

# Common Council - City Clerk's Office of Workforce Development

**Proposed Acceptance  
of Yolobe Gift of  
Service of \$2,053,200**





## Milwaukee Council Members – 2020-2024



**Ashanti Hamilton**  
1st District



**Cavalier Johnson**  
2nd District



**Nicholas Kovac**  
3rd District



**Robert Bauman**  
4th District



**Nikiya Dodd**  
5th District



**Milele A. Coggs**  
6th District



**Khalif J. Rainey**  
7th District



**JoCasta Zamarripa**  
8th District



**Chantia Lewis**  
9th District



**Michael J. Murphy**  
10th District



**Mark A. Borkowski**  
11th District



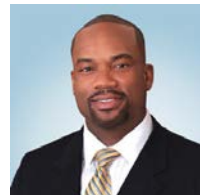
**José G. Pérez**  
12th District



**Scott Spiker**  
13th District



**Marina Dimitijevic**  
14th District



**Russell W. Stamper, II**  
15th District



# Strategies Used to Combat Unemployment & Boost Neighborhood Economies

- **Big Picture Perspective:** Navigate & Provide Expertise on Workforce Development Policy
- **Tactical Perspective:** Create Awareness of Training & Placement Opportunities
  - ✓ **Prime Purpose:** Creating innovative and collaborative strategies for our emerging neighborhoods





# We Respond to CC's **7-Point** **Vision Work Plan** for the City

1. Youth Employment & Violence Prevention
2. Equitable Sourcing for Businesses of Color
3. Closing Informational Gaps in Employment
4. Neighborhood Revitalization
5. My Brother's Keeper Initiative
6. Linking Educational Achievement to WD
7. Create Transit Links to Jobs in Waukesha, Ozaukee & Washington Counties.



# Common Council – City Clerk's Workforce Development Office



**Achievements 2021**

# Create Awareness About Job Training & Placement Opportunities



## I. Youth/Young Adult Employment & Violence Prevention:



- ⌚ From **45 to 53** DCMKE Networks Members and **10** are Milwaukee Promise Zone Partners
- ⌚ Invited to **8** Community Resource Fair Events
- ⌚ Co-Led **4** Drive-Through Job Fairs
- Reached **2,307** job seekers
- ⌚ Connected with **347** Recruiters **up** from **260**
- ⌚ Published **DCMKE** E-Notifies to **3,966** Subscribers


# Create Awareness About Job Training & Placement Opportunities




## I. Youth/Young Adult Employment & Violence Prevention:

 Maintained & increased DCMKE Members by **17%** from **1,031 to 1,204**

➤ **651 to 843** Job Seekers | Admins increased from **131 to 149** | **170 to 211** Promoters

 **4,705** Job Seekers tracked on our traditional Access Dbase up from **4,475**

 Published **603** DCMKE Jobs & Training Opportunities in 2021, dropping from **702** in 2020



# Create Awareness About Job Training & Placement Opportunities

## I. Youth/YA Employment & Violence Prevention: Drive Thru Job Fairs

### Challenged by COVID-19

- **347** Recruiter invites elicited on average, flyer responses from **64 corporations per event** (up from 50 in 2020) for a response rate of **18.4%**
- **Job Seeker QR Code flyer solicited minimal response**
- **Tracking numbers hired was challenging – resorting to hand-written sign-ups**





# Navigate & Provide Expertise on Workforce Development System

## 2. Equitable Sourcing for Businesses of Color:

Milwaukee Better Bldgs. Workforce Accelerator  
**Appointed by Incoming Mayor Johnson to:**

⌚ Racial Equity & Inclusion Leadership Team

**And by Former President Hamilton to:**

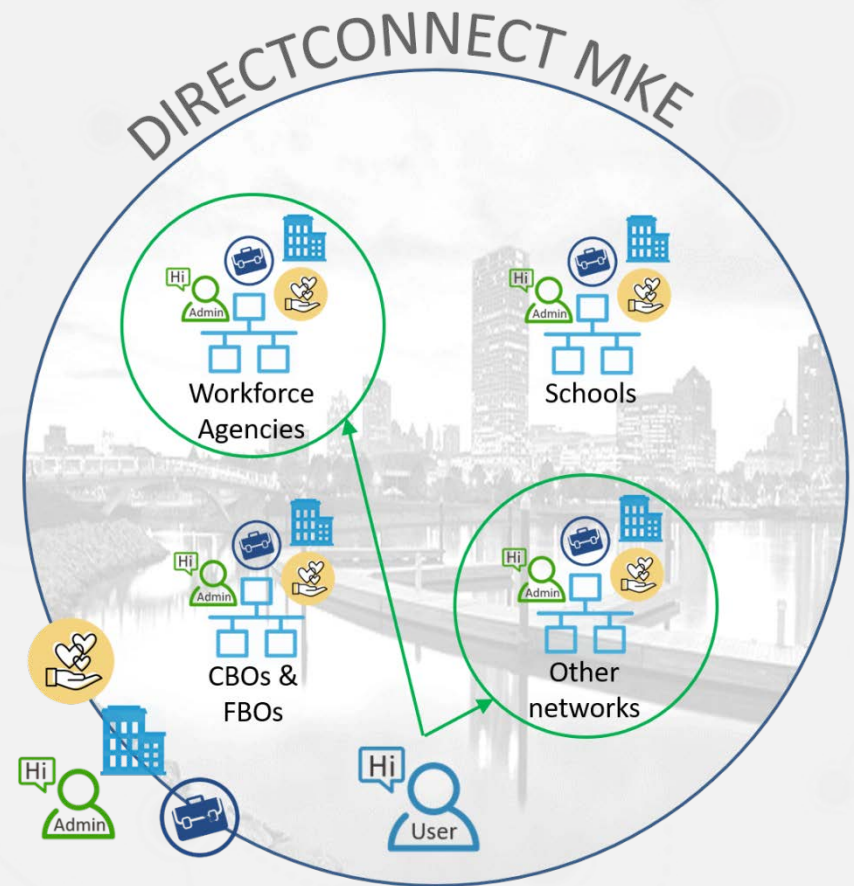
⌚ The Disparity Study Independent Review Committee & Evaluation Team



