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

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.

#### IMPACT

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.

#### ACTIVITIES

- Train and place 275 East Side residents into gainful employment.
- Directly partner with 35 businesses to facilitate direct connections to living wage jobs.
- Partner with 10 East Side employers to develop and implement up to 2 training programs to advance the employability of 60 East Side residents.
- Coordinate 4 joint job/hiring fairs serving 600+ East Side residents.
- Bring together groups of East Side residents and employers for 3 ongoing listening circles.

#### AREAS OF INVESTMENT

- **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 specialize in workforce development (likely AIFC, Clues, Goodwill Easter Seals, HAP, and Merrick). By bolstering these organizations’ existing capacity, this funding will ensure: (i) a dedicated focus on Xchange initiatives and (ii) 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.

- **Client Training**
  - This seed funding would allow us to develop 2 new industry trainings and support client educational attainment (at partners and/or MNCSU entities). Once these programs are off the ground, public funds can be supplemented over time.

- **Community Listening Circles**
  - 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.

- **Collaborative Development**
  - The sustainability of the Xchange 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**
  - This seed funding would allow us to develop 2 new industry trainings and support client educational attainment (at partners and/or MNCSU entities). Once these programs are off the ground, public funds can be supplemented over time.

#### INVESTMENT NEEDED

- **Seed Funding**
  - Initial funding for development
  - Client Training
  - Community Listening Circles
  - Collaborative Development
  - Fiscal Agency / Project Staffing / Additional Expenses

- **Full Funding**
  - Initial funding for development
  - Client Training
  - Community Listening Circles
  - Collaborative Development
  - Fiscal Agency / Project Staffing / Additional Expenses

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### PARTNERS

- American Indian Family Center
- Clues
- Eastside Employment Exchange
- Goodwill Easter Seals
- HAP
- LEDC
- Latino Economic Development Center
- MERRICK
- Metropolitan State University
- Native American Farmers’ Association
- St. Louis Park
- The Urban Roots Fund
- Clayton’s bluff
- IMPACT
Workplan Through 3Q18

2017

- Begin listening circles with residents and employers.
- Shape community outreach messaging (link to ESEGI).
- Employer outreach to: Regions; Allina/Health East; US Bank; Wells Fargo; Ramsey County/Human Service rep positions; HMSHost; LSG Skychefs; Metro Transit; MACC Alliance, Saint Paul Port Authority and others, including new employers, TBD.

3Q17

- Strengthen job fair connections and outreach. Build on Metro State programs, co-host one wunderkamer-type event.
- Lay groundwork for at least one training initiative with one or a cluster of employers.
- Identify community advocacy connections/messaging to reinforce work outcomes and promote job quality/hiring advocacy efforts.

4Q17

- Advance cluster training initiative and lay groundwork for second training initiative with one or a cluster of employers.
- Explore value of a shared data platform, and cost/feasibility of implementation.
- Pending funding, begin joint job functions and adjust (as needed) performance expectations accordingly.

1Q18

- Continue employer recruiting with shared job development functions.
- Plan for joint job fairs and East Side outreach efforts.
- Revisit relationships with employers thus far, with an eye toward community advocacy for job quality/hiring efforts.

2Q18

- Implement shared data platform, if appropriate.
- Consider internal evaluation of efforts for preceding four quarters and explore how evaluation efforts fit into broader East Side and/or metro employment equity efforts.

3Q18

- Pending funding and evaluation outcomes, plan for 2019 launch of multi-year Xchange operations.
- Continue fundraising and shared job development efforts.
- Explore emerging career pathways for collaborative partners to advance.

The East Side Employment Exchange

Connecting residents, service providers and businesses on the East Side of St. Paul

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.