



Proposal: Milwaukee Workforce Economic Engine Initiative

Submitted by: *The Mindful Group Inc.*

Funding Requested: \$1,000,000

Fiscal Year: 12-Month period

Submitted To: City of Milwaukee (Community & Economic Development Committee)

Executive Summary

This proposal establishes a **Big Dipper Workforce Economic Engine** across the City of Milwaukee, an exponential, revenue-generating model that transforms workforce development into a **self-sustaining asset**. Activated and operated by *The Mindful Group Inc.*, in partnership with the City's Workforce Board (serving as fiscal agent), the initiative guarantees full operational sustainability by Month 12 with **zero future reliance on public funds**.

The model is engineered for **exponential scale**, producing staffing profit and training revenue through a regenerative feedback loop. Of the \$1M requested:

- **\$300K** will be retained by the Workforce Board to manage non WIOA-eligible participant onboarding.
- **\$700K** will be deployed by The Mindful Group Inc. to fund direct services (transportation, childcare, housing), systems upgrades, and program development.

Strategic Context & Alignment

Milwaukee sits on the edge of workforce evolution. Legacy challenges, disconnected workers, systemic poverty, and fragmented programs must now give way to a unified infrastructure that **generates wealth, not dependency**. The Big Dipper model turns training and labor into revenue and reinvests profits directly into community growth.

Model Architecture: Big Dipper Engine

The **Big Dipper** is a zero-tuition, self-funding education and labor model. For this demonstration pilot year, we will serve **600 students**, of which **30% (180 students)** will be non-WIOA participants. At this scale:

- Each WIOA participant will generate \$4,000 avg revenue from state funds.
- 90% graduation rate × 85% placement rate yields ~459 placed workers.
- Each placed worker generates **\$3,276 in staffing profit**.
- Training revenue alone covers all operational costs; staffing profit becomes **surplus**.

Financial Summary: Year 1 Demonstration Pilot

Student Profile

- **Total Students: 600**
 - **WIOA Participants: 420**
 - **Non-WIOA Participants: 180**
- **Graduation Rate: 90% (540)**
- **Job Placement Rate: 85% of graduates (459)**

Cost Logic

- **Avg. Student Cost: \$1,100**
- **Total Student Cost: \$660,000**
- **Administrative Operational: \$300,000**
- **Total Operating Cost ("Cost of Fuel"): \$960,000**

Engine Logic

- **WIOA Training Revenue (420 x \$4,000): \$1,680,000**
- **Placement Revenue (459 x \$3,276): \$1,503,684**
- **Total Engine Output: \$3,183,684**
- **Excess Fuel (Surplus after Cost): \$2,223,684**

Surplus Reallocation Strategy ("Loop Logic")

| Category | Amount | % of Surplus |
|------------------------------|-----------|--------------|
| Future Non-WIOA Participants | \$778,289 | 35% |
| Supportive Services | \$555,921 | 25% |
| Employer Engagement | \$222,368 | 10% |
| Community Infrastructure | \$444,736 | 20% |
| Program Expansion | \$222,368 | 10% |



Time to Scale & End Result

The Year 1 pilot serves 600 students, which represents ~11.7% of full scale. Full scale is defined as:

- 5,128+ students annually
- Tuition-free education
- Integrated employment placement + wraparound services

Conclusion: Within **4 years**, Milwaukee will host the nation's first fully self-sustaining, tuition-free, employment-integrated community college engine, serving thousands, independent of state or federal subsidy.

Operational Partnership

- **Employ Milwaukee:** Manages WIOA-aligned participant pipeline, reporting, compliance, employer engagement.
- **The Mindful Group Inc.:** Executes program delivery, staffing operations, service deployment, and innovation scaling.
- **JobsWork MKE:** Entry level employer support.

Target Populations & Equity Reach

- **WIOA-Eligible Individuals** (70% of students = 420)
- **Non-WIOA Participants** (30% = 180 students)
- **Parents/Caregivers** in need of wraparound services
- **Transit-disconnected Residents** in Opportunity Zones

Governance & Transparency

- Joint Advisory Council (City + Mindful)
- Live Dashboards (outcomes, surplus, placements)
- Quarterly Reports (WIOA, Fiscal, Community Impact)



Funding Context & Strategic Rationale

Local, State & Federal Budget Constraints

Despite Milwaukee's existing strategic commitments, recent federal and state actions have severely limited support for:

- Adult education providers and workforce training infrastructure; \$715M federal freeze threatens core training pipelines.
- Public-sector workforce capacity, with massive federal layoffs creating instability in federally funded programs and disrupting transit of funding to local agencies.
- University and community college capacities, as campus closures and aid cuts erode local learning and credentialing systems.

The Big Dipper as Milwaukee's Financial Lifeline

Given these funding shocks, the Big Dipper model serves as a strategic bridge:

- It reduces dependence on public subsidy.
- Aligns exactly with the City's workforce and economic development objectives.
- Delivers inclusive programming during unprecedented structural resiliency challenges.

Legacy Vision & Duplication Strategy

This investment **requires no future city funding**. By Month 12, the Big Dipper engine reaches self-sufficiency. By Month 18, it enters surplus acceleration. By Month 24, it can double throughput, and by Year 4, it reaches full scale as a national model for a community-anchored economic engine.

Milwaukee becomes the first U.S. city to prove that urban poverty can be out designed.

Intellectual Property & Model Ownership

The Big Dipper Model, its economic architecture, reallocation framework, and regenerative funding logic are the proprietary intellectual property of The Mindful Group Inc. This model is offered to the City of Milwaukee solely for consideration and collaborative implementation under mutually established terms.

No part of the methodology, financial framework, or operating system may be replicated, distributed, or adapted for use without the express written consent of The Mindful Group Inc.



The submission of this proposal does not constitute a public release of operational logic. All components of the Big Dipper Engine, including training logic, surplus structures, and loop reinvestment protocols, are submitted for partnership exploration only.

Should the City wish to move forward, a collaborative implementation agreement shall be co-developed to ensure strategic alignment, legal protection, and operational fidelity to the model's original design and ethical intent.