# Create Awareness About Job Training & Placement Opportunities





## 3. Closing Informational Gaps in Employment

- Alliance of organizations serving young adults (**networks of trust**)
- Separate BUT aligned
- **Committed to busting silos**
- **NOT just technology – people and process as well**
- Scope includes providers, networks (you), and users
- Shareable opportunities, providers, and resources
- Shared set of common processes (e.g. marketing, onboarding, referrals, intake and eligibility)
- **Committed to working together to build a scalable model**

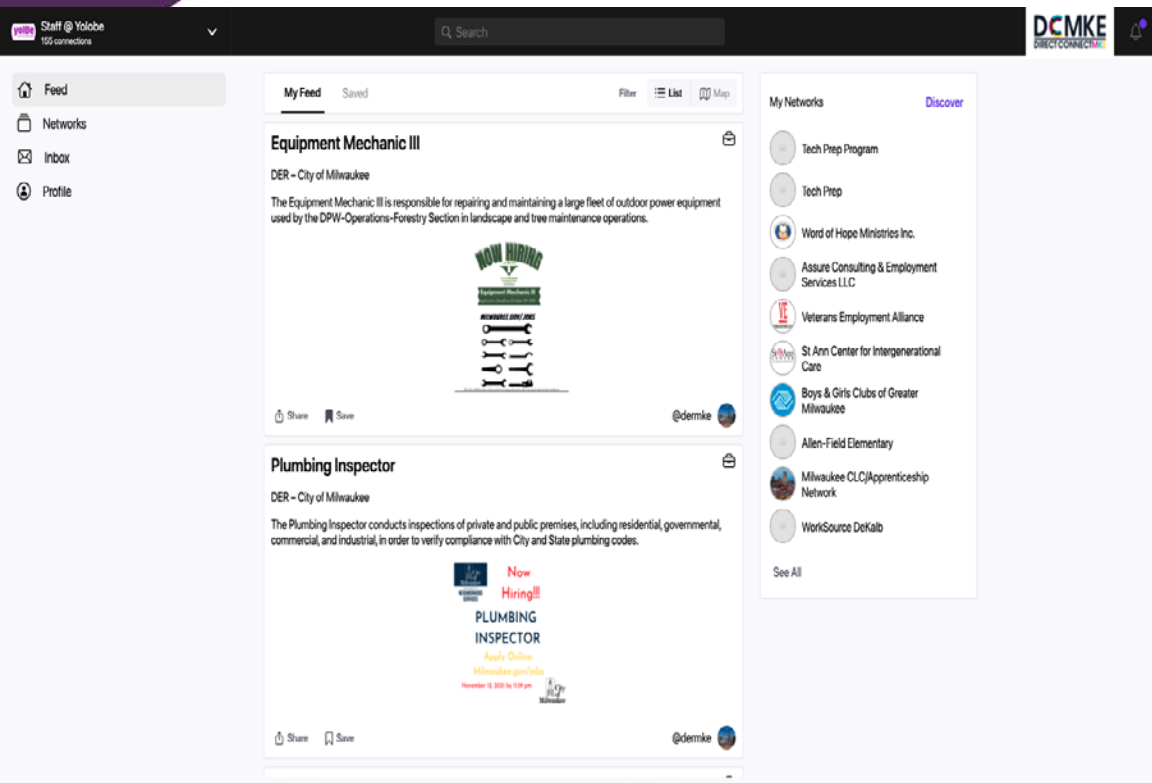


# Create Awareness About Job Training & Placement Opportunities

## 3. Closing Informational Gaps in Employment:

-  Yolobe finalized new DCMKE Website and App Upgrades for a total of **\$2,053,200**.
-  Membership **increased 28% from 729 to 1015** Job Seekers, Admins & promoters
-  Increased Networks from **45 to 53 (15%)** | Admins increased from **130 to 149 (13%)** | **603** Published Job & Training Opportunities – down from **702** (14%)
-  E-notify subscriptions up from **74** in **2017** to **665** in **2018** to **921** in **2019** to **7,796** in **2020** to **3,966** in **2021**

