



**WORKFORCE WARRIORS:
LA BLACK WORKER
CENTER'S BOLD
BATTLE FOR EQUITY**

DIGITAL MEDIA TOOLKIT

A Case Study and Process Evaluation of LA Black Worker Center's Workforce Equity Demonstration Project

By CARE at Work
For LA Black Worker Center + 1000 Strong Coalition



What is the report about?

Work inequity is deeply intertwined with homelessness, incarceration, occupational segregation, and unemployment, disproportionately impacting Black communities and contributing to the Black jobs crisis. The 1000 Strong Coalition, led by the Los Angeles Black Worker Center (LABWC), advocates for a full employment model that includes training and job retention in public sector roles as a solution to this crisis. This commitment led to the creation of the City of Los Angeles' Workforce Demonstration (WED) Project, which supports pathways for Black workers to secure quality jobs beyond entry-level positions, including pre-apprenticeship and on-the-job training. The City of LA's Department of Public Works has embraced this model to address both the crisis and the need for safe and clean spaces by hiring more Black workers. This initiative positions Los Angeles as a leader in advancing racial equity and building Black financial stability through unionized public sector employment.

LABWC partnered with CARE at Work to document and evaluate the first two years of the WED Project, including the first two cohorts, using a mixed methods research justice model that centered on the experience and expertise of the workers and community-based organizations involved. Anchor partners played a crucial role in the design, fielding, analysis, and dissemination plan. The resulting report contextualizes the WED Project within the history of Black workers in the public sector, describes WED's program elements and outcomes evaluated by workforce industry standards, and highlights participant experiences as a benchmark for workforce development. It concludes with recommendations to transition from a demonstration project to a permanent partnership program. By bringing together worker centers, unions, the City of LA, and community stakeholders, WED creates a comprehensive solution to the Black jobs crisis. While a 59% placement rate is not our ultimate goal, it is a significant achievement, and we seek increased support from the city to continue and expand our efforts.

What is the 1000 Strong Campaign?

The 1000 Strong Campaign is an effort led by the LA Black Worker Center to secure 1000 career-focused jobs for Black Angelenos by the end of 2023. We are focusing on public sector, union jobs because they have historically provided Black folks with better income and protection than the private sector. This campaign seeks to address the Black Jobs Crisis by creating a supported pathway for Black Angelenos directly into good-paying, career-focused jobs that will allow us to build a better economic future for our communities.



Through the efforts of our 1000 Strong Campaign, the members of the LA Black Worker Center and our allies have secured the first 200 jobs of the campaign in an agreement with the LA City Bureau of Public Works. Starting October 8th, 2022, we began recruiting for our Ready 2 Work Program, designed to prepare Black workers for career-focused job opportunities in the public sector and beyond. Workers who have gone through the Ready 2 Work program will receive specialized training and support that will enable them to be highly qualified candidates for city employees and will be connected with the specific job opportunities that fit their skills and interests.

Who is UCLA Care at Work?

The Center for the Advancement of Racial Equity at Work (CARE at Work), housed in the UCLA Labor Center, engages Black workers and economic justice advocates and facilitates innovative solutions that address the needs of Black working-class people. Through a school-to-movement pathway of service, teaching, capacity building, and research, our purpose is to reveal conditions of Black work in Southern California under global racial capitalism and to model approaches for change. Learn more: labor.ucla.edu

Who is this for?

All Black workers and allies are welcome to utilize this toolkit to spread the word about the campaign and the report! In fact, we encourage you to share the information with your networks to increase awareness of the report.

How can you use this toolkit?

As a member-led organization, and we can only do our work with the support of our community. As a Black worker or an ally we invite you to use the toolkit to uplift the voices of Black workers throughout Los Angeles County while sharing this research report based on the Workforce Equity Demonstration Project at the LABWC. Some examples of toolkit uses include:

1. Share pre-designed social media graphics and posts on your personal and professional accounts to spread awareness about the challenges and achievements of Black workers in Los Angeles County.
2. Print and distribute the digital flyers in your local community centers, workplaces, and social gatherings to reach people who may not be active online.



