

ESEWC | Advancing Employment for the East Side

Since December 2015, twelve organizations have come together to address major disparities in employment between the East Side of St. Paul and surrounding areas, and develop pathways for regional businesses to hire more East Side residents. This partnership, the East Side Employment & Workforce Collaborative (ESEWC), is a focused effort that contributes to the broader East Side Economic Growth Initiative (ESEGI). As a first step, the members of ESEWC have produced an “asset map” of workforce services (on the reverse) in order to set groundwork for an East Side Employment Exchange - an integrated and collaborative approach to support and train East Side residents, connecting them to employers in St. Paul and across the metro.

The Partners

AIFC American Indian Family Center	HAP Hmong American Partnership
CLUES Comunidades Latinas Unidas en Servicio	LEDC Latino Economic Development Center
DBCC Dayton’s Bluff Community Council	MCS Merrick Community Services
EFC Eastside Financial Center/ Lutheran Social Services	MSU Metropolitan State University
GWES Goodwill Easter Seals	NEDA Neighborhood Development Alliance
HAFA Hmong American Farmers Association	UR Urban Roots

Bringing together a range of focus and expertise, this partnership is diverse and dynamic. Some organizations offer skills training while others provide employment support and related services (e.g., entrepreneur training and financial literacy). And all, through community organizing and business development, help create an environment where meaningful workforce development is possible. In order to focus the impact of ESEWC, these broader efforts are not included in the “asset-map”, but they remain a crucial part of everyone’s efforts to better the East Side.

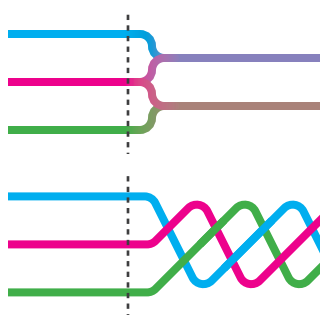
Mapping Workforce Services like a Transit System

Traditional “asset maps” catalog the resources already in a neighborhood, identifying both areas of strength and opportunities for growth. In this way, the diagram on the reverse shows how the partner organizations are already providing workforce services. Going a step further, however, this diagram represents pathways to employment as if they were routes on a transit map. Workforce development is not literally a transit system, but we’ve found this analogy helpful for conceptualizing how 12 separate organizations can come together to form a single system. Using this framework, we can better understand what we do now, question it, and envision how we can ‘build out the system’ to respond to current and future needs.

We see opportunities to improve our workforce service system in areas where our system is **dense**, where services are **sparse**, and where our services are in **synergy** with the particular needs of populations and industries.

Areas of Dense Service

Multiple organizations provide core workforce services and, in general, these services connect East Side residents to large and growing industries in the region. We can approach these dense areas to improve our workforce system in two ways:



CONSOLIDATE LINES

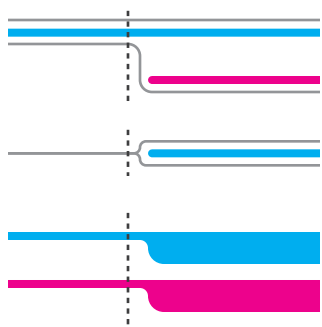
Combine and consolidate services in areas where multiple organizations run services parallel to each other. This makes our system more effective and efficient.

INTERWEAVE LINES

In some cases, organizations run parallel services, but the tracks provide services differently (i.e. one track is culturally specific). In these cases, we can improve our services through sharing resources and interweaving programs.

Areas of Sparse Service

In some areas, our system shows significant gaps. No organization on the East Side provides culturally specific services to African Americans. And some major industries are under-connected. We can approach these sparse areas in three ways:



BUILD A NEW LINE IN AN EXISTING CORRIDOR

For example, more organizations could offer skills training in Health Care.

BUILD A NEW CORRIDOR

One or more organization could set up culturally-specific services for African Americans.

INCREASE VOLUME ON AN EXISTING LINE

As another example, organizations already offering Health Care training could increase their capacity to bring more East Side residents into the industry.

Opportunities for Synergy

There are multiple opportunities to tailor our recruitment, training, placement and support efforts to meet the varying needs of industries or employers as well as those of culturally-specific job-seekers.

Next Steps for our Collaborative

Together, we will use this asset map to identify opportunities to improve our system, and engage East Side businesses towards establishing an East Side Employment Exchange.

