

Community Cohesion

- 4.1** Mentoring programs: Uses grants and/or volunteer efforts for skills transfer. Someone with a marketable skill tutors/mentors someone who wishes to learn it. Can be after-hours or shadow-OJT. We will try to find some assessment methods to prove the new person has learned the new skill (e.g. CBT, live exams with trade experts). Will try to prioritize around skills that are either in high demand or that will create high demand through attractiveness of the labor pool. Resources: This is more labor-intensive than capital-intensive, but will require some project management skills.
- 4.2** Viral Education program: This is a learn-yourself-train-another program. Grant funds are used to set up computerized learning and testing center. Grant funds are used to hire the first round of trainers to train the first class in computer skills. When Class-1 passes the certification test, they are paid \$X dollars (TBD). Then, each of them recruit a class for himself and train them. When each of Class2 passes the test, the student receives \$X and the instructor receives one-half of \$X. When Class2 then turns around and trains Class3, the original Class1 instructors receive one-fourth \$X. In this way, the education spreads 'like a virus', replicating itself throughout the social networks of Leland, and then Washington County, and then the Delta. This program requires an objective, computer-based testing method to insure abuses do not occur. Also, this program might be expanded to include other subjects than those in the computer, office, communications, and business skills areas (subject to testing methods, of course).
- 4.3** Leland-on-eBay Center. This is a local center which connects sellers with the wider world of buyers on the web. Anybody who can make something that can be shipped physically (e.g., pottery, potholders, crafts, clothing, etc) or digitally (e.g., audio clips, writings, artwork, graphics design) can come to the LoE center and put their items up for sale. The center would need a computer or two, photo equipment and software, an eBay sellers account, and a means for receiving/distributing funds (e.g. Paypal) to sellers. Initially this could be funded by grants, but could eventually be self-supporting once adequate volumes were reached (the LoE center taking some small fee from the larger transactions). The center would need to store any physical items for safekeeping until sold, and provide some access to local shipping resources (e.g., daily pickup with UPS).
- 4.4** Service Fairs. This is the reverse of 'Job Fairs'. In this case, the tables and booths are by individuals (or teams, for that matter) offering services to the attendees. People are always asking about plumbers, roofers, handymen and this would be a semi-annual event where people from Leland (for free) and the surrounding area (for a small fee) could set up a chair or table and advertise their skills-for-hire. The event would try to require SOME uniformity in message (within reason), asking each attendee to have a flyer (perhaps generated by those in the Mentoring/ViralEducation programs?) with basic contact info, rates, experience, and references.

- 4.5** Leland-for-Hire booth. This is a small version of the Service Fair [1.4], but with a single booth advertising ALL of Leland. The booth would travel around and be present at all area festivals (and eventually, outside the area). The booth would showcase the services offered by residents of Leland, but also include photos of Leland real estate listings, attractions, etc.
- 4.6** Low-capital startups. This initiative has to do with finding ways to create economic advantages for those who can create intellectual property without large amounts of capital. This would include things like audio ringtones, narrated stories, music, video performance art, digital works of art, etc. Many of these products require minimal capital investment and can be easily marketed over the web.
- 4.7** Incubation program. This program combines state-based low-cost loan monies with requirements for business training. The applications for the low-cost startup monies are required to complete a business skills training program. As the applicant works through a business skills curriculum, a business plan (specific for their venture) and launch plan (specific for their markets) are constructed. This increases the probability of business success upon launch.
- 4.8** Grant-funded 6-month hire. This program uses grant-funding to fund the first 6months of a new hire for local businesses (similar to some existing programs for Senior citizens in use). The process begins with a survey with a business owner as to the expected economic advantage of a 'free employee'. Then the program secures grant-funding for 6months of compensation for the owner. The manager is obviously motivated to train the worker as quickly as possible. At the end of the 6 months, the economic results are measured and hopefully the owner will retain the employee on their own payroll. One possible variant of this is to 'escrow' 3 months of the employee's salary for 'distress' times, to ensure the employee is retained (as long as possible) in case of short dips in market success.
- 4.9** Skills improvement training. These courses might be taught by outside experts, local experts, previous trainees ('pass it forward'), students from nearby colleges, or might be delivered via internet or computer-based learning workstations. Lecture courses might be taught at the Armory, and CBT/WBT might be administered there in a computer room (once established). Courses could include a library of DVD's/VHS tapes. Subject matter would range from specific skills (e.g. inventory processes) to general skills (e.g., customer service, Office automation, accounting) to career skills (e.g., interviewing, resume writing, job hunting). Ideally, these would involve some kind of certification and/or measurement recognition.
- 4.10** These positions will be funded from grants, and generally involve skills related to grant content. This might include positions in technology, history, music, audio-visual technologies, urban improvement, etc. They would report to the project