3. Utilize the sample emails to reach out to your network, encouraging them to read the research report and support LABWC's initiatives, or send personalized emails to community leaders, local businesses, and organizations to seek their endorsement and collaboration in promoting workforce equity.
4. Keep the conversation going digitally by organizing with other Black workers and our allies online in the LABWC's Facebook group [Black Workers of L.A.](#) This group focuses on the lived experiences and opinions of Black workers while seeking to provide us with the support we need while navigating the Black experience in the workplace.

By leveraging this digital toolkit, you can play a crucial role in amplifying the voices of Black workers and promoting workforce equity across Los Angeles County. Your support and advocacy are vital to the success of our mission at the LA Black Worker Center.

Questions?

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Press Release

PRESS RELEASE: July 24, 2024

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Black Workers Thrive in Novel Los Angeles Workforce Equity Project, Says New Report From UCLA and Los Angeles Black Worker Center

A new effort to hire and retain Black workers in unionized public sector jobs in Los Angeles' Department of Public Works successfully targets the Black jobs crisis, COVID-19 economic recovery efforts, and the city's green jobs benchmarks.

LOS ANGELES — On July 24, the UCLA Labor Center's [Center for the Advancement of Racial Equity \(CARE\) at Work](#) published a report evaluating the Workforce Equity Demonstration (WED) Project, a full employment model that codifies the City of Los Angeles' commitment to a pathway to pre-apprenticeship and on-the-job training for Black workers.

Led by the [1000 Strong Coalition](#), which is anchored by the [Los Angeles Black Worker Center \(LABWC\)](#), the WED Project places Black workers into middle-class, career-pathway jobs in the City of Los Angeles Department of Public Works (DPW), aiming to strengthen economic justice for Black workers through a high-road vision and sector-based strategy. The study evaluates the first two cohorts of the program with 45 participants.

Key findings include:

- The WED Project has excelled at convening community, worker, union, and city partners to solve the Black jobs crisis in Los Angeles, with an **80% job retention rate for Black workers** who accepted job offers.
- **Four of the project's five goals were met**, including passing pre-employment, employment, and career advancement pathway policies through the Los Angeles City Council and Board of Public Works.



- The WED Project's strength was the **tailoring of the program to workers' identities**. LABWC was able to develop a program tailored specifically to the needs of various types of Black workers.
- **Strategic partnerships** between worker-led coalitions and the City of Los Angeles are foundational to the WED Project's success. building a formal working coalition between the Worker Education and Resource Center (WERC), DWP, City of Los Angeles Workforce Development Board, LABWC, Los Angeles County Federation of Labor (LA Fed), SEIU 721, and AFSCME DC 36.

"Our evaluation showed that Los Angeles is well-poised to be a national leader in addressing economic racial inequity through collaborating with organizations like LABWC on innovative workforce development models," said **Déjà Thomas, UCLA CARE at Work program manager and report co-author**. "The WED Project's success is a testament to how investing in Black workers through intentionally crafted training programs, policies, and partnerships can solve the Black jobs crisis for good."

"Everyone wins with truly high road, strategic partnerships like these: workers get connected to good jobs; we build strong unions; and we provide excellent public services," said Janel Bailey, Co-Executive Director of Organizing and Programs. "Together, we have the power to end both the Black jobs crisis and the housing crises in Los Angeles. Black workers are committed and ready to work with our local governments to get this done."

"However, while the project has made significant strides, particularly in civil service and traditional employment sectors, there remains untapped potential in the realm of green jobs. These jobs are crucial as they represent the future of the workforce, focusing on sustainability and environmental responsibility," said Na'Desha Enoch, Ready 2 Work Coordinator. "The transition to a green economy presents a unique opportunity to ensure that Black workers are not left behind in this growing field."

