- Magazines & Newspapers in large print
- eBooks & eAudiobooks
- Large Print CD & DVD
- Audiobooks
- Books (Large Print)
- Movies / Computers
- Technology Help
- Book Clubs & e-Reader Programs
- Assistive Technology at Our Grand Seniors' Services

Wireless Access

Free!

You will need to bring your own wireless device such as a laptop with a wireless card.

The wireless connection WITHOUT Wi-Fiing automatically closes down after 3 hours.

Save your work before the 3 hour mark. Files are not saved beyond the 3 hour mark.

Software available for Editing, Recording, Coding, Composing...

- Record and edit your podcast or sound recording with Audacity
- Learn to code with Arduino
- Compose music with Sonic Pi
- Image editing with GIMP (GNU Image Manipulation Program)
- Video editing with Windows Movie Maker

MAKE IT DIGITAL

Bring in your cassette, headphones, and staff can help you get started.

Bring in your cassette, headphones, and staff can help you get started.

Types of Service for Public Computers

Types of Service for Public Computers

SCENT-FREE ZONE

Help us keep the air we share healthy and fragrance free.

Please DO NOT wear perfume, cologne, scented lotion, aftershave, or other scented products.

NAXOS MUSIC LIBRARY MOBILE APP

Download the Naxos Music Library mobile app today!

French eResources

Attention les étudiants d'immersion!

Attention les étudiants d'immersion!

Figure 8. Library Information about free resources.



Figure 9. Brochures found at the Library.