

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.

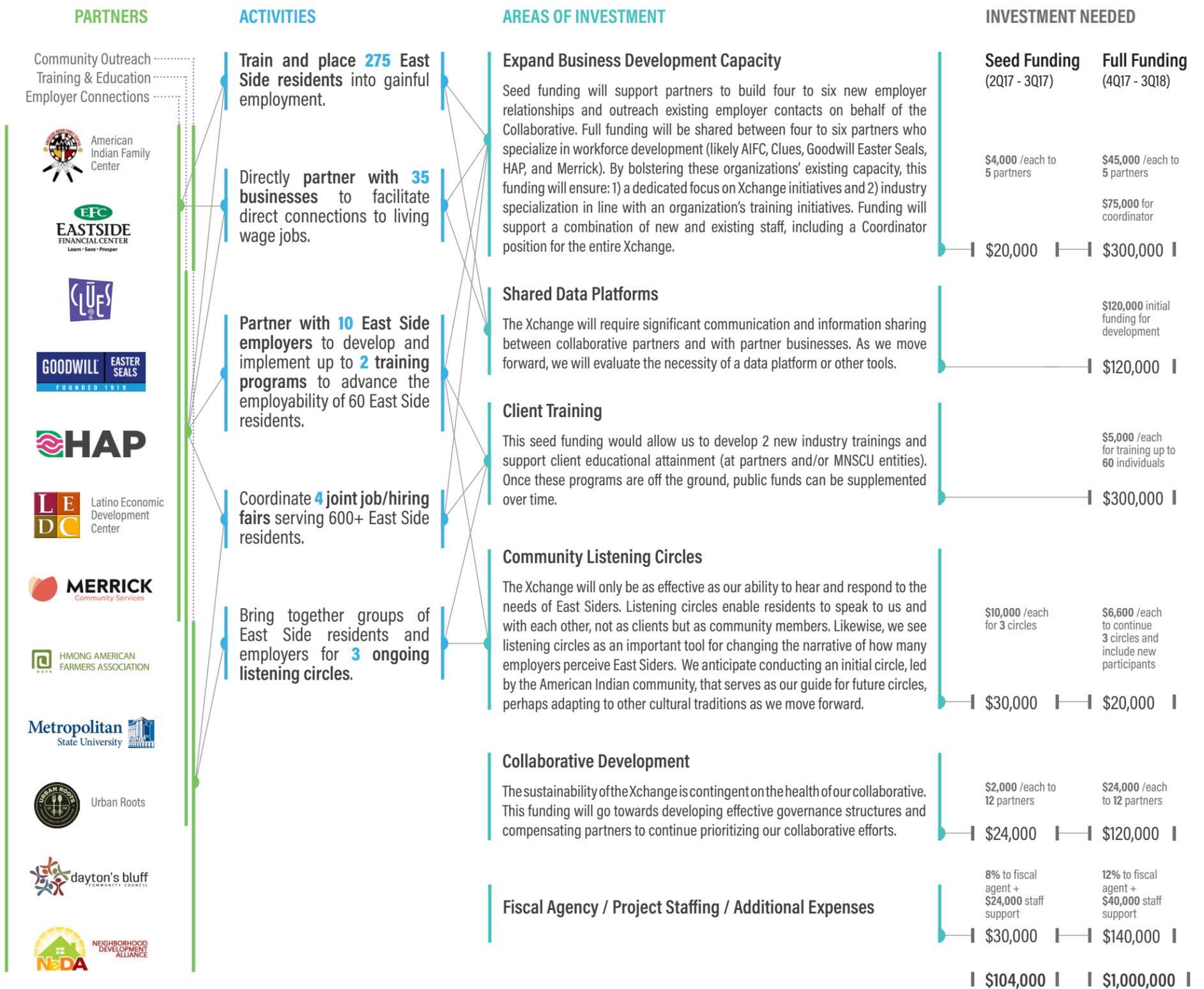
The Xchange forges pathways to employment that wouldn't happen on their own. To residents, we bring the combined services of the Collaborative, providing wraparound support that is rooted in this community. Our skills training, life coaching, and broad-based community support are all driven to overcome 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

