



LOS ANGELES BLACK WORKER CENTER

2024-2029 Strategic Plan



LABWC 2024-2029

STRATEGIC PLAN:

*Building the Workforce needed
to end the Black Jobs Crisis*

**Authored by: Blessitt Bryant,
Founder/CEO of Blessitt Consulting**



MISSION



The Los Angeles Black Worker Center's (LABWC) mission is to increase access to quality jobs, reduce employment discrimination, and improve industries that employ Black workers through action and unionization.

VISION

We envision a world where Black workers thrive.

A world where workplaces are accountable to us and our rights. And we all have equitable access to meaningful, sustained, and quality employment.



We stand united in
our commitment to
the rights and dignity
of all workers,
including our Black
LGBTQ and trans
members.

We recognize the unique struggles faced by Black LGBTQ and trans workers, who often endure discrimination, harassment, and economic inequality both in and out of the workplace. These injustices are compounded for those who are also part of other marginalized communities, such as people of color, migrants, and individuals with disabilities. We affirm that an injury to one is an injury to all, and we are resolute in our mission to ensure that everyone, regardless of their gender identity or sexual orientation, is treated with the respect and fairness they deserve.

Solidarity means
standing together and
fighting for the rights
of every worker. We
will not be divided by
hate or ignorance;
instead, we will forge
stronger bonds
through our shared
commitment to justice
and equity.

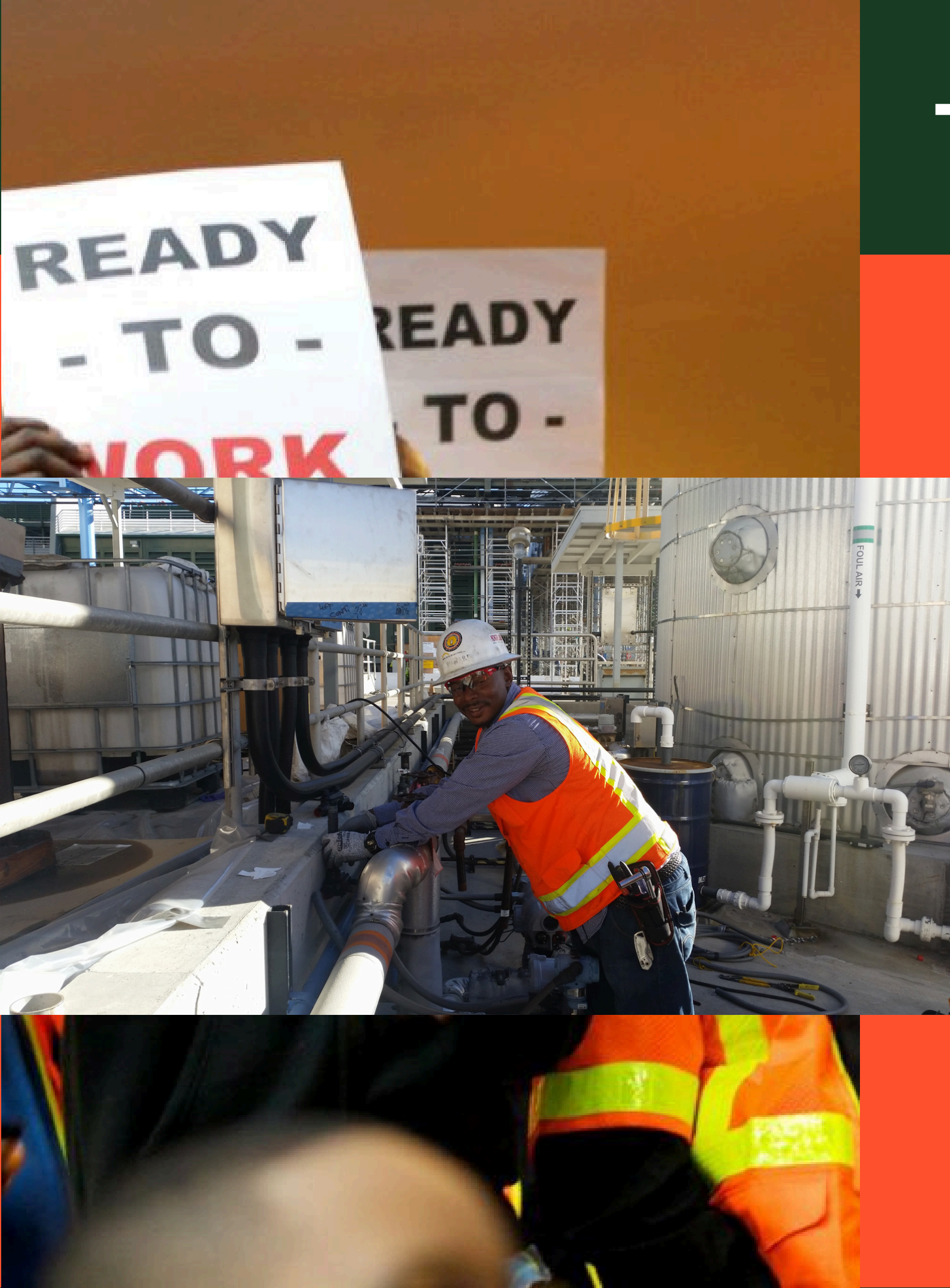
We strive to create a
future where Black
workers are valued,
heard, and respected.

