



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

Proposal title	Launch: Campus to Career
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Organization name/address	New Memphis Institute Anna Mullins Ellis 22 N Front, suite 500 Memphis, Tennessee 38103
Mission statement	We are forging a more prosperous and vital new Memphis by attracting, developing, activating and retaining talent.
History of organization	<p>New Memphis is a nonprofit working on the human capital side of economic development, ensuring Memphis has the talent and leadership required to be successful. Our businesses need talent to thrive, our government needs talent to solve problems, our schools need talent to educate our youth, our communities need talent to innovate and work for a better future.</p> <p>We deliver on our mission by infusing our city with leaders who are passionate about positive community change and have the skills needed to take action. We work to inspire and develop a pipeline of civically responsible and developed leaders to help Memphis live into its full potential.</p> <p>We have been serving the Memphis community for forty years. In 2004 we created the Fellows program, in 2013 we brought the Embark program for young professionals, and in 2018 we piloted Launch: Campus to Career after</p>

	having served college student over the summer since 2009.
Organization’s current programs and activities	<p>New Memphis provides a continuum of leadership development and community empowerment opportunities. We lead our city’s efforts to prepare, attract and retain the talented workers who are fuel for the knowledge economy. We develop leadership who have a positive ripple affect across Memphis. Core programs include: Fellows (serving 60 mid-career leaders), LDI (50 seasoned executives annually), Embark (around 130 twentysomething professionals) and Launch: Campus to Career (500+ collegians). We serve around 4,000 alumni of these programs annually as well.</p> <p>After four decades in the community, we know that the one thing we can do to impact every area of this city - greater nonprofit capacity, higher quality schools, more effective government, healthier citizens and increased economic prosperity - is to improve the quantity and quality of our community’s leaders.</p>
Website	newmemphis.org
Support request	Grant
Requested dollar amount	\$50,000
Proposal summary	<p>Launch is a free program that connects under-resourced college students with the networks and professional opportunities that will inspire them to launch meaningful careers in Memphis. We introduce college students to the community of local employers while helping students learn to navigate the workplace, build networks, develop professional skills, and plot their career.</p> <p>Launch focuses on connecting students to paid internship opportunities because internships are catalysts for student achievement and prosperity. Internships lead to important outcomes for students: According to research from NACE, internships make it more likely for a student to persist to graduation and find full-time employment within six months of graduation.</p> <p>Internships are sourced through referrals and personal networks. Low-income students come to the table with a deficit of this crucial social capital. By bridging the gap between employers and students, Launch democratizes access to internships.</p>

Issues addressed	Economic/workforce development
Target population/geography	<p>Launch programming and events take place across Shelby County, Tennessee. New Memphis serves the entire Memphis metro area; the vast majority of our program participants come from the Memphis region.</p> <p>For the Launch program, we are working with under-resourced students who are enrolled at a 4-year college or university in or near the city of Memphis. The vast majority of these students are enrolled at the University of Memphis, but some also come to us from other institutions like Lemoyne-Owen College, Christian Brothers University and Rust College.</p>
Population served including income	<p>The Launch program intensely focuses on aiding local collegians who are low-income (receiving need-based financial aid). We distinguish “low income” students as those who are receiving need-based financial aid, as determined by the Free Application for Federal Student Aid application (FAFSA), which is generally used for determining federal, state, and institutional need-based aid eligibility. Students eligible are receiving Federal Pell Grants.</p> <p>With a disproportionate number of students at The University of Memphis on Pell grants the population who could be served by Launch is vast.</p> <p>In terms of race, ethnicity and gender: Current program participants in 2019 are 56% female and 44% male and the ethnicity breakdown is: 3% Asian, 65% Black, 7% Hispanic and Latino, 4% Multiracial, and 21% White.</p>
Anticipated outcomes/impact	<p>Professional network is key in securing full-time employment after college, as well as securing internships during college. Launch’s goals are to:</p> <p>Connect under-resourced students to Memphis employers by hosting regular professional development and networking opportunities</p> <p>Build professional skills for students that are necessary for success in an internship. Students work with a network of established professionals who help them navigate the path to a first job.</p>

	<p>Improves access to local internships for this young talent through a free and easy-to-use online portal where students can search for opportunities.</p> <p>Increase the number of internships offered in Memphis by providing resources and tools for local employers to create new internship programs or grow existing internship programs to host more students. Equip employers to host interns from diverse backgrounds.</p> <p>Launch brings a new solution to the age-old problem of limited socio-economic mobility for under-resourced young adults.</p>
<p>How will the program be evaluated</p>	<p>We will serve 500 unique, under-resourced students at Launch events in 2019. We survey students at registration and again after events. We are measuring the following impacts from each Launch event:</p> <p>Expanded professional networks for student Optimism about finding a satisfying professional career post-graduation Expanded professional skillset Enhanced understanding of professional-level employers</p> <p>Through the Internship Portal, we capture student demographic information. We track how many internships students apply to, how many Launch events they attend, and ultimately, how many internships they complete before graduation.</p> <p>We carefully track student and employer engagement through the digital internship portal. Through this system we can track student users, as well as employers who host internships (which allows us to create goals for the employer community and hold them accountable to the number of internships they commit to hosting).</p>
<p>Project time frame</p>	<p>01/01/2019 through 12/31/2020</p>
<p>Other significant partners in the proposal</p>	<p>Collaborations are foundational to this work. We are partnering not only with higher education (specifically the University of Memphis) career services but also with groups that serve under-resourced students on campus like TRiO, First Scholars, Talented 10% and the Memphis Career Preparation Academy. We work with campus partners to recruit students in need, to connect those students to Launch programming, and to learn about specific skill gaps and challenges these students face.</p>

	<p>The Greater Memphis Chamber, SHRM, Epicenter, MMBC, cityCURRENT, and the Small Business Council are among our partners on the internship-provider side of the equation.</p> <p>We work with employers and business organizations to create accountability and access for first-generation students. In partnership with these organizations, we host workshops to help employers: hire and onboard interns, effectively manage interns with diverse backgrounds, create meaningful projects for interns, and evaluate intern performance</p>
Other funding secured or potential funding	<p>Kathy & JW Gibson II: \$72,500 (requested)</p> <p>AutoZone, Inc.: \$50,000 (confirmed)</p> <p>nexAir: \$15,000 (confirmed)</p> <p>Nike, Inc.: \$20,000 (confirmed)</p>
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