Download the report: <https://lablackworkercenter.org/resources/>

###



One Pager



At a glance

Workforce Warriors: LA Black Worker Center's Bold Battle for Equity addresses work inequity and its ties to homelessness, incarceration, occupational segregation, and unemployment among Black workers.

Key Report Metrics



45

Participants (cohort 1 & 2) completed the Ready 2 Work Bootcamp



31

Cohort members (cohorts 1 & 2) were hired by the City of Los Angeles



80%

Job retention rate for Ready 2 Work cohort graduates



LA BLACK WORKER CENTER



(323) 752-7287



www.labwc.org



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Los Angeles, CA 90043

CHALLENGES

Black workers in Los Angeles face significant challenges including high rates of homelessness and food insecurity, which are deeply intertwined with work inequity. Systemic blockages like the civil service exam and other standardized tests disproportionately harm Black workers, contributing to high unemployment rates. The report highlights how these barriers lead to occupational segregation and limited access to quality jobs, worsening the Black jobs crisis and its related issues.

SOLUTIONS

The 1000 Strong Campaign and the Workforce Demonstration (WED) Project are designed to address these challenges by advocating for a full employment model that includes training and job retention in public sector roles. This initiative offers pathways for Black workers to secure quality jobs through pre-apprenticeship and on-the-job training, and the City of LA's Department of Public Works has embraced this model to hire more Black workers. By addressing systemic barriers and providing tailored support, it is our aim to create sustainable employment opportunities and promote racial equity in the workforce.

BENEFITS

1

Increased Job Retention

High job retention rates among program graduates, demonstrating the effectiveness of the training and support provided.

2

Pathways to Quality Jobs

Provision of pre-apprenticeship and on-the-job training creates pathways for Black workers to secure stable, quality employment in the public sector.

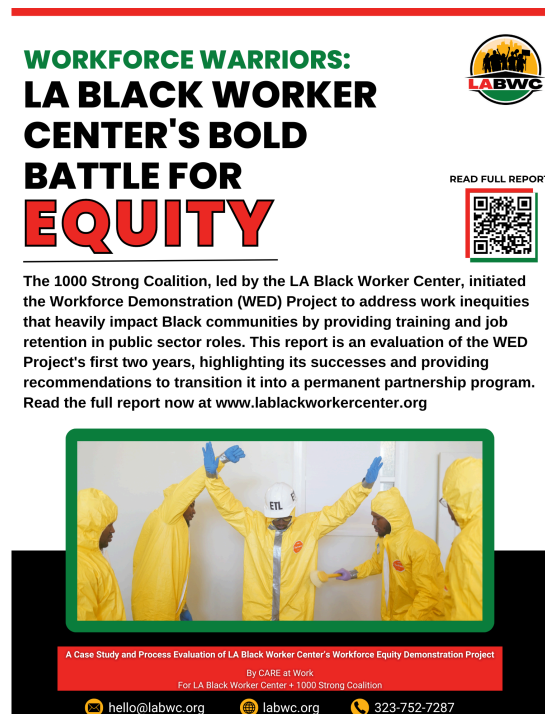
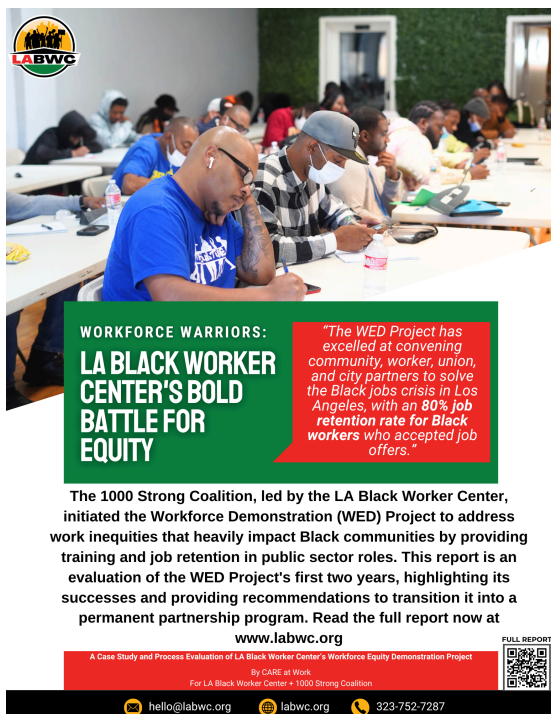
3

