

BUSINESS LISTENING SESSION – RESOURCE INFORMATION

Fall 2022

The following resources were identified by participants of the Fall Listening Sessions.



EMPLOYMENT

- [Lake County Workforce Development](#): assistance in promoting your job openings, job fairs, training and employment grant programs, etc. Contact Antonio Garcia at 847-377-3452 for assistance.
- [D128 Libertyville and Vernon Hills High School Internship and Job Posting](#): contact D128 College and Career Counseling Department for more information 847-932-2166.
- College of Lake County (CLC): post your jobs and internships on the [LancerJobLink](#). View the CLC [job fair schedule](#). Review the [apprenticeship program](#) page. Contact Ali O'Brien, VPP Community & Workforce Partnerships, 847-543-2409, to inquire about other ways to connect to your future workforce.
- [Indeed](#): several participating businesses noted success using Indeed when paid ads were placed.
- [Hire My Mom](#): a participant noted success employing stay-at-home parents for HR, communications, back office and marketing positions or projects through this website.
- Facebook Community Groups: participants have had success posting to Libertyville Moms and other pages.
- Work Study: Christo Rey St Martin College Prep school partners with local business on a [work study program](#).
- Reference: a participant noted the book, *The Talent Emergency*, by [local author Nicole Martin](#), has been a helpful resource to prepare for and adapt to changing labor market conditions.

COMMUNICATIONS

- Libertyville Weekly e-News: [subscribe](#) to the Village's e-Newsletter for events, resources, and information.
- Libertyville Social Media Pages: refer to Facebook (@Village of Libertyville, Illinois), Twitter (@LibertyvilleVOL), Instagram (@Libertyville_il), and Nextdoor as an additional Village information source.
- Video Marketing: participants noted success with the video marketing tools [BombBomb](#) and Facebook Live. The Cook Memorial Library [workshop](#) has green screens available and a [digital studio](#).

OTHER

- Meeting and Workspaces: reserve a conference room at [Cook Library](#), have a seat at a [local restaurant](#), or stay tuned to the 2023 opening of [Brick & Mortar](#) co-working in downtown Libertyville.
- Rental of Community Facilities: the Village's Parks Department rents [parks and facilities](#). There are also [rooms](#) in the Civic Center and spaces at the [Adler Arts Center](#).
- Downtown Parking: review customer and employee public parking options on [this map](#).
- Major Developments: review recent applications and approved projects under construction [on this story map](#).
- Business Organizations: the [GLMV Chamber of Commerce](#) offers networking, educational and marketing opportunities. the [MainStreet Libertyville organization](#) provides similar services, while focusing on promoting and bringing customers to the historic downtown district.
- Participants noted that it is easier to [prepare](#) and protect your business from a cybersecurity or ransomware threat, than respond to one once affected.
- QR Codes: use an online app or your [Chrome browser](#) to create QR codes to communicate with customers.
- [Shopify](#): Several participants noted success increasing customer traffic and revenues through use of this website. They noted Shopify synchs with their marketing on Instagram and [Klaviyo](#), and some POS systems.
- Google Profile Editing: keep your business hours and information updated on platforms including [Google](#).

For additional resources, visit the [Resources](#) section of the Village [Business](#) page or call [Heather Rowe](#), Economic Development Manager for additional options.