

Elmer, Linda

From: Karanja, Bernadette
Sent: Wednesday, November 29, 2017 2:43 PM
To: Stamper II, Russell; Perez, Jose; Zielinski, Tony; Rainey, Khalif; Johnson, Cavalier
Cc: Ellzey, Dameon; Owczarski, Jim; Pfaff, Richard; Elmer, Linda; David Douglas; Ellzey, Dameon; Murillo, Maribel; Jorgensen, Arlene; Gradus, Michael; Jason Lambert; Morton, Sherman
Subject: FW: File # 171235 - Communication File on Features of Click2Work Social Media Platform
Attachments: Presentation - Community & Economic Development Committee Dec 6 2017.pdf
Importance: High

Honorable CED Chairperson Russell Stamper, and Honorable Members of the CED Committee,

David Douglas of Yolobe and I will be presenting the features of the Click2Work Social Media Platform at the CED Committee Hearing scheduled for December 6th 2017.

Click2Work is currently an e-notify subscription system supported by President Hamilton, Ald. Coggs, Ald. Russell Stamper II, Ald. Khalif Rainey, Ald. Chantia Lewis, Ald. Jose Perez and Ald. Cavalier Johnson.

Our vision is to grow Click2Work into a social media mobile accessible platform that targets youth and young adults (Millennials aged 17 to 37 years) in Milwaukee with vital information on job training and placement opportunities.

Clearly, this would need to be a collaborative effort. We have Employ Milwaukee's support and have obtained feedback from key stakeholders from various employment and community service agencies, as we develop the content and design. When successful, it will be a win-win strategy as it will reach young adults in a much faster way than our traditional outreach methods – saving us on costs and leveraging our outcomes.

In this regard, I had the good fortune of getting connected to David Douglas the co-founder of Yolobe.com who has partnered with us to build our Click2work social media plan. David Douglas is a successful business entrepreneur from Chicago who has a heart for youth and young adults. See link below:

<http://www.chicagotribune.com/business/>

Yolobe.com is a social media platform that reaches Chicago's Millennials and Generation Z individuals in much the same way as we are planning for Click2Work.

The purpose of this communication file is to demonstrate the Click2Work platform and discuss strategies and features of this online tool and how it will be used to reach young adults in our most challenged communities.

Please see attached for the document that will be uploaded by Linda Elma today.

Respectfully,

Bernadette Karanja, B.Ed, MBA
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From: Karanja, Bernadette
Sent: Wednesday, November 29, 2017 2:23 PM
To: Elmer, Linda
Cc: Owczarski, Jim; Pfaff, Richard
Subject: File # 171235 - Communication File on Features of Click2Work Social Media Platform
Importance: High

Hi Linda,

As you may know, we have made great strides in developing the Click2Work Social Media Platform with our valued partner David Douglas from Yolobe.

We will be presenting the features of this platform as a Communication File to CED on December 6th 2017. Please find attached the related document for uploading today in compliance with the respective timeline.

Let me know if you need any further information.

Respectfully,

Bernadette Karanja, B.Ed, MBA
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