



**Federal Reserve Bank of St. Louis
Investment Connection Proposal**

Proposal title	Americana Workforce Development Program
Contact	Edgardo Mansilla
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Organization name/address	Americana World Community Center Louisville, KY Kentucky 40214
Mission statement	Americana World Community Center provides holistic services to Louisville's refugee, immigrant and underserved population. Building strong families, creating a safe and supportive community and helping every individual realize their potential.
Overview of organization	<p>Americana World Community Center was established in 1990 in response to the growing international community in Louisville. Originally housed in four small apartment units, with a total of 2700 square feet the center has grown and currently occupies a 55,000 square foot campus complete with classrooms, a kitchen, computer lab, theater and gymnasium, soccer field, volleyball court and community garden. Our mission is to provide holistic services to Louisville's refugee, immigrant and underserved population to build strong and healthy families, create a safe and supportive community and help every individual realize their potential. We are dedicated to providing holistic services to more than 5,000 participants annually, focusing on healthy living, lifelong learning, community building, workforce development and family support.</p> <p>The services Americana offers are unmatched in Louisville, both in opportunity and scale. We work with many established community partners to identify and offer services to post-resettlement refugees and immigrants, in addition to resources for underserved populations that are otherwise unsupported. Americana is an international epicenter that provides classes, programs, workshops, and resources to those who need them.</p>
Website	http://americanacc.org/

Social media link(s)	Facebook https://www.facebook.com/AmericanaCommunityCenter/
Location of project/activity	Louisville/Jefferson County, KY-IN (MSA) Kentucky Jefferson County
Geographic Impact	Citywide Neighborhood(s)
Support request	Grant
Requested dollar amount	\$25,000
Proposal description and structure	<p>Workforce Development at Americana consists of facilitating 'Financial Literacy' classes for Fiberworks participants, these courses are six weeks in length and provide foundations for entrepreneurial success. Other included elements are weekly Beginners Computer Classes and open computer labs, Community Engagement workshops, young adult mentorship program, and an annual College and Career Fair.</p> <p>Outside of the six week course, continuous coaching in regards to financial literacy and workforce development is offered. These workshops focusing on financial literacy, resume building, and job searching, will be hosted once a month between December and March. Furthering our partnerships with KentuckianaWorks and Jewish Family Career Services will allow us to place participants in positions through a referral program.</p>
Issues addressed	Economic/Workforce Development
Target population/geography	This program will benefit refugee, immigrant, and underserved individuals in the labor force. The program specifically serves women entrepreneurs through our Fiberworks program, high school and college students, adults working towards a GED, and international populations looking to transfer their degree or skill set. Through career coaching and youth mentorship, we will serve unemployed and under-employed participants who are looking to establish long-term employment, and first time job seekers.
Population served including income	We provide services to the immigrant, refugee and underserved populations of Southern Louisville. According to census data, our neighborhood is 51% foreign-born, 61% speak a language other than English at home. According to the American Community Survey, poverty in this neighborhood is 63%, nearly 5 times the national average. Americana is a refuge for many facing obstacles due to poverty, trauma, integration to a new society, and cultural changes. We help address these challenges through our partnership with Dare to Care Kids Cafe, who provide free and reduced meals to 98% of our youth participants.

<p>Anticipated outcomes/impact</p>	<p>Americana serves more than 5,000 individuals annually, whether it is through English instruction, financial literacy, GED attainment, or health and wellness we provide the resources for many Louisville’s residents to succeed. In a newly developing initiative, we are addressing workforce and career development by partnering with KentuckianaWorks and Jewish Family Career Services to enhance our own workforce development staff. By providing coaching, placement opportunities, workshops, and job fairs to our participants we aim to improve the financial stability of our families, and economic opportunities in our neighborhood. The components of this initiative form a holistic effort to prepare our participants for the workforce, focusing on giving them the skills and resources to thrive and grow in careers.</p>
<p>How will the program be evaluated</p>	<p>Program participation will be measured by:</p> <ul style="list-style-type: none"> • Attendance logs for events such as career fairs and workshops. • Entry and exit surveys will be provided to participants to measure the impact of career coaching. • Exit surveys for participants who complete Financial Literacy classes • Monthly check-ins for participants taking part in mentoring or coaching • Amount of new participation <p>The expected outcomes for these objectives include:</p> <ul style="list-style-type: none"> • A career fair in partnership with KentuckianaWorks with an attendance of at least 75 individuals with the opportunity to fill out a survey for follow-up mentoring support • 10 adult participants will meet with a mentor at least once a month • A decrease in time spent moving into new careers.
<p>Project time frame</p>	<p>Existing Program Project Duration: Ongoing Program</p>
<p>Other significant partners in the proposal</p>	<p>Jefferson County Public School Technical Assistance/Expertise http://www.jeffcopublicschools.org/</p> <p>Metro United Way Funding https://metrounitedway.org/</p> <p>C. E. & S. Foundation Funding http://www.cesfoundation.com/</p>
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