



2016-2017 Democratic GAIN

Recruitment, Training & Development Proposal

Democratic GAIN Background

Democratic GAIN was founded just over thirteen years ago as an association to support the individuals and organizations within the Democratic and progressive community who make politics their profession. We work tirelessly to promote and expand the pool of individuals doing this work and to support organizations as well to make our collective community stronger.

Over the past decade we have trained over 35,000 individuals and helped more than 20,000 find jobs in all 50 states - and a few other countries. In that time we have also worked to address the institutional and epidemic lack of diversity in our collective workspace through our trainings, events and professional development programs.

And while we've recorded successes, they are only relative to the commitment of funding, participation and support for these types of trainings, talent recruitment and events from progressive campaigns and organizations. In short, we've made some progress, but we know there is a lot more that we can do to ensure that we are diversifying the progressive work space.

Partnerships & Partner Organizations

Democratic GAIN has partnered with Young Democrats of America (YDA) Civic Nation and LEAD Ohio to tackle the lack of diversity that currently exists in the progressive political workforce. YDA was founded in 1932 as the youth arm of the Democratic Party and today they are excited to work with GAIN diversifying the ranks of our movement by recruiting and training diverse candidates to stay engaged in the process. YDA currently has 46 state chapters and over 100,000 members.

Civic Nation uses organizing, engagement and public awareness to address some of our nation's most pressing challenges. They recently hosted the United State of Women in partnership with the White House and brought over 5,000 people under one roof to address gender equality. They are launching The Galvanize Training to turn passion for gender equality into strategic action in 10 cities across the U.S. - and in our target states.

LEAD Ohio (Leadership, Education, and Development) pulls together diverse stakeholders to collaborate, develop a common strategy, and implement innovative programs to create a safeguard against conservative super-majorities in the Ohio House and Senate. They believe that tantamount to fighting for change and guarding the change we fought for is ensuring that we do so with a diverse team of talented leaders. *We're proposing to work in other states outside of Ohio, our partnership with LEAD Ohio is an example of how we'll partner with local organizations.*

In addition to working with YDA, Civic Nation and LEAD, GAIN is open to working with others -- we will look for local partners in everyplace that we work in order to recruit, train and development the next wave of progressive political talent.

Partners & Employers Utilizing GAIN Resources

As a national membership organization, Democratic GAIN partners with hundreds of progressive organizations across the country. Some of our partnering organizations include: The Democratic Congressional Campaign Committee, Democratic Senatorial Campaign Committee, AFSCME, Working America (National Headquarters and state affiliates), SEIU, American Federation of Teachers, Teamsters International, and the National Education Association. These organizations utilize GAIN services, such as our jobs boards, resume workshops and banks, career fairs and list serves, to identify and recruit the talent needed to fill their open positions and to achieve their organizational missions.

While these resources are available year round - and in non-election years - Democratic GAIN has been actively involved in recruitment and staffing efforts for cycled campaigns, including in the 2016 cycle. The campaigns of Hillary Clinton, Bernie Sanders and Martin O'Malley all utilized GAIN services for staff placement during the 2016 Democratic primaries and GAIN is currently partnering with Hillary for America to assist in staff placement for the Democratic nominee in the 2016 General Election, through GAIN's flagship 2016 Resume Bank project, as well as a national call hosted by GAIN and Hillary for America in May 2016, in which 400+ job seekers participated. We are confident that - with funding for this proposal- we will continue to expand upon these services, during and after the 2016 election cycle.

Support & Recruitment

We propose a significant and ambitious initiative to be launched this year and to run beyond this November's election. The initiative will focus on recruiting, training, and pairing diverse candidates with progressive organizations. This will be a five pronged project designed to provide support and development after the candidate's term of service has ended. Our plan specifically includes:

- (1) Support for GAIN partner organizations and other progressive organizations
 - A. Recruit staff and field support for existing our partners and other progressive organizations
 - B. Develop system for Applicant Tracking, Employee Onboarding and Talent Acquisition
 - C. Work with national, local and constituency based organizations to recruit diverse candidates for trainings and staff roles
 - D. Develop system to support and engage staff and training participants after the election cycle has concluded
- (2) Tracking and assessment
 - A. Build a database of progressive political talent in target states that are identified in consultation with our partnering organizations
 - B. Utilize Democratic GAIN's current digital and technological infrastructure to develop a talent tracking system

- A. Work with national, state and local campaigns and organizations to assess their human capital in order to provide post-election support to their team members
 - B. Create a searching resume database in order to connect folks housed in the database to hiring organizations
- (3) Provide support to the team members post-election via training and career counseling sessions
- A. Develop training curriculum - in the immediate - focusing on post-election career development efforts
 - B. Recruit trainers in state and from around the U.S. who are able to provide expert level training
 - C. Provide written training materials that will include campaign manuals, job seeker guides, and digital tools to keep staff and training alumni engaged
- (4) Continued leadership development and ongoing support to former staff long after the election has ended
- A. Provide additional training opportunities to staff at partnering organizations
 - B. Connecting program alumni to career development and employment opportunities that we create and that exist with our allied partnering organizations
 - C. Track the progress of program alumni via surveys, career counseling and bi-weekly communication for a period of at least 6 months after the election has concluded

In order to ensure that we are recruiting team members and building a comprehensive database of progressive political talent, we will build partnerships with organizations working with the following constituency groups in each of the aforementioned states: (a) college students, (b) veterans, (c) faith based community, (d) unions, (e) African Americans, (f) Latinos, (g) Jewish community and (h) the LGBT community, to name a few. Working in conjunction with these groups, we hope to achieve the following:

- Provide advanced post-election political, leadership and professional development trainings to 1,000 progressive professionals.
- Create a searchable resume database of progressive political talent from the 2016 election cycle, team members, specifically for diverse talent, in the areas of finance, communications, research, data & targeting, digital media and field.
- Serve as a diversity placement center by working with staff to place them into jobs serving the progressive movement within 6 months after Election Day.
- Provide ongoing career support, training, and networking opportunities for training participants resulting in increased retention in the progressive movement.

