

The East Side Employment Exchange an initiative of the East Side Employment and Workforce Collaborative

The East Side Employment Exchange is a powerful tool for bridging the gap between East Side residents needing sustainable work and area businesses with more jobs than they can fill. Although tenets of supply and demand suggest that job-seekers and businesses would simply find each other, we know this is not the case. East Side residents face persistent barriers to employment that keep jobs out of the reach, and hold back our entire community.

The Xchange forges pathways to employment that wouldn't happen on their own. To residents, we bring the combined services of the Collaborative, providing wraparound support that is rooted in this community. Our skills training, life coaching, and broad-based community support are all driven to overcome the employment barriers faced by East Siders. To employers, we bring East Siders who have the tools to contribute and thrive in their workplace. And, through partnering directly with employers, we're able to accommodate their needs, whether they're a major hospital or a small-business on Payne Avenue.

Our driving goal is to bring employment on the East Side in parity with the rest of St. Paul. We see equitable employment as a moral imperative, and an economic boon for our city and region. The following sections establish the activities, funding needs, governance and workplan for taking meaningful steps towards employment parity.

Activating the Xchange for an 18-month pilot

IMPACT

14% of East Side residents are unemployed, which is nearly double the rate for St. Paul as a whole. Parity requires that 2500 - 3500 East Siders find work. This first stage of the Xchange will train and place 275 East Siders - close to 10% of the placements needed to achieve parity.

PARTNERS	ACTIVITIES		AREAS OF INVESTMENT		INVESTMENT NEEDED	
Community Outreach Training & Education Employer Connections	S	rain and place 275 East ide residents into gainful mployment.	Expand Business Development Capacity Seed funding will support partners to build four to six new employer relationships and outreach existing employer contacts on behalf of the Collaborative. Full funding will be shared between four to six partners who		Seed Funding (2Q17 - 3Q17)	Full Funding (4Q17 - 3Q18)
American Indian Family Center	b di	Directly partner with 35 businesses to facilitate direct connections to living wage jobs.	specialize in workforce development (likely AIFC, Clues, Goodwill Easter Seals, HAP, and Merrick). By bolstering these organizations' existing capacity, this funding will ensure: 1) a dedicated focus on Xchange initiatives and 2) industry specialization in line with an organization's training initiatives. Funding will support a combination of new and existing staff, including a Coordinator position for the entire Xchange.	1	\$4,000 /each to 5 partners \$20,000	\$45,000 /each to 5 partners \$75,000 for coordinator \$300,000
GOODWILL EASTER FOUNDLE DID	e in	artner with 10 East Side mployers to develop and nplement up to 2 training rograms to advance the	Shared Data Platforms The Xchange will require significant communication and information sharing between collaborative partners and with partner businesses. As we move forward, we will evaluate the necessity of a data platform or other tools.			\$120,000 initial funding for development \$120,000
Center Constant Center	C C	mployability of 60 East Side esidents. coordinate 4 joint job/hiring airs serving 600+ East Side	Client Training This seed funding would allow us to develop 2 new industry trainings and support client educational attainment (at partners and/or MNSCU entities). Once these programs are off the ground, public funds can be supplemented over time.		1	\$5,000 /each for training up to 60 individuals \$300,000
HMONG AMERICAN FARMERS ASSOCIATION	B Ea	esidents. Fring together groups of ast Side residents and mployers for 3 ongoing stening circles .	Community Listening Circles The Xchange will only be as effective as our ability to hear and respond to the needs of East Siders. Listening circles enable residents to speak to us and with each other, not as clients but as community members. Likewise, we see listening circles as an important tool for changing the narrative of how many employers perceive East Siders. We anticipate conducting an initial circle, led by the American Indian community, that serves as our guide for future circles,		\$10,000 /each for 3 circles	\$6,600 /each to continue 3 circles and include new participants
Metropolitan State University			perhaps adapting to other cultural traditions as we move forward.		\$30,000	\$20,000



Collaborative Development

The sustainability of the X change is contingent on the health of our collaborative. This funding will go towards developing effective governance structures and compensating partners to continue prioritizing our collaborative efforts.