Promotion of Racial Equity

By addressing systemic barriers and fostering partnerships with city agencies, the WED Project promotes racial equity and economic stability for Black workers.



Fliers



Print and distribute the digital flyers in your local community centers, workplaces, and social gatherings to reach people who may not be active online.

Videos


Share pre-designed videos on your personal and professional accounts to spread awareness about the challenges and achievements of Black workers in Los Angeles County.



Social Media

Share pre-designed social media graphics and posts on your personal and professional accounts to spread awareness about the challenges and achievements of Black workers in Los Angeles County.

Tags: IG: @lablackworkercenter @ucla_careatwork ; FB: @labwc @UCLACAREatWork

Graphic	Suggested Copy
	<p>Tweet - The "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" report is here! Discover how Black workers are tackling the Black jobs crisis with the WED Project. Read more at www.labwc.org #BlackJobsMatter #EquityInEmployment</p> <p>Caption - The "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" report is here! Discover how Black workers are tackling the Black jobs crisis through the City of Los Angeles's Workforce Demonstration (WED) Project. This initiative is creating pathways for Black workers to secure quality jobs beyond entry-level positions. Read the full report at www.labwc.org. #BlackJobsMatter #EquityInEmployment #WorkforceWarriors</p>



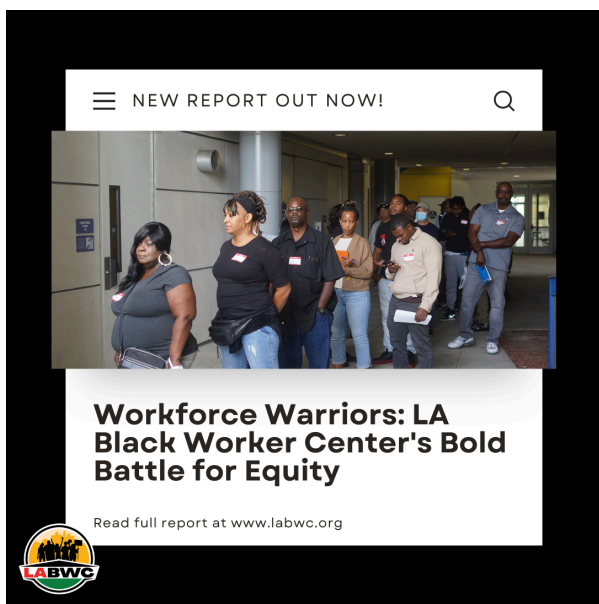
Tweet - Homelessness, incarceration, and unemployment are linked to work inequity. The @BlackWkrCenter x UCLA CARE at Work's new report reveals solutions through the WED Project. Learn more at www.labwc.org #WorkforceWarriors #BlackWorkerPower

Caption - Homelessness, incarceration, and unemployment are deeply connected with work inequity. The LA Black Worker Center's new "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" report, in partnership with UCLA CARE at Work reveals solutions through the Workforce Demonstration (WED) Project, which includes training and job retention in public sector roles. Dive into the full report to see how Black workers and allies are addressing these critical issues. Learn more at www.labwc.org. #WorkforceWarriors #BlackWorkerPower #EquityInAction



Tweet - Black workers deserve good jobs! @BlackWkrCenter is creating pathways to quality employment through @LACity's WED Project. Read the latest report at www.labwc.org #JobEquity #LABWC

