SLA 2019 Annual Conference
June 14 – June 18, 2019
Huntington Convention Center of Cleveland
Cleveland, Ohio, USA
www.sla.org

#SLA2019  #SLArocks  #AlwaysSLA
Social Justice in Cleveland: The Urban Economy
The story behind this session

Brandy King, MLIS
Knowledge Linking
@knowldgelinking
Social Justice Series

• Collaborate with host city chapter members to present a local issue through a social justice lens

• Be broad enough so that SLA members can use what they’ve learned at the program to think differently about that social justice issue in their own locales

• Demonstrate how information professionals are affected by, or helping to solve, that social justice issue
Thank You

- Clara Cabrera
- Jesse Lambertson
- Karen Oye
- Eve Ross
- Michael Sholinbeck
- DICE Caucus

- Jeff Bond
- Negda Jahanshahi
- Amy Jankowski
- Debra Jesioniwski
- Hal Kirkwood
- Cynthia Lenox
- Diane Mogren
- Tara Murray
- Michelle Villigran
- Other members of the Cleveland Chapter
Outline

- Cleveland’s Economy
  Hannah Halbert, Policy Matters Ohio

- What’s being done for individuals?
  Robin Wood, Cleveland Public Library

- What’s being done for local businesses and entrepreneurs?
  Laura Desmond, Jumpstart Inc

- What’s being done at a policy level?
  Hannah Halbert, Policy Matters Ohio

- Discussion
Cleveland’s Economy

Hannah Halbert
Policy Matters Ohio
@hannahhalbert
@policymattersOH
Policy Matters Ohio is a nonprofit policy research institute that creates a more vibrant, equitable, sustainable and inclusive Ohio through research, strategic communications, coalition building and policy advocacy.

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Like us on Facebook facebook.com/policymattersohio
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Unemployment Rate
## Poverty Moving in the Wrong Direction

### Cleveland City Poverty Rates, Census

<table>
<thead>
<tr>
<th>Year</th>
<th>Poverty Rate</th>
<th>Share of Cleveland Kids in Poverty</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>26.3%</td>
<td>37.6%</td>
</tr>
<tr>
<td>2010</td>
<td>31.2%</td>
<td>45.6%</td>
</tr>
<tr>
<td>2017</td>
<td>35.2%</td>
<td>51%</td>
</tr>
<tr>
<td>Top 10 occupations 2000</td>
<td>$$/share of poverty</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>---------------------</td>
<td></td>
</tr>
<tr>
<td>Retail Salespersons</td>
<td>116%</td>
<td></td>
</tr>
<tr>
<td>Cashiers</td>
<td>101%</td>
<td></td>
</tr>
<tr>
<td>Laborers &amp; Freight, Stock &amp; Material Movers</td>
<td>135%</td>
<td></td>
</tr>
<tr>
<td>Registered Nurses</td>
<td>325%</td>
<td></td>
</tr>
<tr>
<td>General &amp; Operations Managers</td>
<td>470%</td>
<td></td>
</tr>
<tr>
<td>Janitors &amp; Cleaners</td>
<td>121%</td>
<td></td>
</tr>
<tr>
<td>Office Clerks, General</td>
<td>156%</td>
<td></td>
</tr>
<tr>
<td>Food Prep &amp; Serving Workers</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>Team Assemblers</td>
<td>161%</td>
<td></td>
</tr>
<tr>
<td>Customer Service Reps</td>
<td>182%</td>
<td></td>
</tr>
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<td>Customer Service Reps</td>
<td>168%</td>
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<tr>
<td>Laborers &amp; Freight, Stock &amp; Material Movers</td>
<td>136%</td>
</tr>
<tr>
<td>Waiters &amp; Waitresses</td>
<td>95%</td>
</tr>
<tr>
<td>Janitors and Cleaners</td>
<td>119%</td>
</tr>
<tr>
<td>Stock Clerks and Order Filers</td>
<td>120%</td>
</tr>
</tbody>
</table>
What is being done to help individuals?

Robin Wood
Cleveland Public Library
@cleveland_PL
Cleveland Public Library - The People’s University

- 3rd Largest Public Research Library in the Country
- Main Library + 27 Neighborhood Branches
- 2018 Statistics
  - 5 Million Items Borrowed
  - 2 Million Visitors
  - 19,000 Programs with 285,000 Guests
  - Revenues of $54,341,164
TechCentral at Cleveland Public Library

- Innovative technology and learning center
- Located in Main Library but serves all branches
Mobile Hotspot Checkout at Cleveland Public Library

- Borrow the internet just like a book!
- Made possible by a grant from The Cleveland Foundation
Makerspace at Cleveland Public Library

- 3D Printing and Scanning
- Vinyl and Laser Fabrication
- Music, Audio, and Video production
Patent & Trademark Resource Center

- Since 1871
- Housed in Science & Technology Department
- Mission - To support the diverse intellectual property needs of the public:
  - Patent your Invention
  - Patent your Design
  - Register your Trademark
  - Copyright your Authorship
Small Business Resources

[Cleveland Public Library Logo]
Research Databases For Entrepreneurs at Cleveland Public Library

