



Work on the issues you care about
in a city that needs you.

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find out more @ www.reimagineLA.com

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The Struggle

More and more graduates are looking to change the world. Icons like Bono have made it desirable, and organizations like Teach for America have made it actionable. The success of sites like Idealist.org is a testament to the thousands of students who have heard these calls and taken the next step. Idealist, Opportunity Knocks, and JustMeans all offer valuable information and hundreds of listings. Unfortunately, many of these searches stop short as students are met with unfamiliar organizations in unfamiliar places.

A great example is LA. In LA County alone, there are 88 different cities, and it is not uncommon to pass through several of them in one drive. For non-Angelenos it would be hard to know that jobs in Huntington Park, Lynwood, and South Gate would place them in vibrant communities at the heart of the city.

The other barrier that frustrates searches is a lack of known names. LA has Paramount and Universal, but it does not have a Ford Foundation or the World Bank. It also lacks the starter programs that are so popular with graduating students. No LA equivalent exists of Philly's Fellows, Chicago's Teaching Fellows, NYC's Urban Fellows, or DC's Congressional Fellowship Program. Instead, students looking to pursue social change careers in LA must know where to look and many do not.

A Solution

reimagineLA is a resource designed to help students follow their passions and improve LA along the way. It is not a substitute for job listing services but rather a way to optimize their use. *reimagineLA* will provide:

- **Context.** Part of what makes working for the greater good so compelling is the sense of joining a larger movement. *reimagineLA* will provide the local storylines through online narratives to issues such as education and energy to ensure that jobs are placed in a more meaningful context.
- **Contacts.** Lack of known names in the nonprofit arena is not a problem particular to LA but one that LA suffers from particularly. *reimagineLA* will recommend and profile *select* group of organizations that have led the way on each of the issues outlined and connect students to supportive peer communities for young professionals.
- **Counsel.** Simple things like knowing where to live are important when considering a move. *reimagineLA* will introduce out-of-state graduates to neighborhoods that offer affordable housing and explain the options for commute.
- **Cash.** Coming to work in LA can be difficult even for those familiar with it. Many out-of-state colleges draw heavily from California but offer few resources for students to return. *reimagineLA* will provide mini-grants (\$500-\$2,000) to several transplanted college students willing to come back for a summer internship in their junior year.

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The Platforms

College

Students often look to the advice of their peers and mentors in making future decisions. With that in mind, *reimagineLA* will employ a wrap-around approach at each targeted university rather than quickly scattering resources across several colleges. This means building relationships with key professors and student clubs, coverage in campus newspapers, representation on appropriate panels and fairs, and supporting the work of career service counselors.

These relationships will build toward two things: seasonal outreach events and a website. Similar to on-campus recruiting conducted by businesses, *reimagineLA* will introduce LA through interactive presentations and follow-up “interviews” to help match a student’s interests with LA organizations. A website will then allow for further inquiry and present the profiles and information discussed earlier.

High School

East coast colleges build a significant portion of its student body with students from California and Los Angeles. And while many of our students are recruited away, many do not return after graduation. The Ambassador program will work to change that. Similar to the college outreach, It will build relationships with east coast admissions officers and local high schools to identify students who are matriculating outside of LA.

reimagineLA will then host an orientation session to both help prepare them for their study away and make them aware of opportunities to return. Registering as an Ambassador will connect them with career service networks in Southern CA and the opportunity to apply for a junior-year internship stipend exclusively for Angelenos studying outside of CA. In exchange, Ambassadors will agree to organize or help coordinate a career presentation at their campus once during their undergraduate years.



High-Touch Introduction



High-Tech Information

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Mission

reimagineLA invites college graduates to reconsider their perceptions of LA and make it a home for their public interest and nonprofit careers.

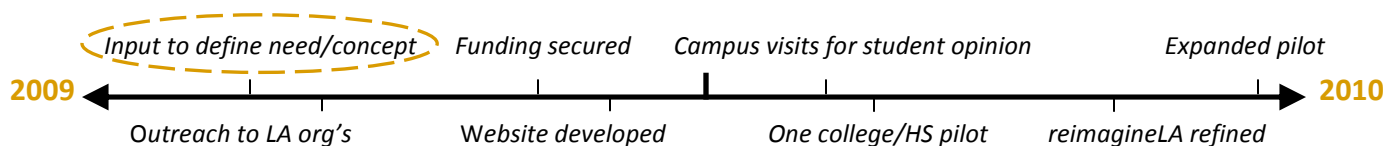
Vision

One day Los Angeles will have an alternative identity beyond sprawl and gridlock or beaches and Hollywood. Instead, college students all across America will understand the valuable work opportunities LA offers them. Through presentations, organized internships, and outreach on high school and college campuses, non-Angelenos will value the chance to make a difference in the most dynamic city on earth.

Why LA?

This sort of resource would be useful for any city. Why start with Los Angeles?

- 1. Future Training:** According to the U.S. Census Bureau, America will look like Los Angeles by 2050 or earlier. Young leaders who are able to be navigate this local environment today will have solutions to apply to the national challenges of tomorrow.
- 2. Global Impact:** LA is the new Ellis Island. It boasts the highest concentration of Mexicans, Koreans, Vietnamese, Filipinos, Guatemalans, and Salvadorans outside of their home countries. In all, 224 languages spoken, and 140 countries are represented. Eventually, many of these lay ambassadors will return home and share their “American” experience with the wider world.
- 3. Great Need:** Obscured by the breezy images LA often projects are the immense challenges it faces. Los Angeles has an imploding healthcare system, the highest number of homeless residents, the biggest education bureaucracy, the most gang members, the fewest police, the worst air quality, and the smallest middle class in the nation.
- 4. Huge Opportunity:** With great need comes even greater opportunity. LA has recently announced its intention to provide \$5 billion of affordable housing, switch to 20% renewable energy, restore its river, create a new Times Square, burrow a subway to the sea, plant a million trees, move 100,000 residents into living wage jobs, and dismantle Skid Row. With these mandates declared, LA now needs the minds and passions to make these plans reality.



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