THE LABWC HAS DONE AN INCREDIBLE JOB AT BUILDING A PIPELINE FOR BLACK WORKERS TO LOCAL MUNICIPAL JOB OPPORTUNITIES, AND FIGHTING FOR THE CITY TO DO MORE TO PROTECT BLACK WORKERS.

I THINK THE QUESTION IS WHAT ELSE CAN WE DO TO CREATE QUALITY JOBS FOR BLACK WORKERS IN OTHER SPACES AND INDUSTRIES, TO ORGANIZE THEIR POWER, TO CREATE PATHWAYS FOR LONGTERM ECONOMIC STABILITY?

THE WHY?

Strategic planning provides the structure to make day-to-day decisions that follow a larger vision, create a direction for your practice, and maximize your options for influencing your environment to build the world we envision.



ANALYSIS OF CURRENT STATE OF BLACK WORKERS IN L.A.



STRENGTHS

- Skilled and Diverse Talent Pool
- Strong Community Networks
- Increased Awareness & Advocacy
- Entrepreneurial Spirit



WEAKNESSES

- Systemic Discrimination & Bias
- Economic Inequity
- Limited Access to Quality Education and Training
- Health & Healthcare



OPPORTUNITIES

- Policy & Legislative Support
- Growing Sectors & Industries
- Partnerships & Collaborations
- Social & Economic Initiatives



CHALLENGES

- Economic Instability
- Technology growth
- Political & Social Climate
- Workplace Culture & lack of Inclusion



**“THE LA BWC IS A
POWERHOUSE WHEN IT
COMES TO MAKING
SURE FOLKS HAVE A
VOICE AND A SPACE IN
THE WORKFORCE.”**

**CO-EXECUTIVE DIRECTORS,
LA TONYA HARRIS &
JANEL BELOVETTE “JB” JENKINS**



Addressing our weaknesses and challenges while leveraging our strengths and opportunities is crucial for the LABWC in creating a strategic plan that supports and empowers the Black workforce. We know this comprehensive approach will help mitigate risks, promote equity, and foster sustainable economic growth for the Black community.

RECENT WINS



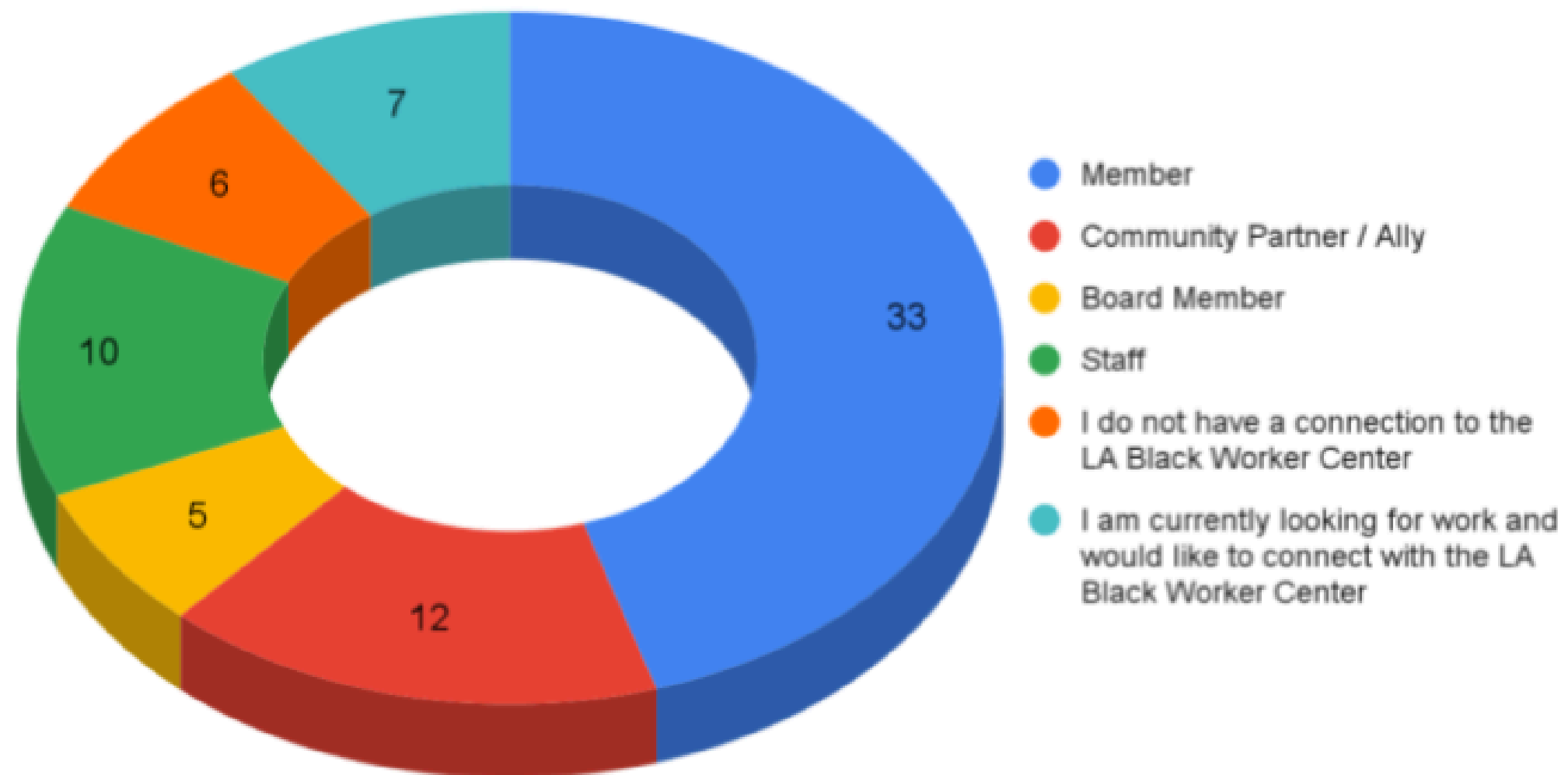
- Establishing the first Civil and Human Rights Department in the City of L.A.
- Commitment from the city of L.A. to hire 200 Black workers
- \$2.5M building support donation