Caption - Black workers deserve access to quality jobs and opportunities for advancement! The City of Los Angeles's Workforce Demonstration (WED) Project, led by the 1000 Strong Coalition, is creating these pathways through pre-apprenticeships and on-the-job training. Check out the latest report to see the impact. Read more at www.labwc.org. #JobEquity #LABWC #WorkforceWarriors



Tweet - The @BlackWkrCenter, in partnership with UCLA CARE at Work, has launched the "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" report! See how they're fighting for employment equity. Visit www.labwc.org #WorkforceWarriors #BlackWorkersMatter

Caption - Exciting news! The LA Black Worker Center, in partnership with UCLA CARE at Work, has launched the "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" report. This comprehensive evaluation of the Workforce Demonstration (WED) Project shows how Black workers and allies are fighting for employment equity and creating lasting change. Discover more at www.labwc.org. #WorkforceWarriors



WORKFORCE WARRIORS: LA Black Worker Center's Bold Battle for **Equity**

 [Read more on lablackworkercenter.org](http://lablackworkercenter.org)



#BlackWorkerJustice



**A FULL EMPLOYMENT
MODEL, FROM
TRAINING TO JOB
RETENTION IN PUBLIC
SECTOR JOBS, IS A
RELIABLE SOLUTION TO
THE LONGSTANDING
BLACK JOBS CRISIS IN
LOS ANGELES**

New Report Out Now!

WORKFORCE WARRIORS:
**LA Black Worker
Center's Bold
Battle for Equity**

[Read more on labwc.org](http://labwc.org)



Tweet - The new @BlackWkrCenter x UCLA CARE at Work report on the WED Project, shows real progress for Black workers in LA. Check it out now at www.labwc.org #WorkforceWarriors #QualityJobsForAll

Caption - The new LA Black Worker Center report, in partnership with UCLA CARE at Work, on the Workforce Demonstration (WED) Project, shows real progress for Black workers in Los Angeles. This initiative has already led to significant achievements! Read the full report at www.labwc.org. #WorkforceWarriors #EquityInAction



WORKFORCE WARRIORS: LA Black Worker Center's Bold Battle for **Equity**

 Read more on lablackworkercenter.org





NEW REPORT

THE WED PROJECT SUCCEEDS AS A FULL EMPLOYMENT MODEL THAT LAYS THE GROUNDWORK FOR SOLVING THE BLACK JOBS CRISIS

[Read more on labwc.org](http://www.labwc.org)

Tweet - From pre-apprenticeships to on-the-job training, @BlackWkrCenter x @LACity's Workforce Demonstration (WED) Project is making strides. Read the "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" report now at www.labwc.org #BlackJobs #WorkforceEquity

Caption - From pre-apprenticeships to on-the-job training, the Workforce Demonstration (WED) Project is making strides in creating pathways for Black workers to secure quality jobs. Read the "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" report now to learn more about the WED Project's progress and future plans. Visit www.labwc.org. #BlackJobs #WorkforceEquity #WorkforceWarriors



WORKFORCE WARRIORS: LA Black Worker Center's Bold Battle for **Equity**

 Read more on lablackworkercenter.org




 Read more on labwc.org



NEW REPORT

WORKFORCE WARRIORS:
**LA Black Worker Center's
Bold Battle for **Equity****

Tweet - The City of LA's Department of Public Works is leading in racial equity through the WED Project. More @LACity departments should take note 🙏
Learn more in the @BlackWkrCenter x UCLA CARE at Work new report at www.labwc.org
#EquityInEmployment #BlackWorkersMatter

Caption - The City of LA's Department of Public Works is leading the way in advancing racial equity through the Workforce Demonstration (WED) Project. Learn more about this groundbreaking initiative and its impact on the lives of Black workers in the new "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" report. Read it at www.labwc.org. #EquityInEmployment #LABWC #WorkforceWarriors

New Report Out Now!



