

Waterloo's African-American disparity in employment opportunity 2019

Empowerment Board Project response is the answer!

“The beginning chapter towards bridging the gaps”



It's not just a challenge, it's a must to improve the next 20-years of quality of life!

David L. Meeks, Director

www.meeksandassociates.org 888-828-2097

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Empowerment Board Project response is the answer!

This assessment/recommendation is in response to the KWWL/Television Ron Steele report Entitled “Closing the Gap-Racial Disparity in Waterloo”.

Waterloo, Iowa May 2019 assessment/recommendations:

Addressing African-American employment underutilization in the Waterloo, Iowa community.

Empowerment Board Project

Purpose: To reduce underutilization in employment of African-Americans within the Waterloo community.

The Empowerment Board Project places financial resources, organizations, and community-action within the Waterloo community into verifiable and results-based accountability for the community it serves. When those 3-facets are working together significant progress will be made.

The reporting of the data from sources 24/7 Wall Street Report and U.S. Census et.al., are “commonly known” disparity affects within the African-American community in Waterloo, Iowa. Now, let’s call it for what it really is “a long-term employment crisis affecting the quality of life”. An employment culture within Waterloo that shows often 3.5 % white compared to 24% black unemployment disparity. The Empowerment Board Project will be the change that begins to change that horrid unemployment culture for African-Americans within Waterloo.

Empowerment Board Project members:

- (1) Director, stipend \$15,000 annual.
- (6) Board members stipend \$5,000 each annual.
- (See Empowerment Board flow chart attached)

Director is expected to complete 60 hours of project work per month.

Board members are expected to complete 20 hours of project work per month.

Stipends: The purpose of the financial stipend is to assist in the recruitment of those within the community with core skills and competencies from their professional or community roles that may assist in the completion of the Empowerment Board projects mission in the reduction of African-American underutilization in employment.

Director primary duties include the steering and guidance of the boards work and written expectations in ensuring best practices and results.

Empowerment Board Project

(1) Director

(6) Members

Purpose: To reduce underutilization in employment of African-American within the Waterloo Community.

*** Set: Targets; Milestones; Goals; Results-based Accountability Measures**

Employment Kiosk

(Resources for Employment opportunities)

Education Agents

(Resources for Educational support and job recruitment)

Community Agents

Community resources for job recruitment support.
(Examples: Community action groups and advocates)

Citizens Review Committee

(Serves as a liaison between Board and Community)

****** Review and monitor Board progress reports.

Notes: * Citizen review committee are community volunteers.

****** Board members are stipend as outlined.

Board-member duties includes the completion of expected hours per month in-order-to fulfill the designated specified duties and written expectations.

Board Responsibilities: (Includes)

- Setting targets.
- Identifying milestones.
- Setting goals.
- Determining results-based measures accountability.

Other duties: (Includes)

- Ongoing reporting (Mayor's Office).
- Set community forums (public).
- Establish feedback options.
- Send notifications.
- Annual reporting to the public.

How are members selected? Members are selected by submitting an application to the City of Waterloo's Mayor's Office. The nominee is approved by the mayor and city council members.

What about **funding** for the board?

Funding:

The board receives annual funding from the sources approved by the mayor and city council members. (See Blackhawk County & City of Waterloo funding contribution charts).

Expected contribution from the City of Waterloo= One-tenth of 1% from the 2019 property taxes example at \$38,984,631 is a contribution of \$38,984.

Expected contribution from the Blackhawk County= One-tenth of 1% from the 2018 property taxes example at \$34,900,667 is a contribution of \$34,900.

Combined total from both entities= **\$73,884**.

Other revenue generating alternative options include but are not limited to: Federal block grants, State of Iowa community grants, corporate sponsor donations, or 1% regional hotel-motel tax for a specified period.

Expenditures for all board members & director stipends= \$45,000 annual.

- The Empowerment Board will also dispense \$25,000 annually to local community agents that assist with the recruitment and promotion of the employment opportunities (see explanation below).

How does the board dispense \$25,000 to community agents?