# Enter Platform



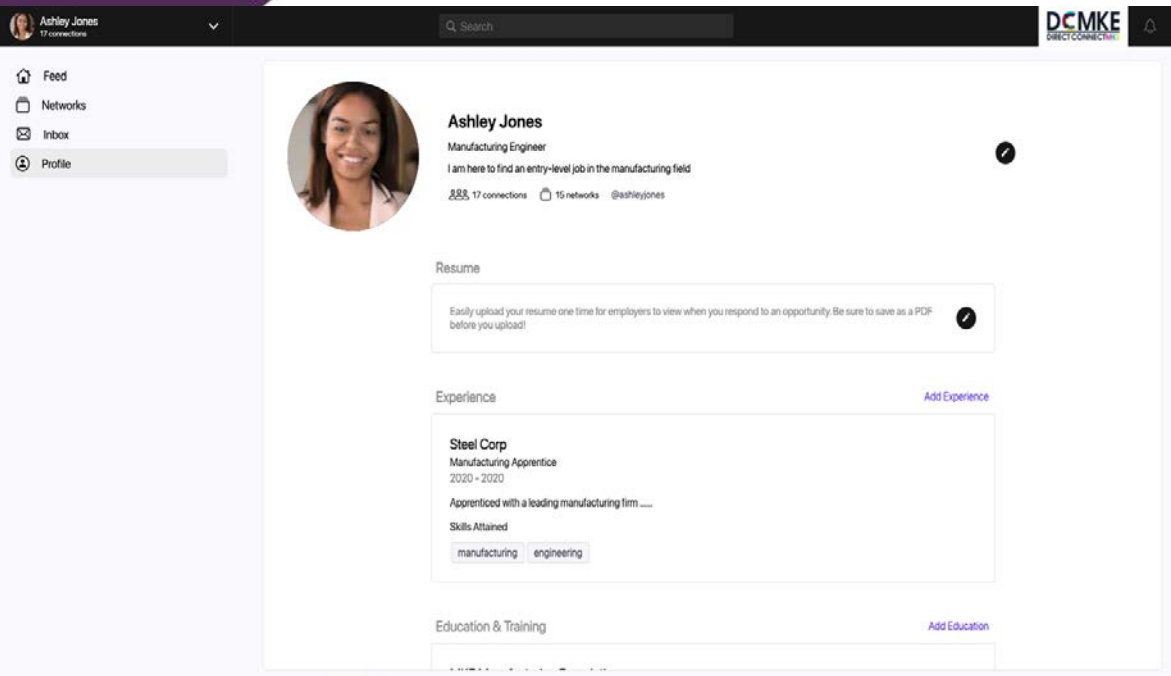
Your feed shows you:

- Navigation bar on the left
- Opportunities posted by your networks
- Saved Opportunities
- A list of your joined networks on the right

You will be taken to your feed after you log in.