Trainings & Recruitment

Building on the success of our 2015 Diversity Reception, 2015 “Black Lives Matter” forum and our panel at the 2016 Democratic National Convention with the Hillary Clinton for President campaign and Inclusv – all designed to shed light on diversity recruitment - we plan to host state trainings in five states - Florida, Wisconsin, Nevada, Ohio and Pennsylvania.

Over the course of 2-3 day trainings, we will bring together diverse millennials and second-career professionals for in-depth simulations on effectively working for political or issue based campaigns. Graduates of the training will leave prepared to jump into a staff roles with our allied organizations and partners.

Training attendees will benefit from a series of resources and materials specifically designed to support their career development. Materials will include campaign manuals, job seeker guides, and alumni profiles. All resources will be available via an alumni portal on the Democratic GAIN website, and will also be disseminated electronically to allow for deeper programmatic impact beyond the training program alumni.

Tracking & Assessment

One of the strengths of the progressive movement, is that we're often able to quickly recruit and train the talent to push our campaigns and legislative battles forward. The downside to that is that the teams that we build are often lost in translation after our projects or campaigns have come to an end. Relying on the technology that GAIN already has in place, we plan to track progressive political staffers working in Florida, Wisconsin, Nevada, Ohio and Pennsylvania in order to improve connectedness and to also later provide support to them.

This tracking will allow us to keep these team members connected with career development resources after the election cycle has ended. This will also allow us to survey staff on their overall experience and also connect them to opportunities that are available to them after the election cycle concludes.

Technology & Digital

Democratic GAIN currently has the technology and digital capabilities to launch this program to recruit, train and on-board (and off-board) a diverse group of progressive political talent. In addition, we are proud of our additional online platforms that have been serving the progressive community for quite some time:

- Democratic GAIN's online Career Center and Jobs Board is hosted on the world's top jobs board software, where we currently have a list of over 46,000 individuals and organizations across the U.S. Our jobs board is utilized by every leading organization in the progressive organizing space.
- JobsThatAreLeft List-serve: Democratic GAIN currently owns and manages the nation's largest jobs list-serve having previously shared over 25,000 jobs to over 27,000 list-serve individual and organizational members.

Staffing Needs

The recruitment, training, diversity and development initiative we propose will not be successful without the proper resources and expertise, which will include a combination of current GAIN leadership and additional staffing.

Current leadership at GAIN will focus a majority of their time developing and implementing this marquee program while supporting Democratic GAIN's broader mandates, in addition to working with our partners YDA and LEAD Ohio to execute this program.

Additionally the following positions, dedicated exclusively to the diversity initiative will need to be created, filled and funded:

- National Placement Director: This individual will serve as the primary liaison between GAIN and employers in order to place talent into open positions. This individual will manage the State Placement Directors, their recruitment strategy and assign reporting metrics.
- National Diversity Program & Placement Manager: This individual will focus on recruiting diverse applicants - working directly with national organizations and major in state institutions to develop internal plans to hire a more diverse workforce and create opportunities for individuals from diverse communities to apply for leadership positions. This individual will manage State Diversity Directors, their recruitment strategy and assign reporting metrics.
- State Placement Director(s): This individual will be responsible for establishing relationships with all state-based campaigns, advocacy organizations and elected officials and will work closely with the National Placement Director to match appropriate candidates with employers. This individual will be responsible for the logistic of all trainings, career fairs, and professional networking events in each state.
- State Diversity Director: This individual will focus on recruiting diverse applicants on the state level - working directly with state based organizations and major in state institutions to develop internal plans to hire a more diverse workforce and create opportunities for individuals from diverse communities to apply for leadership positions.
- State Talent Coordinator(s): This individual will serve as the primary liaison in each state between GAIN and individual job seekers in order to ensure they are receiving the career support they need to find opportunities and advance professionally. This individual will manage the inputting of data into the GAIN digital tracking system.
- State Outreach Coordinator(s): Working in support of and in conjunction with the State Place Director and State Talent Coordinator, this person will manage administrative and staff on-boarding functions. In addition, this person will manage the online and digital assets for the state based team, in staying current on open positions in the state.

These team members will be held accountable by a metrics driven weekly reporting system that focuses on quality. Chief among their responsibilities will be to (a) set up efficient trainings in the states, (b) provide support to our partner organizations, (b) recruiting trainers and trainees for scheduled trainings and report on the numbers, (c) provide lists of people attending trainings to be added to the database for post-election leadership development. In addition, these team members will have the following goals:

Overall Goals:

- Capacity building -- to develop new leadership within the communities.
- Partner Outreach -- engage constituency groups by demographic and by geography, to recruit diverse audiences.

Working Together to Maximize Results

Democratic GAIN understands that will not be successful at managing this program effectively by ourselves, that is why we are excited to partner with Young Democrats of America and state based organizations like LEAD Ohio. We all acknowledge that there is still an existing program with regards to the number of diverse progressive political professionals who are actively working in this space – this is our step at tackling that problem.

Generally, it would take any organization the time to sort out the kind of technology needed to drive this program to success – thankfully, Democratic GAIN already has access to the kind of digital platform needed to ensure program success.

There are hundreds of organizers who agree with our values waiting to be trained, we want to help reach out to them and track their progress long after the election cycle has ended. There is a lot riding on the post-election development of progressive political professionals, and we want to be sure that we're doing our part to keep America moving forward, not back.

For more information about this and our other programs, please contact:

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