KEY ISSUES:

- Name Recognition for LABWC
- 1000 Strong revitaliation
- Finding a permanent home

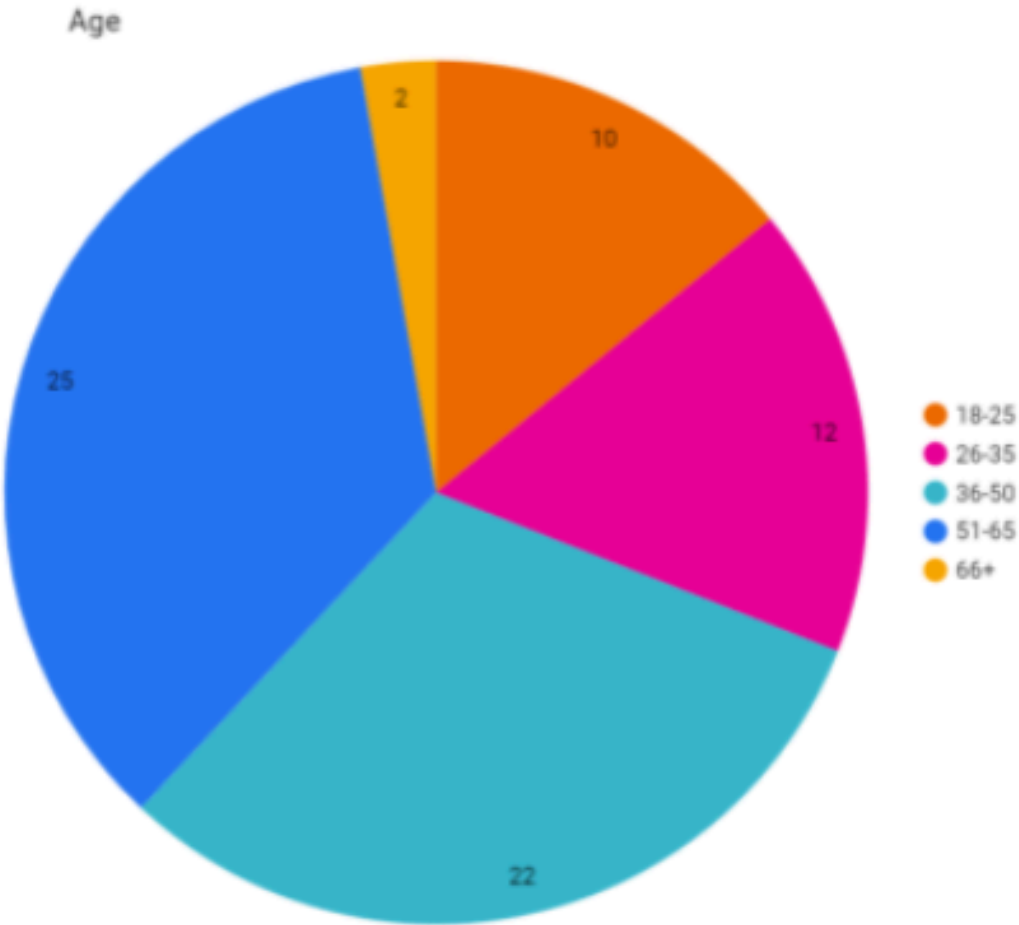