# Member Profile

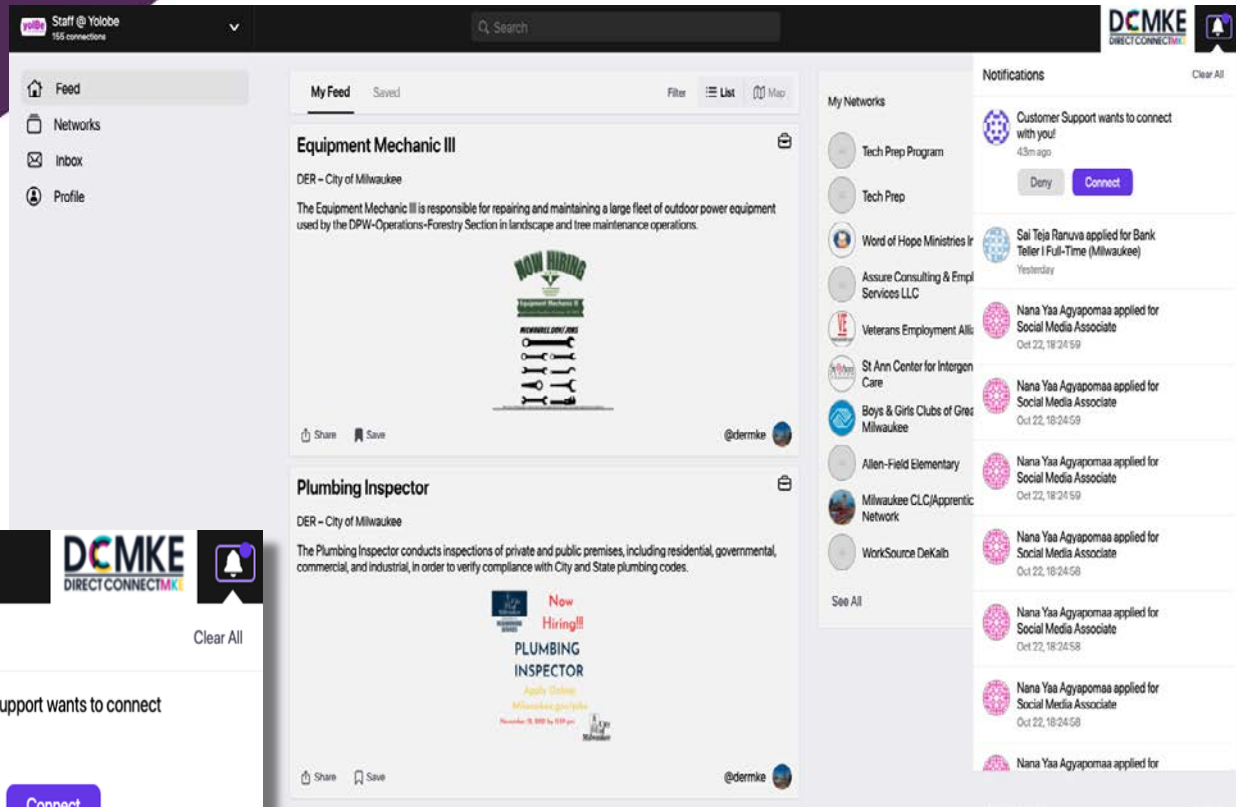


## Profile Information:

- Name
- Photo
- Headline
- Resume
- Experience
- Education
- Awards

Members can edit their profiles to include their information.

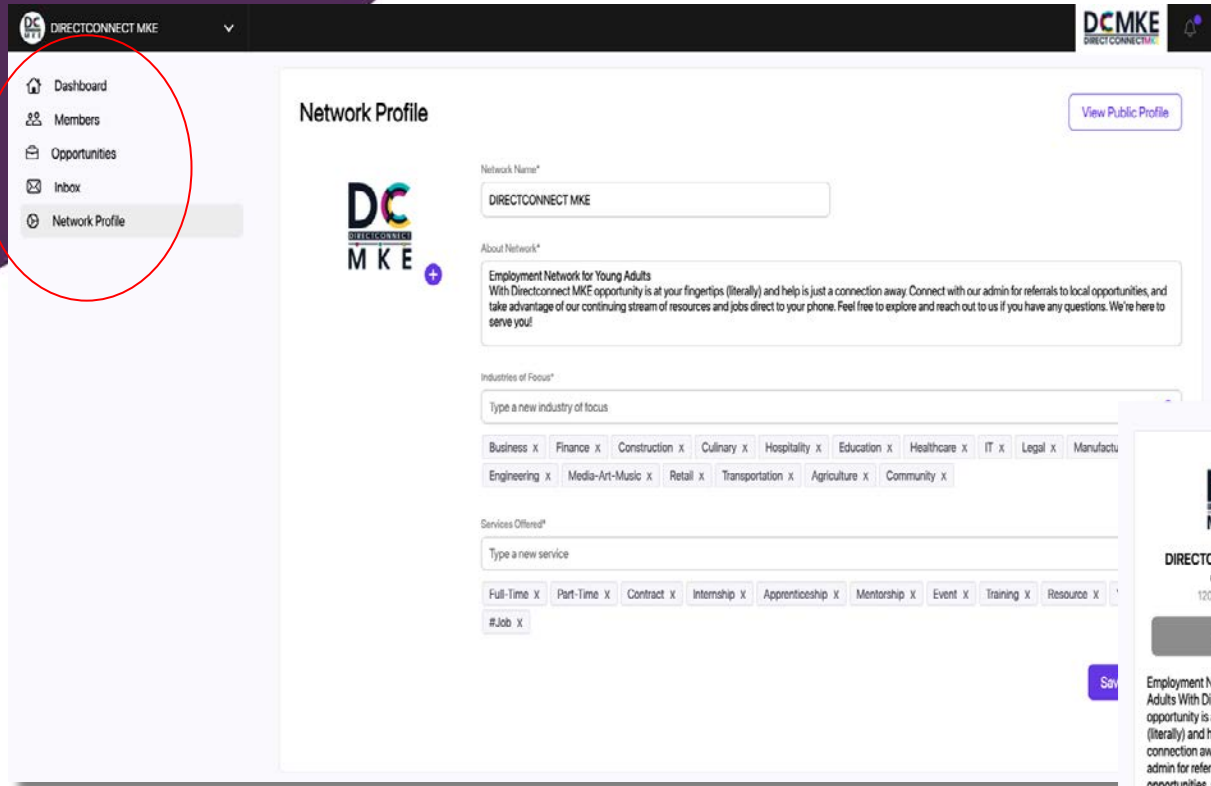
# Notifications



Notifications show connection requests, when new members join, when members apply for opportunities, etc.

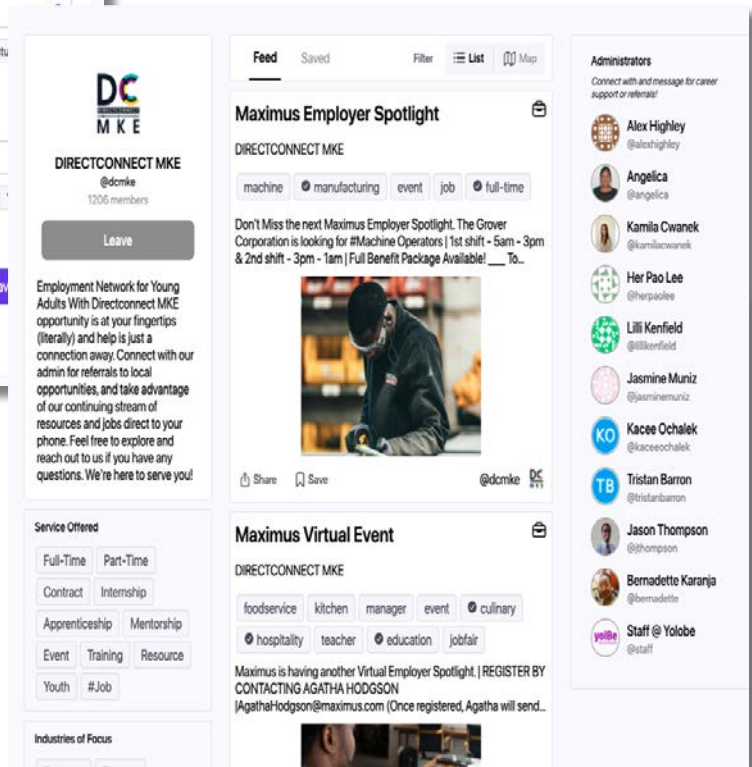
Click the notification bell in the right-hand corner to check notifications

