

CASES: *Collaborations Accelerating Sustainable Engagement and Solutions*

CASES aims to help AAPI community-based nonprofits build capacity and accelerate impact through skills-based volunteering while simultaneously fostering the personal and professional growth of the next generation of business leaders through service learning.

Similar to pro-bono consulting, CASES seeks to:

- Connect socially conscious young professionals with our nonprofit partners to conduct research and evaluation of the challenges facing the community in a project team setting
- Leverage their diverse and cross-functional skill sets in developing solutions to help build capacity and accelerate impact

Roles and Responsibilities

CASES Project Manager (requirement to have been a PbP SC Member for at least a year, however, there are exceptions with strong and related professional work experience)

- Participate in Assessment Meeting and gather information and data from Partner
- Set up and lead bi-weekly CASES Project Team meetings
- Manage weekly deliverables from CASES Team members
- Oversee fieldwork deliverables, Executive Summary, and presentation to Partner
- Report weekly updates to Director of CASES
- Gather external resources (i.e. industry benchmarks) with CASES Team
- Review Team Members' weekly submissions

CASES Team Member

- Attend all meetings (inform Project Manager if you will be missing any meetings at least 72 hours in advance if possible)
- Submit weekly deliverables per program timeline
- Provide updates to Project Manager on a weekly basis
- Review partner data, resources, and conduct thorough research on assigned fieldwork
- Develop Executive Summary and end of term presentation
- Present recommendations to Partner organization

If you are interested in applying to be a CASES Team Member for this Summer'18 Project, please submit your application at <https://goo.gl/forms/Dhi2XhLbBT2rllom1> by **April 18, 2018**.

Summer'18 CASES Project with Asian Americans Advancing Justice (AAAJ)

Overview:

The AAAJ Litigation Team is strongly committed to nail salon industry reform. In California, some 80% of the nail salon industry workforce is of Vietnamese immigrant heritage, and mostly female. Significant anecdotal evidence suggests widespread wage theft and other workplace violations, creating an oppressively low-wage industry similar to the garment manufacturing, car wash, and hotel-keeping industries. Advancing Justice-LA believes that reforming this industry will require utilizing an array of tools, from lawsuits to legislative advocacy to research to community education. As part of this work, they need volunteer assistance in mapping out “model” business models, and completing a cost/benefit analysis for a typical nail salon worker in California. This work product will eventually be used to supplement community education efforts to reach immigrant nail salon workers directly.

Fieldwork Scope Areas:

1) "Model" Business Model of Law Abiding Nail Salon Business Operations

Team Members Needed: 3 to 4

a) Develop a model financial business model by drawing upon existing data and map out all known variables in operating a nail salon business.

The primary purpose of creating a “model business model” is to determine what the actual financial costs are of complying with basic California workplace laws, including state minimum wage laws. Variables would be drawn from information reflecting the typical nail salon, and would include cost of labor, rent (as most nail salons do not own their commercial property), supplies, workers’ compensation, licensing costs, etc. Advancing Justice-LA hopes that it can use this business model to better assess what the “bottom-line” cost of nail salon services would need to be, in order to ensure basic workplace compliance. This model could also be used to provide consumers, workers, and state and private enforcement agencies a better sense of whether a particular nail salon has engaged in wage theft.

b) Develop model business plan for nail salon owner on how to operate a profitable, law abiding nail salon.

AAAJ is requesting a business plan for nail salon owners that identifies costs, expected profits, etc. One of the goals of creating a business plan is to figure out how expensive services (manicures, pedicures, etc.) should be in order to allow a nail salon to be both

compliant with minimum wage, and have some degree of profitability. The calculation would vary depending on workforce size, rent of commercial size, type of materials, etc.

2) Profile of Typical Earner/Worker In CA's Vietnamese Nail Salon Industry

Team Members Needed: 2 to 3

a) Perform analysis and create fact sheet/infographic for profile of a typical wage earner/worker in California's Vietnamese nail salon industry.

The purpose of creating this profile is to map the various factors that affect the financial health of the average nail salon worker, given the constraints of the industry - i.e., hours worked, pay structure, receipt of public benefits, etc. The profile would include the two prominent existing pay structures in the industry, employment misclassification as an independent contractor, and interplay with relevant state and federal public benefits such as Medi-Cal and Social Security. (Many nail salon workers in the state engage in a quasi-commission based pay structure that may be unlawful and disadvantageous to the nail salon worker. Some nail salon workers have been complicit in this pay structure in part because they may unlawfully receive public benefits.)

Summer'18 Project Timeline:

Activity	Timeframe/Deadlines
Scoping, Planning, and Data Gathering	3/21/18 - 4/13/18
Fieldwork, Research, Analysis	4/23/18 - 7/6/18
Deliver: <ul style="list-style-type: none"> Financial Model Business Plan Infographic Sheet 	7/13/18
Testing Period: <ul style="list-style-type: none"> AAAJ to test PbP's recommendations and provide feedback 	7/16/18 - 8/20/18
Reopen Fieldwork	8/21/18 - 9/7/18
Translation Deadline	9/21/18
Finalize research and key recommendations	9/28/18
Litigation /Trial and Continued Community Outreach/Education	10/1/18 to 10/30/18