Who we heard from

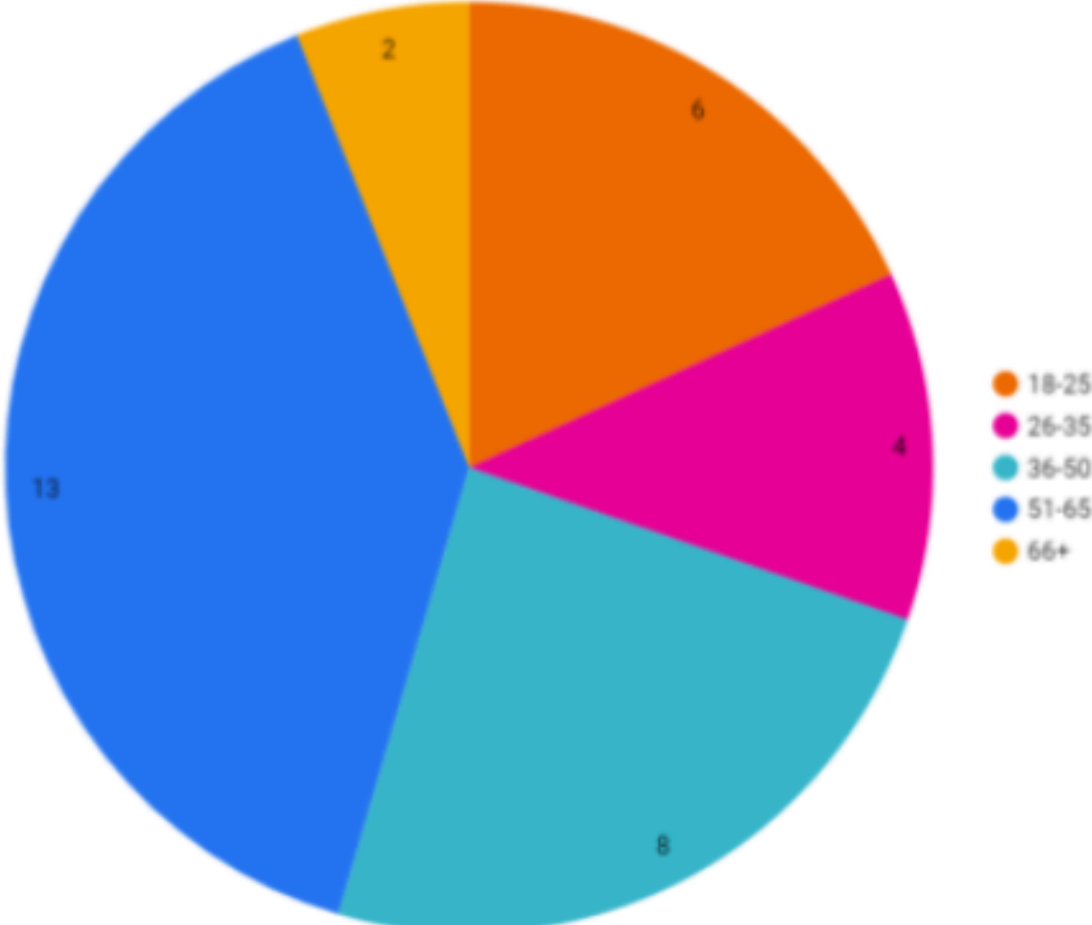


Demographics - Age

All Participants