# Network Profile



The screenshot shows the 'Network Profile' edit page. On the left, a navigation menu is circled in red, containing: Dashboard, Members, Opportunities, Inbox, and Network Profile. The main content area includes: a 'Network Name' field with 'DIRECTCONNECT MKE'; an 'About Network' section with the text: 'Employment Network for Young Adults With Directconnect MKE opportunity is at your fingertips (literally) and help is just a connection away. Connect with our admin for referrals to local opportunities, and take advantage of our continuing stream of resources and jobs direct to your phone. Feel free to explore and reach out to us if you have any questions. We're here to serve you!'; an 'Industries of Focus' section with a search bar and a list of tags including Business, Finance, Construction, Culinary, Hospitality, Education, Healthcare, IT, Legal, Manufact, Engineering, Media-Art-Music, Retail, Transportation, Agriculture, and Community; and a 'Services Offered' section with a search bar and a list of tags including Full-Time, Part-Time, Contract, Internship, Apprenticeship, Mentorship, Event, Training, Resource, and #Job. A 'Save' button is at the bottom right.

Edit Network Profile and click "View Public Profile" to see what your network page looks like from a member's view.



The screenshot shows the public profile page for DIRECTCONNECT MKE. It features: a header with the logo and name; a 'Leave' button; a bio: 'Employment Network for Young Adults With Directconnect MKE opportunity is at your fingertips (literally) and help is just a connection away. Connect with our admin for referrals to local opportunities, and take advantage of our continuing stream of resources and jobs direct to your phone. Feel free to explore and reach out to us if you have any questions. We're here to serve you!'; a 'Service Offered' section with tags for Full-Time, Part-Time, Contract, Internship, Apprenticeship, Mentorship, Event, Training, Resource, Youth, and #Job; an 'Industries of Focus' section; a 'Feed' section with a post titled 'Maximus Employer Spotlight' and another titled 'Maximus Virtual Event'; and an 'Administrators' list on the right with names and profile pictures.

# Job, Event & Job Training Posts



## Post New Job to DIRECTCONNECT MKE

Job Type\*  Job Function\*

Job Description\*

Match Job Seekers with these Skills or Interests\*

Business x

How should candidates apply?\*  External Site URL

### Photo

Add an image to help your job post stand out

Cancel

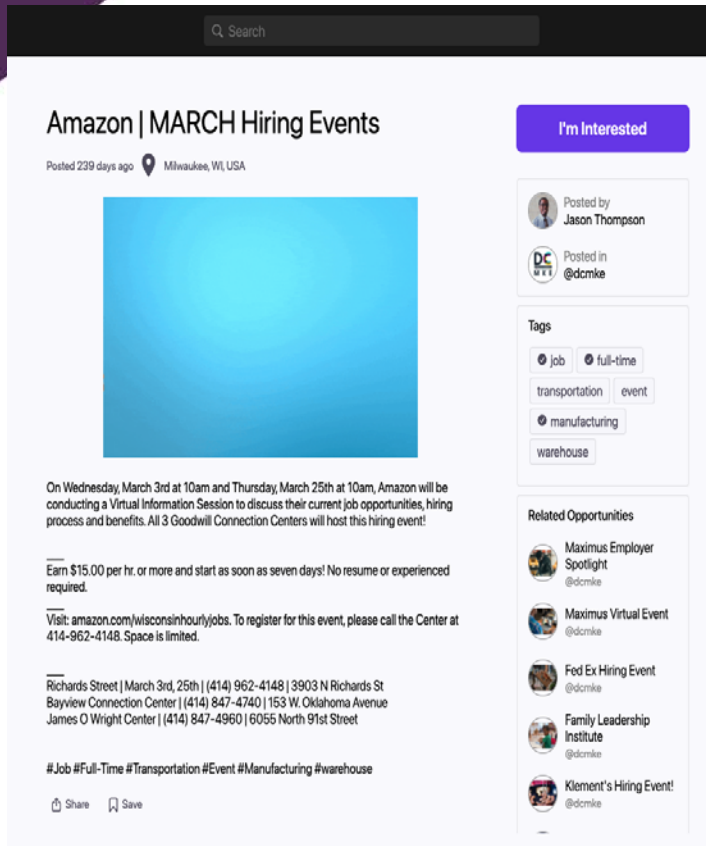
Post Job

## Post a new job, event or training with a description:

- Title
- Location
- Function
- Description
- Date
- Type
- How to Apply
- Photo/video




# Apply to Opportunities



Search

## Amazon | MARCH Hiring Events

Posted 239 days ago Milwaukee, WI, USA



On Wednesday, March 3rd at 10am and Thursday, March 25th at 10am, Amazon will be conducting a Virtual Information Session to discuss their current job opportunities, hiring process and benefits. All 3 Goodwill Connection Centers will host this hiring event!