The process for the local community agents to receive a bid contribution for their efforts in the recruitment and promotion of actions and efforts on behalf of the Empowerment board. Is to be much like the process for community block grants. Contribution seekers (local community action groups, organizations, and advocates) submit their requests to the city council. The mayor and council approve all the allocations. Allotments are selected in \$5,000 increments. Any source may be awarded more than one increment.

Local contributors are emphasized

The emphasis is to have monetary stipends for local social action agents, organizations, and community advocates; to play a key and direct role in the efforts towards the Boards mission of reducing the underutilization of African-Americans in employment.

Important:

The following Key components listed below each play an important supportive role in assisting the Empowerment Board in enacting strategies and reaching targeted goals: (See Empowerment Board flow chart attached)

-Citizen's Review Committee (Ex-officio community volunteers)

Purpose: Is to act as a liaison between the Empowerment Board, mayor's office, and community. The role is to review and monitor board reports and progress.

How are participants selected?

Participants submit application to the mayor's office. The mayor and (2) councilpersons (a mayor's audit) will approve selected members. This audit team is done to avoid having the council tied-up in city-business quorum time on participant selections.

Terms: Participant terms to be determined.

(See Empowerment Board flow chart attached)

-Employment Kiosk

This is the Empowerment Board's repertoire of resources for employment opportunities available to African-American potential recruits. Examples include but not limited to the following:

- Workforce Development (State of Iowa local offices).
- Corporate job coaches.

- Small Business job coaches.
- Employment job-fairs; i.e., Waterloo Human Rights Commission under David Meeks, director held a series of (3) minority job-fairs during 2016-2017 producing over 200 hires (see Waterloo/CF Courier articles for references).
(See Empowerment Board flow chart attached)

-Education Agents

This is the Empowerment Board's repertoire of resources for educational support and job recruitment to African-American potential recruits. Examples include but are not limited to the following;

- U.N.I.C.U.E.
- Waterloo Community School District.
- U.N.I. Center for Multicultural Education.
- Hawkeye Community College

(See Empowerment Board flow chart attached)

-Community Agents

This is the Empowerment Board's repertoire of community resources for support and job recruitment for African-American potential recruits. These are the community action groups and peoples advocate within the Waterloo community.

The paid money stipends from the Empowerment Board's \$25,000 monies for support towards the board strategies and goals are targeted towards these types of local advocacy groups or organizations.

(See Empowerment Board flow chart attached)

Examples includes, but are not limited to the following:

- Social Action, Inc.
- Local N.A.A.C.P. Chapter Black Hawk County.
- U.N.I.C.U.E.
- Anna Mae Weems, et.al.
- Eastside Ministerial Alliance Center.
- Waterloo Community Schools.
- KBBG advertising.

The above referenced agents are examples of types of local agents or groups; and are not in any way intended to be a reflect of entirety of the list of potential social action and advocates within the Waterloo community.

What does an example of an advocate receipt of a monetary stipend for support and action look-like?

An example of a “hypothetical” community advocate and Empowerment Board recipient in action:

Community advocate A; submits a bid request to the City Council in Waterloo for a \$5,000 (much the same process as a city block grant request process) monetary allotment. The advocate A has chosen the Waterloo Public Schools to be their source for a local job-fair(s) targeting the awareness and recruitment of potential African-American applicants.

The Waterloo Schools was chosen because of the rich plethora and variety of positions that are offered and frequently become available for public application. Positions include: Teacher, mechanic, para educator, coaches, substitutes, custodial/maintenance, food service workers, administrators, bus drivers, crossing guards, security, information technology, administrative support, print services, and crossing guards. There are a lot of potential positions for a variety of job-seekers.

Based on this information and request the city council approves their bid request for stipend monies of \$5,000. The requirements of this contract are outlined.

Summary/Recommendations

The Empowerment Board Project places financial resources, organizations, and community-action within the Waterloo community:

The Empowerment Board Project places financial resources, organizations, and community-action within the Waterloo community into verifiable and results-based accountability for the community it serves. This is outlined in the steps and process of the Empowerment board’s community role.