- Business - Gale Virtual Reference Library
- Business Insights: Essentials
- Business Source Premier
- Conference Board Business Knowledge Resource
- Encyclopedia of Small Business
- Kompass
- Mergent Intellect
- ReferenceUSA
- S&P Capital IQ NetAdvantage
- Statistical Insight
- Wall Street Journal (1984-)
Free Business Classes at Cleveland Public Library
Partnerships - Cleveland Public Library

Business Advisors of Cleveland
● Running Your Business: Nuts and Bolts
● Microwost Word for Business
● Basic Excel for Business
● Accounting for Business
● Advanced Excel for Business
● Taxes for Small Business

Case Western Reserve University Law School and Thinkbox
Aspire Greater Cleveland works with local employers to develop customized training in basic adult education. Instruction that can help employees build basic literacy skills, prepare for certification testing or earn a diploma.
Job Seeker Assistance at Cleveland Public Library

In person classes:

- Cover Letters
- Job Searching Online
- Resume Workshop

Individual assistance from library staff
Free Headshots at Cleveland Public Library

- Make an appointment at the Cleveland Digital Public Library for a free Headshot
- Library staff will take a photograph of you suitable for use in professional and social media contexts
What is being done to help local businesses and entrepreneurs?

Laura Desmond
JumpStart Inc.
@jumpstartinc
Our Mission

JumpStart unlocks the full potential of diverse and ambitious entrepreneurs to economically transform entire communities.
Entrepreneurship Rankings in Cleveland:

61 of 61¹
34 of 50²
16 of 39³

¹Business Week, Startup Friendly Cities
²Nerd Wallet, Entrepreneurially-Friendly Cities
³Kauffman Index of Growth in Entrepreneurship
About Us

Founded in 2004; currently 71 employees headquartered in Cleveland, OH with satellite offices in Toledo, Canton, and Upstate New York

A non-profit venture development organization providing investment capital and technical assistance to entrepreneurs

We leverage strong partners with shared goals to dramatically scale outcomes in the future.

Diversity & Inclusion are important parts of our work and we continue to increase equity by evolving our programs, services and staff.

BY THE NUMBERS

5,400+
Clients served by JumpStart and its partners to date

54/44%
Percent of clients who are women/ people of color

10,400+
Jobs created by these client companies

$5.6B
Economic impact created by these client companies in OH since 2010

$54M
Invested by JumpStart alone into 116 companies to date
ESP Ecosystem
The Cleveland Foundation has provided intellectual and financial capital as well as grants to JumpStart since 2004.

- **Total support since 2004:** $8.3M
  - **Grants:** $5.3M
  - **Program Related Investments (PRIs):** $3.0M

**Founding partner:**
- Core City: Cleveland
- Encore Mentoring
- Business Growth Collaborative
- Growth Opportunity Partners
Core City: Cleveland

Outreach and Events:
One to many activities to provide education

One to One Office Hours and Mentoring

Impact Program:
12-week intensive business assistance

Business Growth Collaborative:
network of service providers
Core City: Cleveland Results

- 878 Total companies served since 2016
- 84% African American or Latinx
- 35 Cohort-based Impact Program
- $320K Impact Program Prize Monies
A significant partnership between our organizations to achieve KeyBank’s Community Benefits Plan.

- $24M 4-year grant awarded in FY2018
  - 13% Startups and Scaleups ($2.7M/yr)
  - 17% Growth Opportunity Partners ($500K/yr)
  - 8% Core City: Cleveland ($500K/yr)
  - 8% Grantmaking Center in Ohio ($1M/yr)
  - 8% CMSD Workforce ($500K/yr)
  - 8% Grantmaking in New York ($750K/yr)

- 6 Major funding initiatives with an emphasis on supporting entrepreneurs who are women and people of color

- $9M Pass-through grants to partners with direct service to entrepreneurs and workforce trainees
Tech investments for women and entrepreneurs of color

Equity in Investing

$10 million investment fund
Average initial = $250,000

$4 million invested to date from $100K to $750K
Creating more capital options for both tech and non-tech companies
Our Vision for the Future

Creating spaces where diverse and ambitious entrepreneurs, innovators, business leaders, investors and academics can interact to create new products, services and firms.
What is being done on a policy level?

Hannah Halbert, Policy Matters Ohio
If Ohio raised the threshold for salaried worker overtime to $47,476, it would boost the income of 351,000 Ohioans.
If OHIO raised the minimum wage to $15 by 2023

1.6 million

Ohio workers would get a raise

$4,252... typical worker wage boost
STOP Wage Theft

- 6 investigators
- 1 investigator for every 961,167 workers
- Funding down about 24% since 2010
- $2.2 million a year (double budget).
Quality Workforce Development

- Increase resources for quality training
  - SNAP 50/50
  - Sector partnerships grants (employer, labor, community, educator led)
- Value the Community College System
  - Need Based Aid Expansion
  - End ‘seal of approval’ for low-value career colleges
- Work based learning and support services
  - Apprenticeship model
  - Transportation, Childcare, Case management
Contact Us:

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robin.wood@cpl.org
laura.desmond@jumpstartinc.org
Discussion

1. Do you use your skills as an information professional in the service of social justice?

2. What social justice issues are particularly pertinent to our profession?

3. What social justice issues should SLA be concerned about?