Fiscal Agency / Project Staffing / Additional Expenses

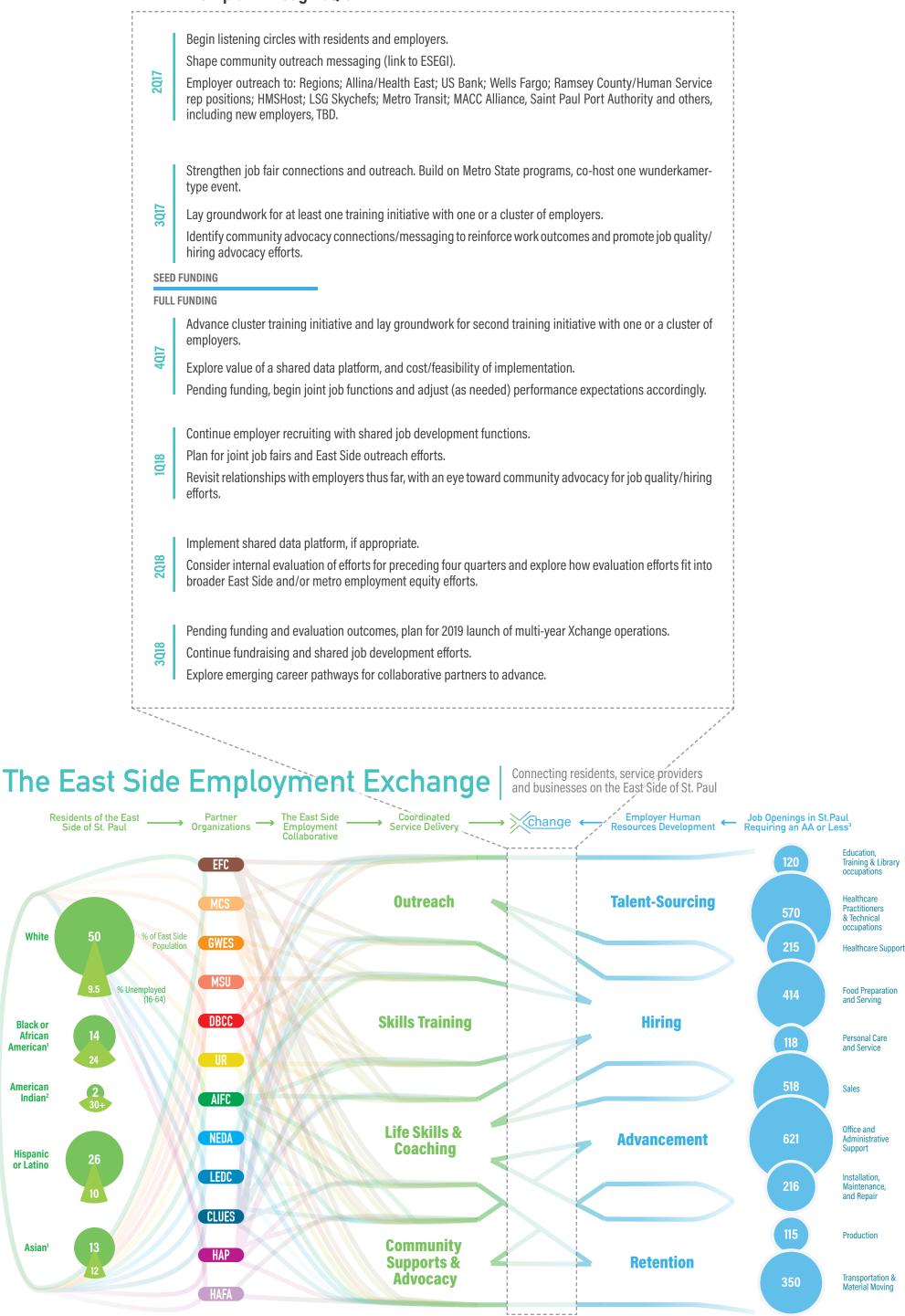


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Collaborative Governance

The Xchange will be operated by the East Side Employment and Workforce Collaborative. The Collaborative is working on a governance model that equitably shares leadership among our partners and creates simple points of communication for funders, employers, and others. We anticipate that partners will rotate through two-year terms as fiscal agent and collaborative leader (not necessarily the same role concurrently). Currently, Merrick Community Services is serving both roles. Merrick has agreed to continue serving as fiscal agent for at least an 18-month pilot phase, ending December 2018. We will select two Collaborative partners as co-leads through that same period, and identify two other partners for 2019-2021. As soon as this rotation is confirmed, a schedule will be distributed among Collaborative partners and funders.

Workplan Through 3Q18



1: The 2011 - 2015 American Community Survey (ACS) 5-year estimate, used here, includes Hmong and African populations within broader categories.

2: Data for American Indians drawn from October 2014 report by LISC and CURA: "Moving Beyond the Gap: Racial Disparities in East Side of St. Paul". This analysis uses a smaller focus-area than the other data and comes from the 2008-2012 ACS estimate.

3: Wanted Analytics analysis on 11/2/16 for jobs located within Saint Paul requiring an Associates Degree, high school diploma/GED, or less.