



**Excelsior
Works!**

Presented by
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Excelsior Strong

Workforce Development in the E!





Youth Workforce



Urban Campesinxs

Urban Campesinxs is a food justice and leadership program for young adults aimed at bettering the environmental, economic, and health conditions experienced by working families in the Southeast neighborhoods of San Francisco. Through urban agriculture practices, this innovative program taps into the wealth of traditions and experiences of immigrant families in the Excelsior district and provides apprenticeship and employment opportunities for young people.

12 summer interns 6 School year interns. Career Options



Youth Workforce

**Mayor's Youth Employment & Education Program (MYEEP)
and the Japanese Community Youth Council (JCYC)**

- Summer 2023: only 78 MYEEP slots available, but over 300 applicants. More funding needed to support more students.
- More support and options needed for students with barriers and disabilities.





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EXCELSIOR

- Our neighborhood has the highest concentration of families with children in the city.
- 71% of students qualify for federally funded lunch programs.
- There are no farmer's markets and fewer community gardens than in other areas of the city.
- The Excelsior sends more residents to the hospital for asthma than any other neighborhood each year due to pollution from nearby freeways and busy roadways.
- From 2016-2020, the unemployment rate in the Excelsior was 5.3%, which was higher than the citywide average of 4.7%.
- The Excelsior has a population of 40,980, broken down as follows:
 - African American 1.7%
 - Native American .3%
 - Asian 50.6%
 - Latino 31.4%
 - Native Hawaiian .2%

Casa De Apoyo: The Latino Task Force's Excelsior Resource Hub

Through partnerships with Excelsior Works!, Bay Area Community Resources (BACR), Mission Economic Development Association (MEDA), and Mission Language and Vocational School (MLVS), Casa de Apoyo offers support with resume preparation and applying for employment. The majority of clients meet 15- 20% AMI for housing.



Casa De Apoyo Services

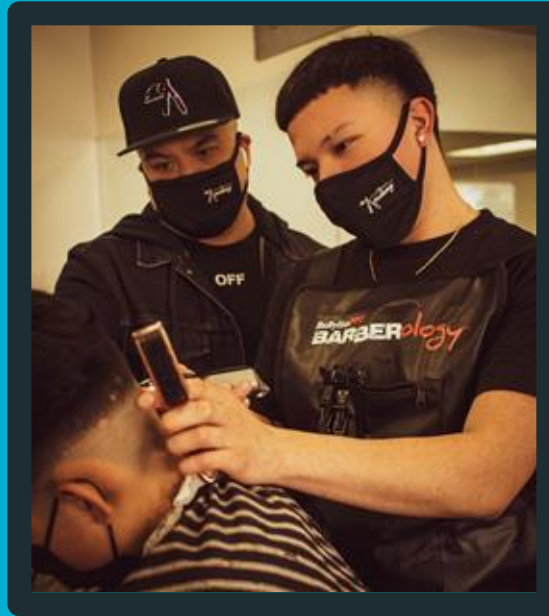
- Education Navigation
- Small Business Technical Assistance (CLECHA)
- Case management
- Employment Assistance
- Economic Relief
- Food Assistance
- Bike Lending Program (Excelsior Bike Club)



THE ACADEMY *Barbershop*

The mission of this institution is to provide a high quality barbering training programs to students in the local area served by The Academy. Our goal is to have each student acquire the essential attributes and skills necessary to obtain employment as Barbering professionals. Our programs provide focused and intensive training to prepare students for the State of California Board of Barbering License exam. We offer an environment that will enable the student to thrive and develop the social, physical as well as their emotional skills to be a successful and positive professional in the community in which they serve. Part of our mission is to convey to students the importance of continuing education. We also implement the business aspect as far as building your brand, using social media as a platform for your business. Our educators are both current barber shop owners and have a combined 18+ years in the industry. They have the knowledge and skill to take your barbering career to the next level.

The Academy
Barbershop is Partnering
with Bay Area
Community Resources
(BACR) and OEWD to
support re-entry
students.



Opening a new location in
October 2023 at 5763
Mission St. (the old
Fernandos)

The average salary for a barber in San Francisco is
\$37.64 an hour, which is higher than the California
average of **\$22.81** an hour.

Excelsior — Works!

The Excelsior's multicultural, multilingual workforce development center.



Our Mission

Excelsior Works! envisions an Excelsior community where multiple generations of immigrants and working class families are able to live and thrive, contributing to and sharing the benefits of a healthy local economy. Our co-working structure was developed as a strategic approach to maximize our collective impact and facilitate referrals among immigrant serving organizations working in the Excelsior neighborhood.



Our Programs + Meet our team

Employment Support Services

- 1/1 Job Counseling
- Interactive Workforce Development Workshops



Employment Support Team



Excelsior Works Summer Picnic

Excelsior Legal Collaborative

Weekly legal clinics for worker's rights, tenant's rights, and immigration

Public Benefits Support

Wrap-around support for food, medical, and housing benefits assistance and referrals

FY 2022-2023 Impact

Employment Services

- Total Unduplicated Clients receiving job counseling - **263**
- Total successful placements - **45**

Excelsior Legal Collaborative

- Total Client Appointments - 144
 - Worker's Rights - 28 (20%)
 - Tenant's Rights - 42 (29%)
 - Immigration - 74 (51%)





A Closer Look at the Data

Employment Services by Language

Language	Number of Clients Served	Number of Job Placements	% Successful Placements by Language Spoken
Spanish	161	4	2%
Chinese	105	41	39%
English	10	0	0

Placements tend to be more likely for our Chinese clients compared to those from the Latinx community due to limited options for those without work authorization.

Spotlight - Aging Excelsior Residents

Aging Client Demographics	Number of Clients	% of Total Clients
50-60 years old	55	38%
60-70 years old	29	20%
70+ years old	11	8%
Total Clients 50+ years old	95	66%

Our job counselors notice that a high percentage of our clients tend to be older residents of the neighborhood, some of which are looking for income to supplement what they are receiving from Social Security.



Our Community Needs:

- **Capacity building for a better future.**
- **An innovative way to employ undocumented workers, as newcomers are one of the highest populations in our district and the most likely to experience significant barriers to employment.**

More alternatives to College

Early exposure to triads

~~Plumber~~ : \$28.87 per hour

~~Electrician~~: \$35.58 per hour

Median Income Statistics do not Reflect our Community's Reality

From 2016-2020, statistics indicate that the median income for the Excelsior was \$98,369

But...

"From observations, the majority of clients report \$0-36,000 in annual income when completing intake forms in our Neighborhood."

-Marisela, Employment Services Coordinator

THANK YOU!