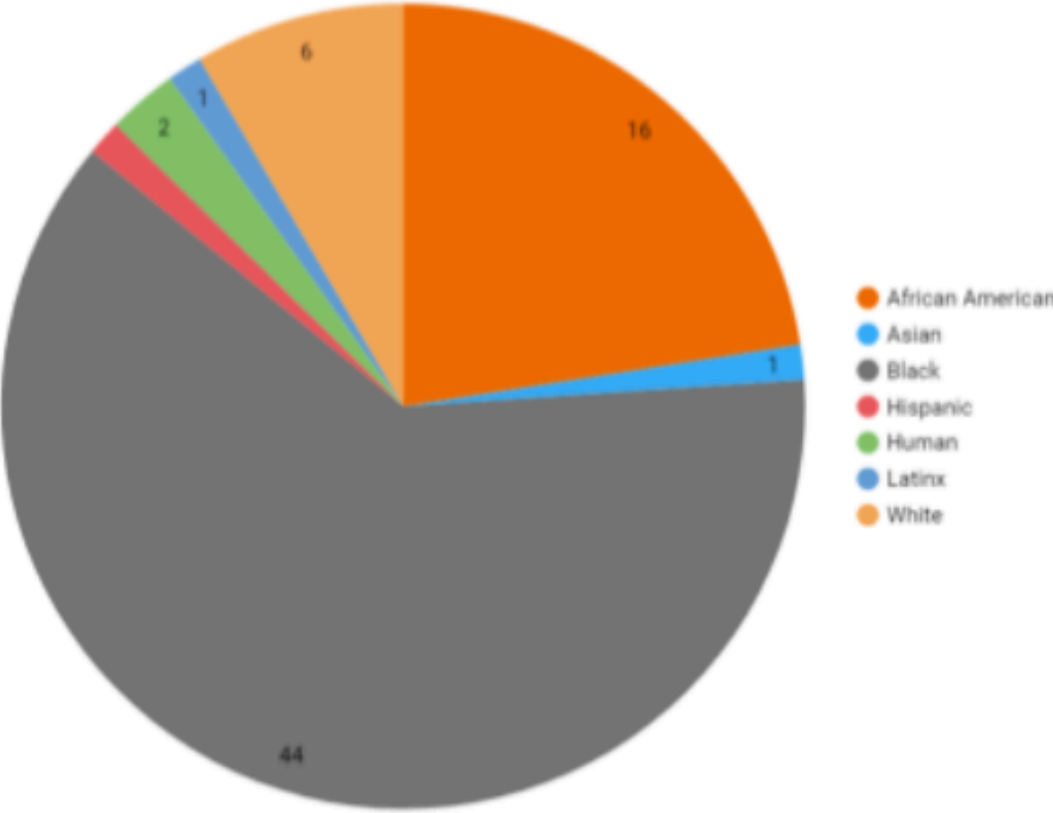


Members

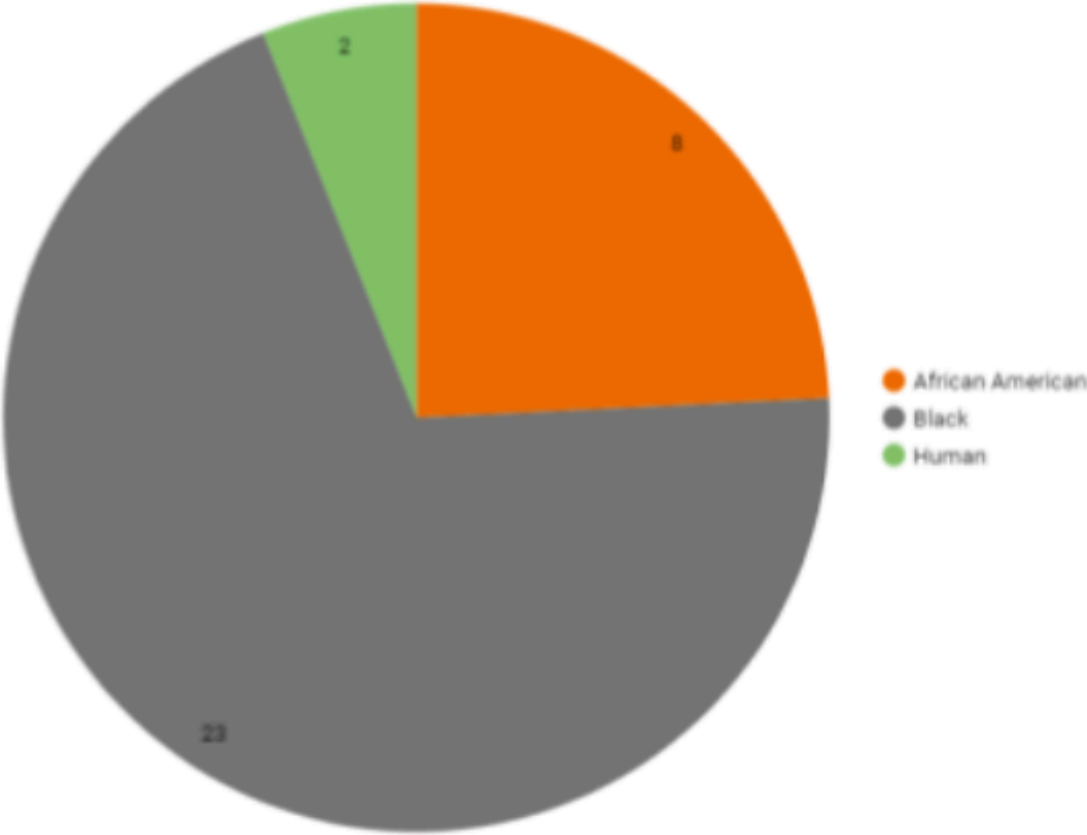


Demographics - Race

All Participants