Earn \$15.00 per hr. or more and start as soon as seven days! No resume or experienced required.

Visit: [amazon.com/wisconsinhourlyjobs](https://amazon.com/wisconsinhourlyjobs). To register for this event, please call the Center at 414-962-4148. Space is limited.

Richards Street | March 3rd, 25th | (414) 962-4148 | 3903 N Richards St Bayview Connection Center | (414) 847-4740 | 153 W. Oklahoma Avenue James O Wright Center | (414) 847-4960 | 6055 North 91st Street

#Job #Full-Time #Transportation #Event #Manufacturing #warehouse

Share Save

**I'm Interested**

Posted by Jason Thompson

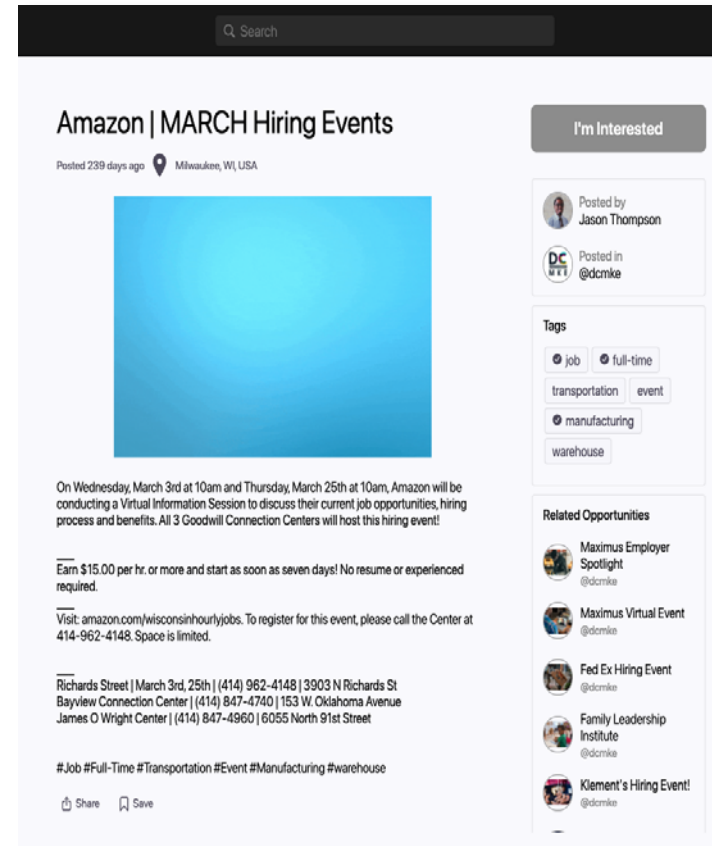
Posted in @dcmke

Tags

- job
- full-time
- transportation
- event
- manufacturing
- warehouse

Related Opportunities


- Maximus Employer Spotlight @dcmke
- Maximus Virtual Event @dcmke
- Fed Ex Hiring Event @dcmke
- Family Leadership Institute @dcmke
- Klement's Hiring Event! @dcmke



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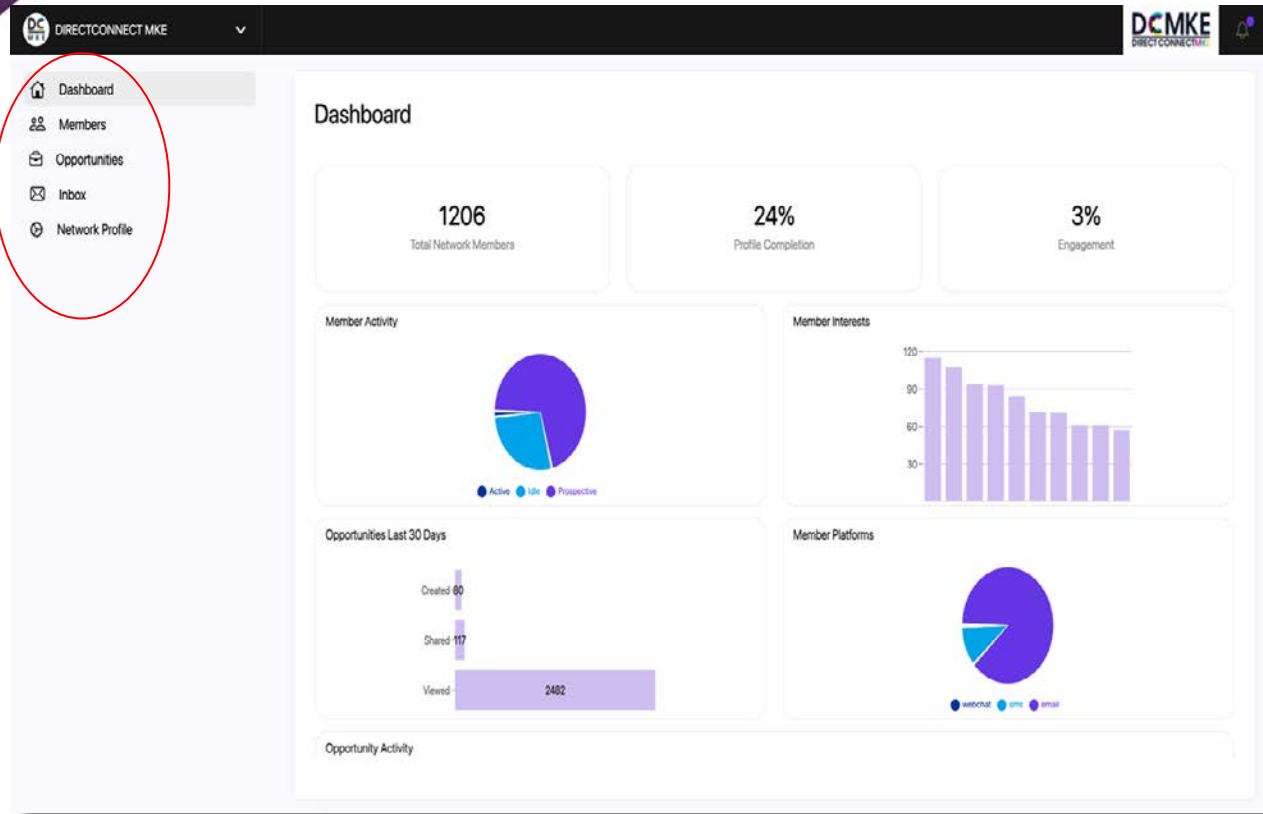
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- Klement's Hiring Event! @dcmke