When those 3-facets (financial resources, organizations, and community-action) are working together significant progress will be made in addressing the African-American underutilization employment crises within the Waterloo, Iowa community.

The following are examples of “what’s not going to make a significant difference” or change the underutilization employment culture:

- Community forums (public) to talk about the issues as a primary solution-solving by seeking random open-ended suggestions (does this sound familiar). Such forums are best suited as a secondary capacity-building feedback. There needs to be an actual plan set-forth that guides the general-public at-large.
- Problem-solving that does not include monetary and financial support (sound familiar). This crisis is latent with some complexities and systemic values which are going to require some expertise and specialization. It’s also going to take a

financial commitment on the part of the community. The citizens of the Waterloo community are deserving of such investments. The Empowerment Board and its key sources provide such support at a slim small fraction of general revenues. (See Empowerment Board flow chart attached).
(See financial charts attached).

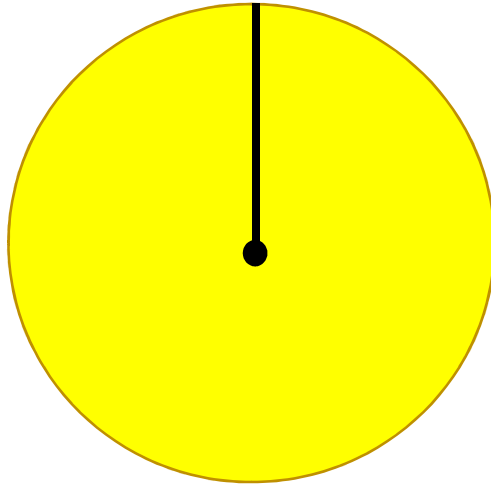
- Making comparisons of this crisis as a typical model to other non-Waterloo subjects. This crisis has its own patterns, statistics, and direct experience unique to its area. All poverty and disparity issues are not cut from the same prototype solutions. The Waterloo community's underutilization in employment amongst African-Americans will require participation and solutions from its local stakeholders and key players within the community. While also utilizing the expertise and resources abroad. This approach is both smart and tactically savvy! (See Empowerment Board flow chart attached)
- Continuing to do the same things over and over (as in the past two decades) in-order-to address an overwhelming crisis for those African-Americans affected. Addressing this crisis is going to take more than the standard "minorities encouraged to apply" note or signage. It's also going to take more than the standard methods of recruitment alone from traditional employment entities. The employment statistics and results for African-Americans in the community over the last 3-decades speak volumes to the failures. There is no time to look about for blame. Let's start the new chapter to change the employment culture for those affected.

The Empowerment Board Project that is described within this assessment/recommendation encompasses all that is required from its model top-to-bottom.

Albert Einstein's attribution that "insanity is doing the same thing over and over and expecting different results"!

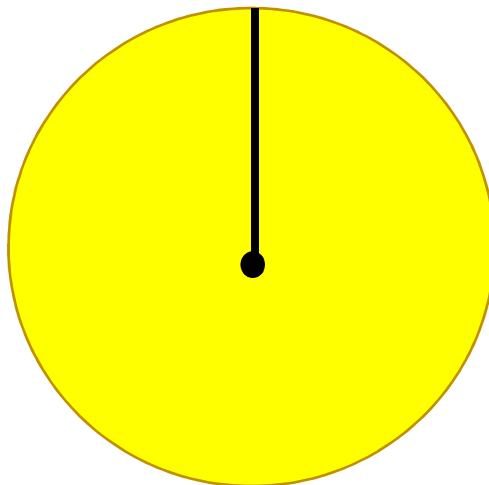
Take-a-look at the Empowerment Board Project and let's get the community started; towards changing that dismal employment culture for African-Americans and improving the quality life for the entire Waterloo community at-large.

Black line represents
\$34,900
One-tenth of 1%



Yellow shading represents
Blackhawk County
Property Taxes for
2018
\$34,900,667

Black line represents
\$38,984
One-tenth of 1%



Yellow shading represents
City of Waterloo
Local tax - general fund
2019
\$38,984,631