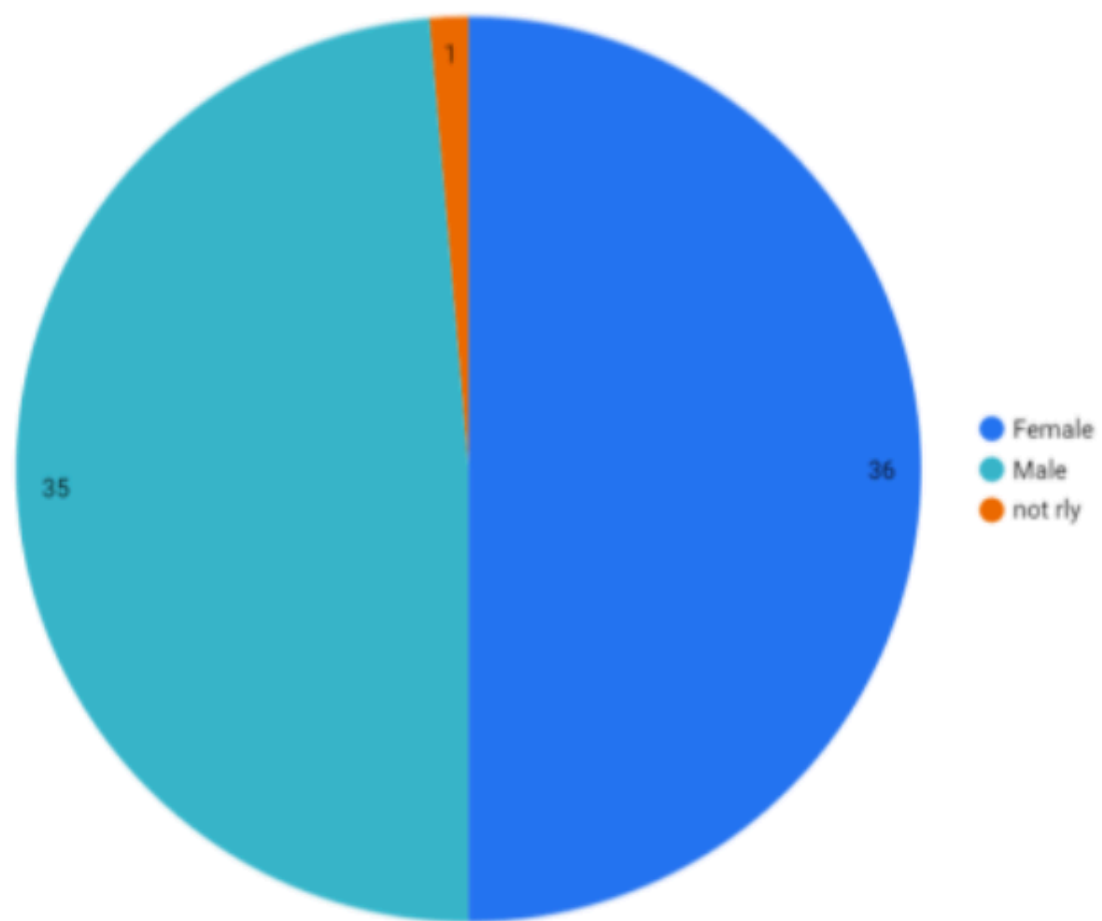


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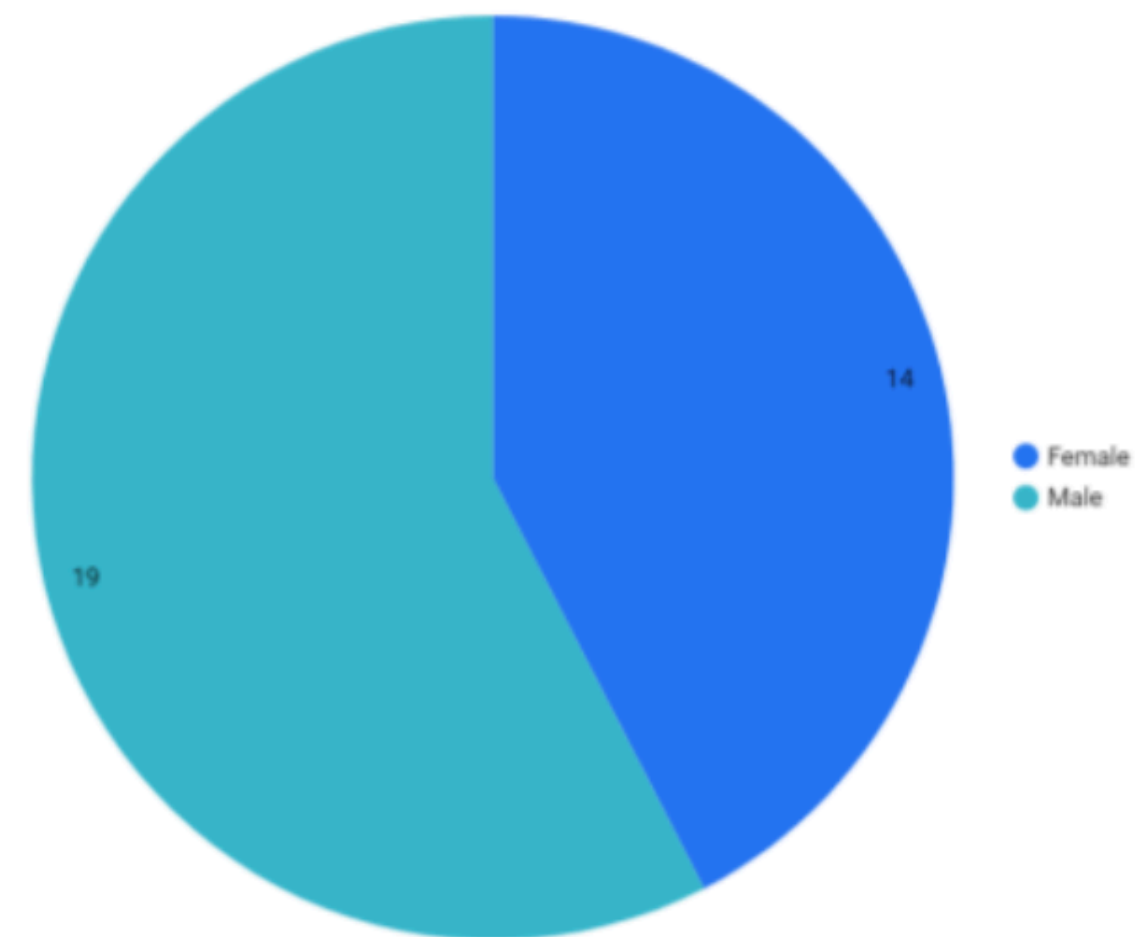