WORKFORCE WARRIORS:
**LA Black Worker
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The 1000 Strong Coalition, led by the LA Black Worker Center, initiated the Workforce Demonstration (WED) Project to address work inequities that heavily impact Black communities by providing training and job retention in public sector roles. This report is an evaluation of the WED Project's first two years, highlighting its successes and providing recommendations to transition it into a permanent partnership program.



 Read more on labwc.org

Tweet - Discover how Black workers and allies are addressing the Black jobs crisis with strategic partnerships and innovative solutions. Read the "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" report at www.labwc.org
#WorkforceWarriors #BlackWorkerPower


Caption - Discover how Black workers and allies are addressing the Black jobs crisis with strategic partnerships and innovative solutions. The "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" report highlights the success of the Workforce Demonstration (WED) Project and the powerful collaborations that make it possible. Read more at www.labwc.org.
#WorkforceWarriors #BlackWorkerPower



WORKFORCE WARRIORS: LA Black Worker Center's Bold Battle for **Equity**

Read more on lablackworkercenter.org





NEW REPORT

LABWC'S WED PROJECT SUPPORTS LA CITY'S "GREEN UP" INITIATIVE THROUGH SUSTAINABLE JOB PLACEMENT

Read more on labwc.org

#CollaborateForChange

Tweet - The @BlackWkrCenter x @LACity's WED Project supports L.A.'s "green up" initiative with sustainable job placements. Get the details in the newly launched report at www.labwc.org #SustainableJobs #GreenEmployment #GreenJobs

Caption - The Workforce Demonstration (WED) Project supports LA's "green up" initiative through sustainable job placements for Black workers. Get the details on how Black workers and allies are building a greener and more equitable future in the new "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" report. Read it now at www.labwc.org. #SustainableJobs #GreenJobs #WorkforceWarriors



WORKFORCE WARRIORS: LA Black Worker Center's Bold Battle for **Equity**

 Read more on lablackworkercenter.org



New Report Out Now!



WORKFORCE WARRIORS: LA Black Worker Center's Bold Battle for **Equity**

The 1000 Strong Coalition, led by the LA Black Worker Center, initiated the Workforce Demonstration (WED) Project to address work inequities that heavily impact Black communities by providing training and job retention in public sector roles. This report is an evaluation of the WED Project's first two years, highlighting its successes and providing recommendations to transition it into a permanent partnership program.



 Read more on labwc.org

Tweet - Celebrate the success of the @BlackWkrCenter x @LACity's Workforce Demonstration (WED) Project! Learn how they're laying the groundwork for solving the Black jobs crisis. Read the report at www.labwc.org #WorkforceWarriors #JobEquity

Caption - Celebrate the success of The City of Los Angeles's Workforce Demonstration (WED) Project, led by the 1000 Strong Coalition! The new "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" report highlights how Black workers and allies are laying the groundwork for solving the Black jobs crisis through training, job retention, and strategic partnerships. Read the full report at www.labwc.org. #WorkforceWarriors #JobEquity #HealBlackFutures



Text Messaging

Utilize the sample text messages and emails below to reach out to your network, encouraging them to read the research report and support LABWC's initiatives, or send personalized emails and text messages to community leaders, local businesses, and organizations to seek their endorsement and collaboration in promoting workforce equity.

INITIAL TEXT

Option A: Hi {firstName}! This is {texterFirstName} with {Organization Name}. Did you know the LA Workforce Demonstration (WED) Project has already helped 59% of participants secure quality public sector jobs? Would you like to learn how we're tackling work inequity and how you can get involved in our future success? STOP to opt out.

Option B: Hi {firstName}! This is {texterFirstName} with {Organization Name}. Our WED Project has already placed 59% of participants into great jobs! Want to read about our journey and join us in creating more success stories? STOP to opt out.

Would they like to view the report?

Yes - They would like to view the report

- Wonderful! You can access our report via this link: [insert link here](#) .

No - Not sure if interested

- No worries! In case you change your mind you can read it here: [insert link here](#) have a great day!

No - Does NOT want the report or MAYBE might be interested

- No worries. Have a great day!