Users can click on an opportunity and click "I'm interested" if they want to apply.

# Dashboard



Left Navigation shows network admin features.

You will land on your dashboard page when switching to your admin role. The network's metrics are displayed here.

# Navigated & Provided Expertise on Workforce Development System

## 6. Linking Educational Achievement to WD:



**Millennial Task Force** sponsored by **Incoming Mayor Johnson**, Ald. Rainey, Ald. Coggs, & Ald. Stamper has become a leading recommender on attracting and retaining Milwaukee talent





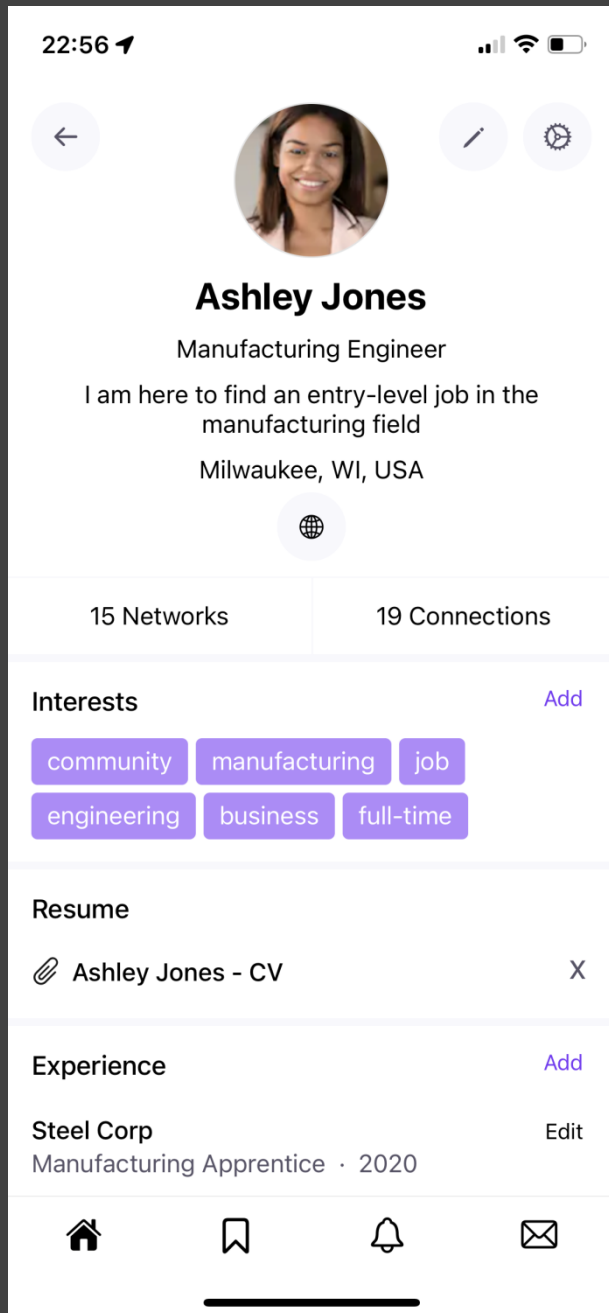


# Navigated & Provided Expertise on Workforce Development System

**7. Create Transit Links to Jobs in  
Waukesha, Ozaukee &  
Washington: Dave Steele of  
Regional Transit Leadership  
Council presented at Millennial  
Task Force, Coordinating Council  
& DPW's Complete Streets**