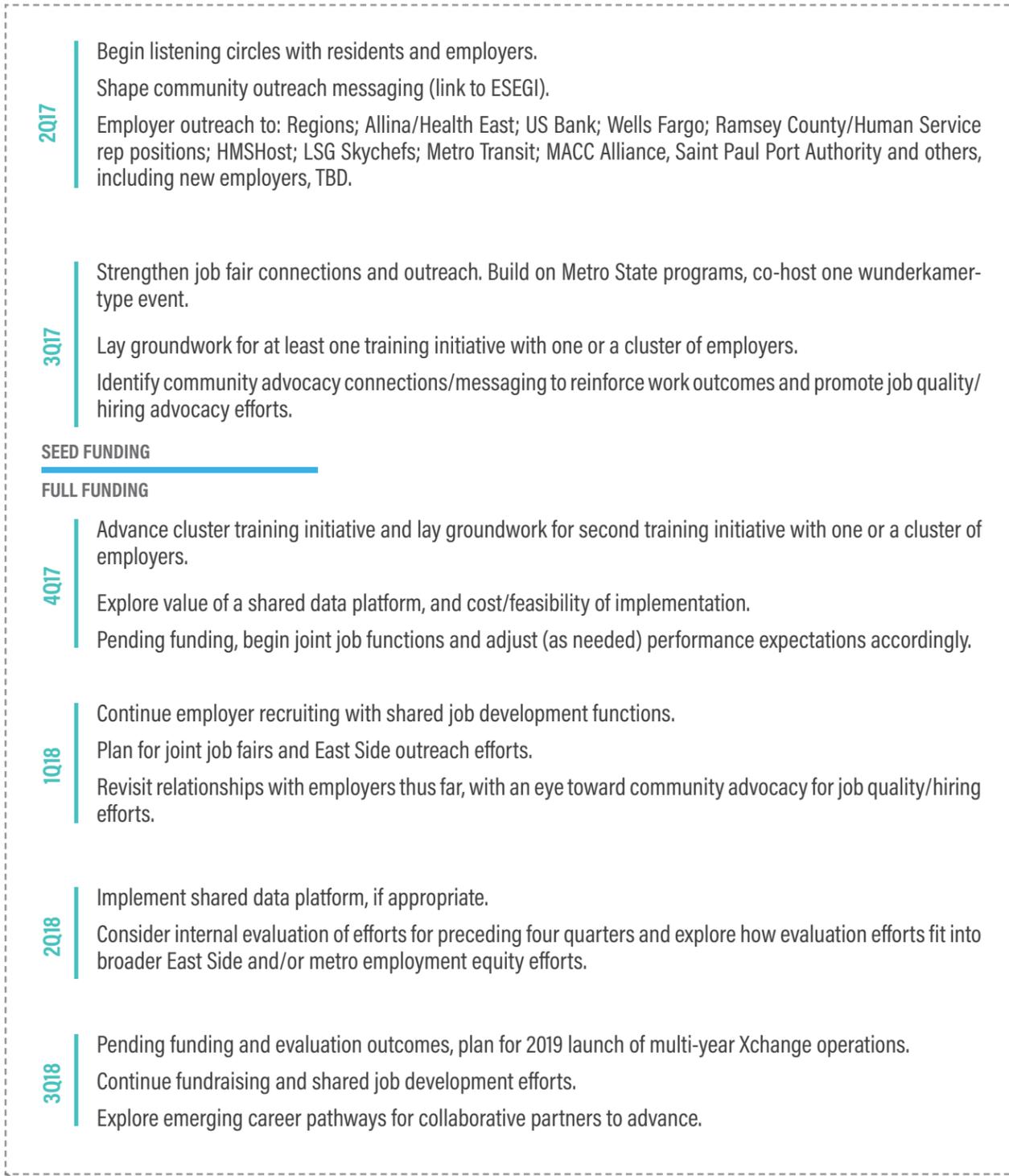
14% of East Side residents are unemployed, which is nearly double the rate for St. Paul as a whole. Parity requires that 2500 - 3500 East Siders find work. This first stage of the Xchange will train and place 275 East Siders - close to 10% of the placements needed to achieve parity.