Wrong Number

- Sorry about that! I've made a note now. Enjoy the rest of your day!

Refused/Angry

- Ok, I understand. Have a great rest of your day!



Emails

****NOTE*: This is an initial email: to inform audiences that the report has officially launched, what the report is about, and where to find it.***

Subject: LABWC launches report with in-depth research on Black Workers Crisis

[Header]

Dear [subscriber],

We are excited to share that the long awaited report is finally here! LAWBC members and staff, with the help of UCLA CARE at Work, have crafted a thorough report, with research findings that span the past three years. The research report, titled "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" highlights the disparities against the Black community in the current state of the workforce and emphasizes how career scarcity is deeply intertwined with the issues of homelessness, incarceration, occupational segregation, and unemployment.

The report goes on to include hard facts regarding current unemployment rates. For example, "in LA County, roughly 1 in 5 Black workers work in the public sector; thus government hiring and retention practices impact Black workers more acutely than others." Glaring stats like this lead the conversation on what we can do to be better positioned as a community fighting against the Black jobs crisis.

[insert: photo of report launch cover page or other relevant photo]

Whether you're looking to stay informed on the Black jobs crisis or seeking data-driven solutions, this report offers valuable insights that could benefit you as both a Black worker and an Ally. We empower you to visit <https://labwc.org/> for direct access to the full report, to read through it and explore the findings.

In Solidarity,



****NOTE*: This is a follow-up email to inform audiences who have yet to read the report of where the report is located, and to encourage ones who already have read the report to engage with sharing and giving feedback.***

Subject: Friendly Reminder to Explore Workforce Warriors Research Report

[Header]

Dear [subscriber],

Since the launch of the research report “Workforce Warriors: LA Black Worker Center’s Bold Battle for Equity’,” there has been a wealth of positive responses. As feedback continues rolling in and spark engaging discussions surrounding its findings, we encourage you all to take another look and share with those in your community.

This report provides crucial insights into the current economic state of Black California, offering valuable perspectives that can enhance your understanding of the current Black jobs crisis. Whether you're looking to stay ahead of shifting laws and reforms, make informed decisions, or validate strategies, this report is a valuable resource for both allies and Black workers.

[insert: photo of report launch cover page or other relevant photo]

If you haven’t had the time to check out the report findings, please do so at your earliest convenience. You can find both the full report and an executive summary at <https://lablackworkercenter.org/>. Your insights and thoughts on the report are greatly appreciated!

In Solidarity,



Symposium Email

Subject: You're Invited to "Let's Stand on Business" a Black Worker Symposium

We are excited to invite you to the Black Worker Symposium, an impactful event dedicated to discussing the findings of the UCLA report on the LA Black Worker Center's Workforce Equity Demonstration Project. Join us on August 10th to delve into critical insights and engage in meaningful dialogue on advancing workforce equity for Black workers in Los Angeles.

The symposium will feature a presentation from UCLA researchers discussing the results of their report "Workforce Warriors: LA Black Worker Center's Bold Battle for Equity" an analysis of the first two cohorts of the Workforce Equity Demonstration Project and interactive sessions aimed at developing actionable strategies to support Black workers. This event is an opportunity to connect with fellow advocates, share experiences, and collaborate on solutions to systemic challenges in our workforce.

Event Details:

Date: August 10, 2024

Time: 10:00 AM - 2:00 PM

Location: LABWC Event Space, 5336 Crenshaw Blvd. Los Angeles, CA 90043

RSVP: [RSVP Link]

[Graphic]

Your presence and participation are vital as we work together to create a more equitable and inclusive future. We look forward to seeing you there and hearing your valuable insights. Register for the event [RSVP LINK]! You definitely don't want to miss out!

Thank you for your continued support and dedication to our community.

If you have any questions, contact Communications and Marketing Manager, Ashley Clayton at aclayton@labwc.org or Sr. Campaigns Coordinator, Trina Traylor at ttraylor@labwc.org