Demographics - Gender

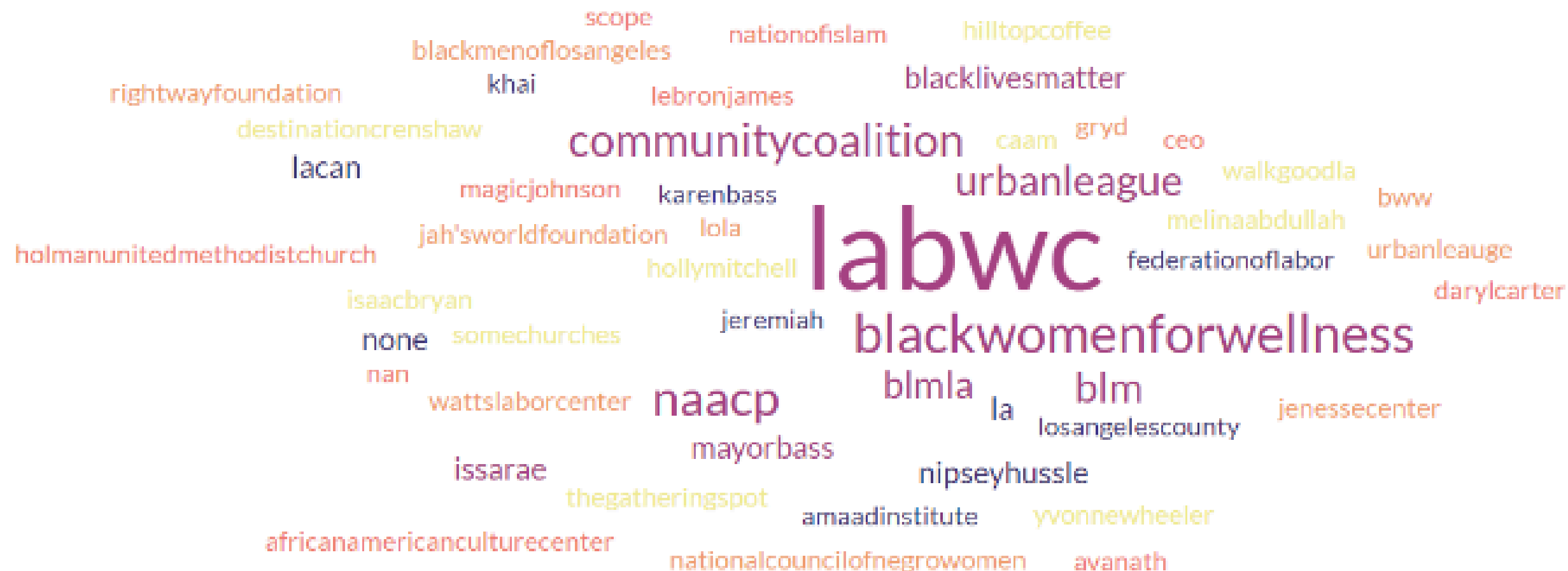
All Participants



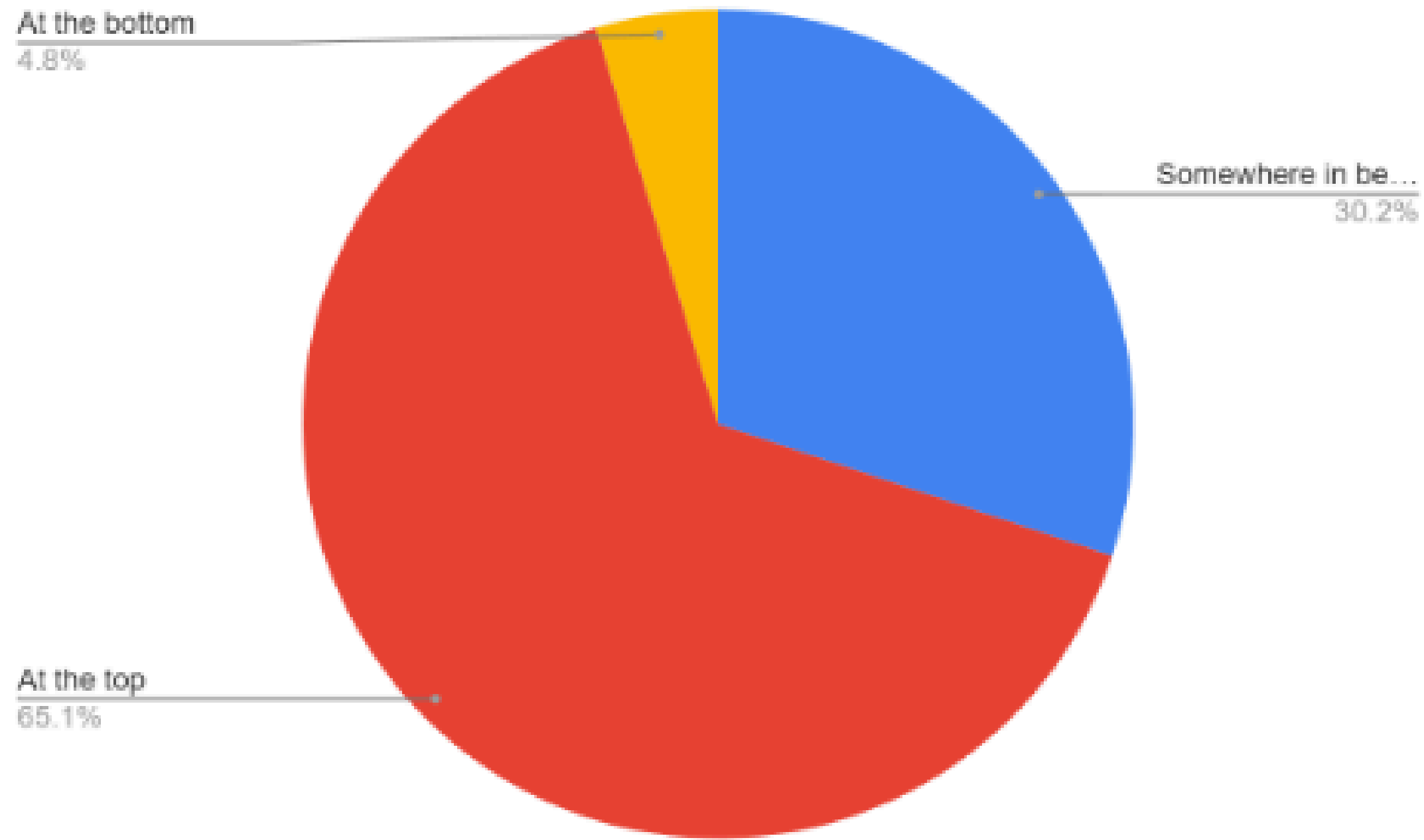
Members



When you think of influential organizations and individuals in LA, who comes to mind?