## Collaborative Governance

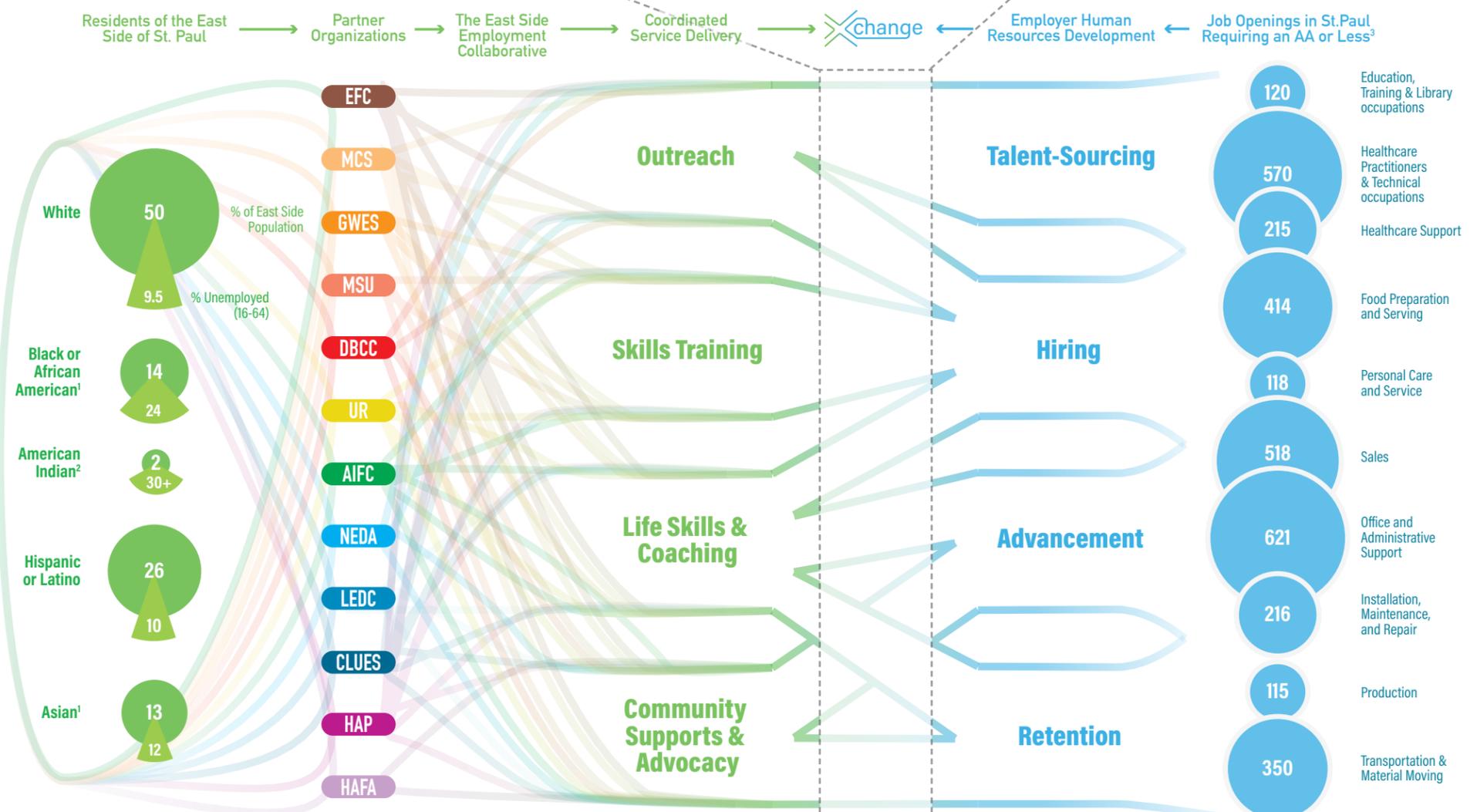
The Xchange will be operated by the East Side Employment and Workforce Collaborative. The Collaborative is working on a governance model that equitably shares leadership among our partners and creates simple points of communication for funders, employers, and others. We anticipate that partners will 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



## 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.