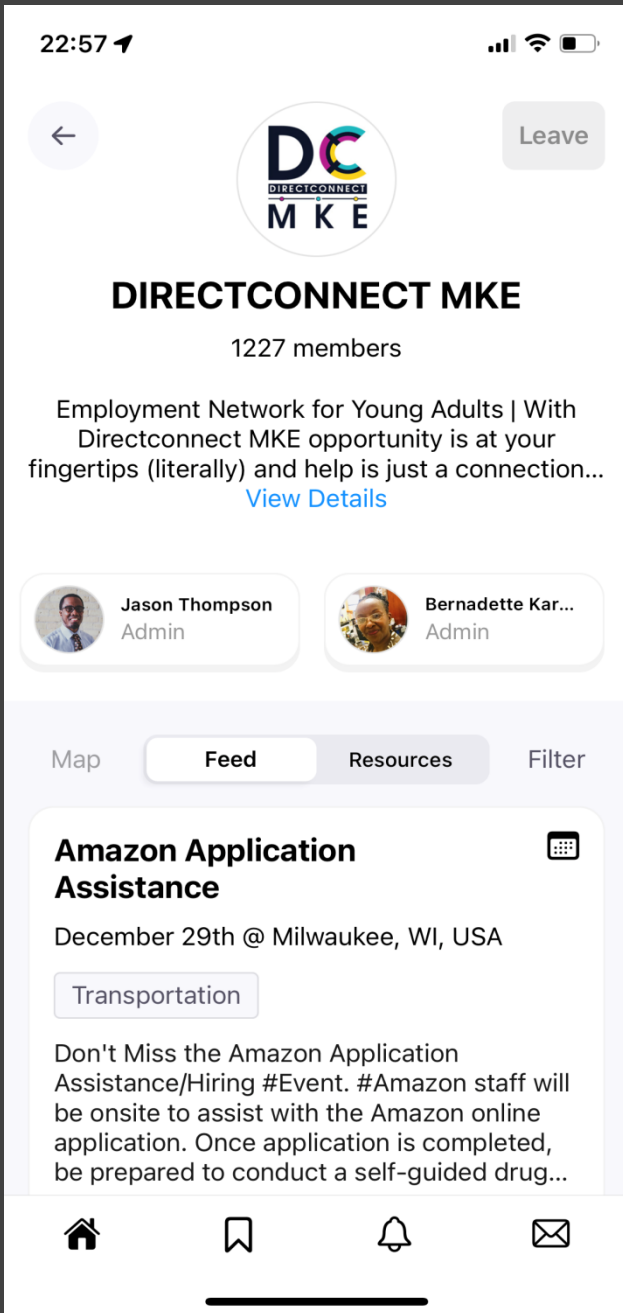




# Have we met our 2021 GOALS?



1. **DCMKE platform is brand new! With upgraded functions recommended by Phase 1 & 2 Members**
2. **Promoted DCMKE with e-notify subscribers while maintaining a posting presence on the latter.**
  - ✓ **Both efforts will be ongoing in 2022**



# Have we met our 2021 GOALS?



Launched Wave 2 by:

3. **Maintaining DCMKE Phase 1 Members**
4. **Expanded DCMKE's reach and usage by 66.4% (goal 30%) since Pandemic Start (Jan 2020)**

# CHALLENGES & LESSONS LEARNED

In Bridging informational, spatial, and perception gaps

- **Without an operational budget in the first 36 months, and a constrained budget in the next 12 months, we were limited in our ability to build capacity.**
- **Rolling out and on-boarding a project of this magnitude requires more time than initially planned.**

# CHALLENGES & LESSONS LEARNED

In Bridging informational, spatial, and perception gaps

- DCMKE now has Constant Contact, Facebook, Instagram, Twitter, YouTube & E-Notify Accounts
- Inbound marketing with 860 Brands will enhance traffic on our social media spaces and lead to higher user conversion rates on our new DCMKE Website, App & AI Chat.
- Expanding to corporate fiscal support is a necessary and viable option



# SPECIAL THANKS 2021



## Legislative & City Leaders

- ❖ Mayor Tom Barrett
- ❖ Council Members of the City of Milwaukee & Staff
- ❖ Millennial Task Force
- ❖ DPW Commissioner & Staff
- ❖ DER Director & Staff
- ❖ LISC Milwaukee

## Community Leaders

- ◆ Pastor Raymond Monk
- ◆ Pastor Cleavon Williams
- ◆ Fredrick Nelson
- ◆ Tony Higgins
- ◆ Maria Castillo
- ◆ Sheila Smith
- ◆ Jose Galvan
- ◆ Colleen Cheney-Trawinski
- ◆ Jessica Kwieciem
- ◆ Willie Smith
- ◆ Julie Cayo
- ◆ Aisha Hendree
- ◆ John Dean
- ◆ Courtney Dunn
- ◆ Shyrida Lane
- ◆ Michael Alexander

## Business Leaders

- David Douglas, & Yolobe, Inc. Team
- Walgreens
- Basilica of St. Josaphat
- LISC Milwaukee
- DCMKE Corporate Focus Group Members
- All 347 Recruiters
- Employ Milwaukee
- DCMKE E-Notify Subscribers

# Questions

Thank you for having a passion for our job seekers, disproportionately excluded from hiring and job training opportunities