director, city employee, or local business manager. The position might also involve training/preparation for the position. Hopefully, follow-on grants could be created to continue the employment. Also, some of these short-term jobs will be akin to the original post-depression “Public Works” programs—something to get money flowing in/through the unemployed citizen base. We will try to find grant monies for short-term work in parks, admin, demographic surveys, neighborhood cleanup, etc. Whatever we can find, that someone will do, works here. Hopefully these can be leveraged into longer-term projects, too

- 4.11** We will try to find economic development and/or training funds to offer as incentives to non-Leland businesses, for hiring of Leland residents. The funds will be keyed to the employee’s hiring status. Perhaps we will be able to do a ‘taper off’ program to reduce ‘hard stop’ terminations. Ideally, we will use financial justifications for employee value. Once funding has been secured, potential Leland employees will take a ‘why you should hire ME’ document with them on interviews, to offer the incentive as inducement to hiring.
- 4.12** Mayor/City personnel write ‘official’ letter recommending careful consideration of a specific Leland job hunter. Could include reference to past successes or training (past or planned). This is a form letter used by job applicants from Leland when applying for non-Leland jobs. It is issued on official stationery, signed by a couple of local dignitaries, and makes mention of a pledge of support for the employer for their hiring of qualified Leland residents. Letter can promise to mention the hiring act on the Leland website and in other community newsletters/media (perhaps including a photo-op with the manager and new hire in handshake). Letter will be customizable for each applicant, with relevant success stories included (where relevant). Content should be careful to only recommend “serious consideration” and not the more legally-risky “hiring” verbiage. Branding may include a “Leland Believes in Me” campaign.
- 4.13** Marketing to Temp Agencies: This is a program where active job-seekers from Leland register with CityHall to get their resumes/etc into a portfolio for distribution. CityHall would distribute this “Leland Resources—Currently Available” portfolio to all area job, recruiting, and temp agencies—with a cover letter from the Mayor. The goal is to keep Leland people ‘top of mind’ in all the job-related firms of the area, to increase probabilities of Leland resident employment.
- 4.14** Create some kind of “public” transportation for Leland residents, for jobs outside of Leland. This program would involve designing, funding, and operating some kind of public transportation system (e.g., Leland van) for use by residents to travel to/from non-Leland jobs. Must be cost-effective for residents and service provider, funded by public grants (on-going).
- 4.15** Distress Monies. This is an escrowed pool of monies for maintaining employees on salary during downtimes in the local economic. [See .8]

- 4.16** Business-Day Attraction Events. Schedule Leland events during the business day, and have the Leland business owners agree to let the employees off for the events (occasionally).
- 4.17** Create “Welcome to Leland” packet for new hires. This involves creating a packet of marketing material for new hires by Leland employers. Contents should include a guide to all restaurants, real estate, events, attractions, incentives, etc. for Leland. Also to include are contact phone numbers for real estate, attractions, etc.
- 4.18** Create a yearly “Welcome to Leland” family event. This would be something that the non-resident employees would bring their families over to. This might be the same event as the “Leland Pep Rally” (in the time slot of the original Fall Arts & Crafts Festival?). This event would be a festival, celebrating the advantages of Leland with special activities focused on welcoming outsiders and their families.
- 4.19** Create financial incentives for relocating. This requires creating special financial pools and/or property tax “ramp” incentives for relocating to Leland. This will vary by the type of relocation under consideration (i.e., rental, buying, shared housing with existing residents).
- 4.20** Market property financial incentives to Financial planners outside Leland. Any specific financial structures of note or of innovative structure should be advertised to financial planners in relevant markets.
- 4.21** Display properties for sale/rent during all area events/attractions. This can also be considered under the “Leland for Hire booth” [1.5]. This could involve a running slide show of properties for rent/sale/sharing in Leland, with some properties having actually still photos/posters.. It could be on a battery-powered laptop or on a digital picture frame (if electrical power is available). Properties should be showcases optimally and pricing indicated for ease of identification.