GOALS AND OBJECTIVES

1. Commit segmental leaders (corporate, economic development entities, education and training, government entities, and community-based organizations) to support an agenda that drives economic development in the African American community in the greater Madison area.
   a) Develop an asset map in collaboration with existing organizations (such as Race to Equity) that results in a master list of segmental leaders who have invested in economic development. For example, United Way, Dane County, area Municipalities, Workforce Development Board, Hospitals, Utilities, area Chambers, and post-secondary institutions.
   b) Collaborate with invested segmental leaders to develop a sustainable mechanism in support of an African American economic development agenda. For example, an advisory board.
   c) Commit invested segmental leaders to align their investments to support the African American economic development agenda.

2. Establish partnerships between economic development entities, education and training, government entities, and community based organizations, to provide training opportunities for African Americans in the greater Madison community.
   a) Identify and recruit prospective partners to participate.
   b) Assist committed segmental leaders in development of an organizational structure for the monitoring and oversight of the identified partnerships.

3. Create pathways for enhancing education, employment and entrepreneurship opportunities for African Americans in the greater Madison area.
   a) Develop and implement a sustainable strategic plan in collaboration with committed segmental leaders.
   b) Assist with development of an organizational structure to execute the sustainable strategic plan.
   c) Connect 24-40 year old African Americans with training and employment opportunities within the 50 high demand occupations, as identified by the Department of Workforce Development Department specific to the Greater Madison Area.

SUPPORTING DATA

- The median income for African American households is less than half that of White households.
- Dane County African Americans were more than four times as likely as non-Hispanic Whites to be unemployed.
- Median “Household” income
  - **White:** $47,381
  - **African American:** $25,995
  - **Hispanic:** $39,326
  - **Asian:** $40,998
  - **Native American:** $27,070

Source: U.S. Census Bureau, 2010

Purpose

To lead and advocate for policies, practices, and innovations that result in family sustaining employment, entrepreneurship, and business development in the African American community.

Statement of Opportunity

Improve access to and engagement in education, employment, and entrepreneurship opportunities for under employed and unskilled African Americans ages 24-40 in the greater Madison Area.

Next Steps: What Can You Do?

- Check for training opportunities:
  - Nehemiah - http://www.nehemiah.org
  - YWCA - http://www.ywcamadison.org
  - Groundwork - http://groundworkmadison.wordpress.com
- This list is not exhaustive, but exemplary. Be thoughtful and creative.
  - Become a “friendly employer” for the formerly incarcerated
  - Serve as a job coach for someone re-entering the workplace
  - Mentor/Coach people who are starting their own businesses
  - Talk with your HR department and/or organizational leadership about your company’s hiring and retention practices

Community Resources

- Get involved with one of the following Madison area organizations. This is not an exhaustive, but a representative list.
  - Joining Forces For Families - https://daneountyhumanservices.org
  - Nehemiah Gritty Project - http://nehemiah.org
  - Urban League - http://www.uml.org/work
  - YWCA - http://www.ywcamadison.org

Innovative Interactions to Build Social Capital

- Identify 25 local African American entrepreneurs to be trained and groomed for possible start-up opportunities
- Work with UW-Madison’s business school for training aspiring entrepreneurs and WARP for finding potential venture capitalists
- Work with community residents and neighborhood leaders to identify areas and markets in the City that would benefit from African American-owned businesses

Work Team Members

Seth Lentz, Michele Mackay, Maurice Cheeks

Focus Area: Economic Development

Jack Daniels, III, President of Madison College
Annette Miller, Community Development Director, Madison Gas & Electric
Ray Allen, Secretary of Department of Financial Institutions, State of WI

Focus Area Co-chairs:

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#OurMadison
http://madisonjustifiedanger.com
#MobilizeMadison
http://facebook.com/JustifiedAngerDiscussion

Table: Median Household Income and Unemployment Rate by Race/Ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Median Household Income</th>
<th>Unemployment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>$47,381</td>
<td>4.90%</td>
</tr>
<tr>
<td>African American</td>
<td>$25,995</td>
<td>4.90%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>$39,326</td>
<td>7.60%</td>
</tr>
<tr>
<td>Asian</td>
<td>$40,998</td>
<td>7.60%</td>
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<tr>
<td>Native American</td>
<td>$27,070</td>
<td>8.80%</td>
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<td>Black or African American</td>
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<td>14.00%</td>
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<tr>
<td>American Indian/Alaska Native</td>
<td>9.30%</td>
<td>6.40%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>6.40%</td>
<td>6.40%</td>
</tr>
</tbody>
</table>

Source: American Communities Survey, 5-year, 2009-2013