Out of those groups, where would you place the LABWC



On a scale of 1-10, how effectively would you say the LABWC has changed the working conditions of black workers in L.A.? 1 is not effective, and 10 is very effective.

8.27



What are the top ways you have observed the LABWC impacting black workers?

What are the top ways you have observed the LABWC impacting black workers?	Number of Unique Responses
Connecting people to potential jobs	43
Placing people in jobs	37
Speaking out against anti-work policies	38
Creating Community Space	38
Other	6



Rank the following metro areas where community space would most benefit you, with 5 stars being the most beneficial.

	Average (1-5 Scale)
Crenshaw	4.71
South Central	4.63
Watts	4
Compton	4
West Adams	3.98



What features would entice you to visit the LABWC facilities?
(Select all that apply)

What would get you to visit the space	Total Responses
Job placement programs	53
Job training	46
Greenspace/Community Garden	38
Community/Meeting Space	47
Coworking space	33
Wellness Services	50
The Legal Clinic	42
Cultural Arts Program	40
Volunteer Opportunities	43



**LABWC REALLY CARES ABOUT
THE COMMUNITY THEY SERVE
AND HAS BEEN A LEADER IN
HELPING TO REDUCE
BARRIERS FOR WORKERS
WITH ACCESS TO SECURE
GOOD PERMANENT JOBS.**

GOALS

- Reviving 1000 Strong
- Improving Internal & External Communications
- Capacity-Building and Infrastructure Development
- Building a Sustainable Plan for Property Acquisition



REVIVING 1000 STRONG CAMPAIGN

- Create strategies to level the playing field for Black workers
- Increase community buzz and rally support for our cause.
- Measure our success, tweak our tactics, and unleash the power of change

IMPROVING COMMUNICATIONS

- Enhance internal communication for staff, volunteers, and partners.
- Develop external communications to amplify the organization's message and engage stakeholders.
- Collaborate with partners' communication teams and utilize various platforms for effective communication (social media, newsletters, and community events)

PROPERTY ACQUISITION

- Conduct a feasibility study for property purchase in L.A.
- Explore funding options,
- Develop a strategic acquisition plan aligned with long-term goals
- Optimize existing space for immediate needs.

CAPACITY- BUILDING

- Invest in capacity building, infrastructure, and technology for LABWC.
- Foster continuous learning and improvement
- Formalize membership sustainability process.

**“THE LABWC CAN’T
TACKLE THE BLACK
JOBS CRISIS ALONE.**

**THEY NEED TO LEAN
ON THEIR PARTNERS.”**

ACTION PLAN



1000 STRONG

- Create a Black Jobs Action Committee for public accountability in the 1,000 Strong campaign.
- Train committee members in public and direct action techniques.
- Re-focus 1000 on storytelling, research, and consistent direct action.
- Provide team training on power mapping and organizing practices.
- Research green jobs and infrastructure opportunities for Black workers.
- Strategize on equity requirements and reconnect with industries like construction.

COMMUNICATIONS

- Hosting community events, workshops, and forums for Black workers (in-person AND virtual)
- Strengthening partnerships with local groups and leaders
- Implementing media outreach and digital marketing strategies
- Continue building a strong brand strategy & sharing personal stories of Black workers
- Mobilizing volunteers for grassroots efforts
- Positioning LABWC as an expert in Black labor rights.

CAPACITY

- Conduct an organizational culture assessment, sharing the strengths, weaknesses, and areas for improvement based on the focus group and community ally survey results.
- Strategic Hiring:
 - Development Director for fundraising and resources.
 - Policy Director for advocacy and strategic initiatives.
 - Job Market Research Coach for labor market trends.
 - Digital Organizer for content and relationship management.
- Training Programs:
 - Offer direct action and power mapping training for effective advocacy and grassroots support.
- Cultural Transformation:
 - Encourage open dialogue, feedback, and diversity, equity, and inclusion.
 - Empower staff and members in decision-making and roles.
- Monitor progress and evaluate strategies for alignment with goals and needs.

PROPERTY

- Create an LABWC Capital Committee of board members, community members, and financial experts who will be charged with monitoring the organization's financial health and researching grants that would improve its financial longevity.
- By Summer 2025, complete research on funding needed for the three building options (current space, building a new space, rehabbing an existing building outside of the current space)
- Fall/Winter 2025 make final decisions about what is financially sound for the org based on research
- Spring 2026 Capital Campaign begins to fund the office space

**“LABWC’S WORK IS POWERFUL
BECAUSE IT IS A CHAMPION FOR
BLACK LIBERATION IN LOS ANGELES.**

**IT’S REFRESHING TO WORK FOR AND
SEE SOMETHING FOR THE PEOPLE BY
THE PEOPLE.”**



○ – LA Black Worker Center Staffmember



Q & A

LET'S CONNECT

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