Areas of Dense Service

B. Career Counseling & Case Management



C. Job Readiness



D. Skill Training



E. Business Dvlpmt.



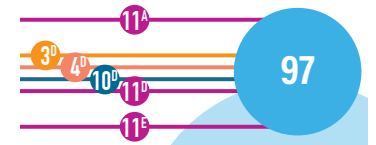
J. Financial Literacy & Coaching



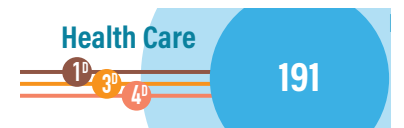
Construction



Financial Services



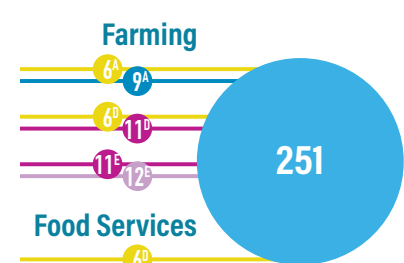
Areas of Sparse Service



Black or African American¹



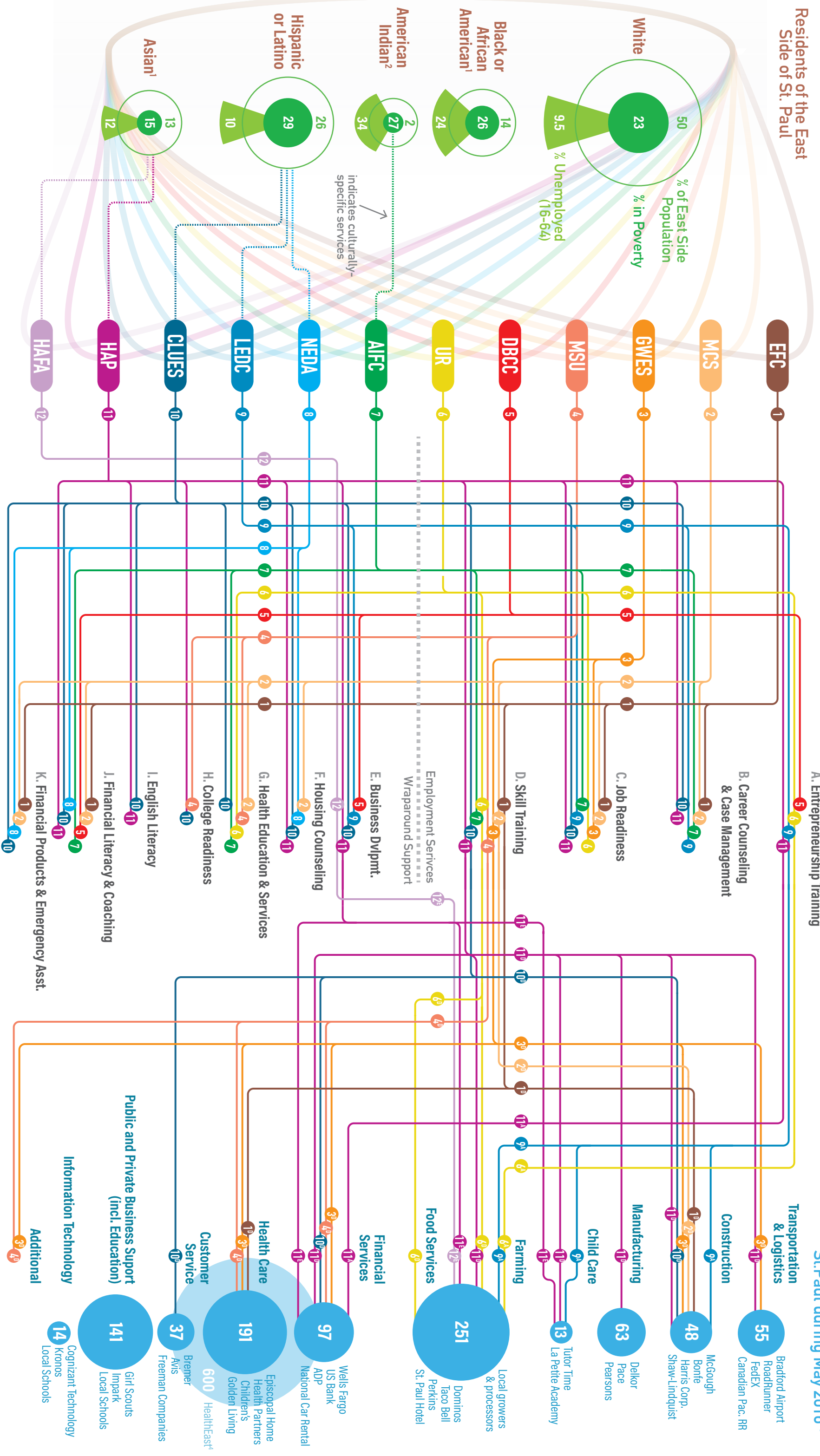
Opportunities for Synergy



East Side Employment and Workforce Collaborative

CURRENT AND POTENTIAL PATHS TO EMPLOYMENT FOR UNEMPLOYED AND UNDER-EMPLOYED RESIDENTS OF THE EAST SIDE OF ST. PAUL

Residents of the East Side of St. Paul



Job openings requiring an A.A. or less in St. Paul during May 2016³

1: The 2011 - 2015 American Community Survey (ACS) 5-year estimate, used here, includes Hmong and African populations within broader categories.
 2: Population and unemployment data drawn from October 2014 report by USC and CURA, "Moving Beyond the Gap: Racial Disparities in East Side of St. Paul"; Poverty rate drawn from September 2016 report by the Metropolitan Council; "Behind the Curve: Racial and Ethnic Disparities in the Twin Cities Metro 2015".
 3: Wanted Analytics analysis at two points in May 2016 for jobs located within Saint Paul requiring an Associates Degree, high school diploma/GED, or less. Selected employers listed had multiple openings in May 2016.
 4: HealthEast vacancies regionally in August 2016. Source: John Swanhoin, VP Community Advancement - HealthEast.
 produced by Robbie Seltzer (Lukeworks) for Merrick Community Services