

Common Council City-Clerk's Office of Workforce Development

**Millennial Task Force Presentation
June 11th 2020**



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/Young Adult 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 & Wauwatosa

DIRECTCONNECT MILWAUKEE

General Overview – May 2020

Powered by

yojobe

Innovatively Creating Awareness About Job Training & Placement Opportunities

Thank You!

yo|lobe
Opportunities, Jobs and Community
Connections

everything@email.com

Login

Sign up for a Yo|lobe Account

Continue with Facebook

What is Yo|lobe?

David Douglas & Mayor Barrett



LEADERSHIP SUPPORT - THANK YOU!

Mayor Tom Barrett

President Ashanti Hamilton

Ald. Milele A. Coggs

Ald. Russell W. Stamper, II

Ald. Robert J. Bauman

Ald. Robert G. Donovan

Ald. Mark Borkowski

Ald. Khalif J. Rainey

Ald. Nik Kovac

Ald. Jose G. Perez

Ald. Chantia Lewis

Ald. Cavalier Johnson

Ald. Michael Murphy

Ald. Tony Zielinski

Ald. Nikiya Dodd

Ald. Scott Spiker

DIRECTCONNECT + YOLOBE

Experience + Passion



Co-Founder & CEO
Yolobe

David Douglas

20+ years IT consulting
and a serial entrepreneur



Workforce Dev. Coordinator
City of Milwaukee

Bernadette Karanja

20+ years experience in
workforce development &
marketing management



Co-Founder & CTO
Yolobe

Jason Lambert

10+ years software
developer with expertise in
large scale systems
development

OBJECTIVE

What Success Looks Like

Easily share Milwaukee **events, training, jobs** and **opportunity**

Learn more about **job seekers** and perform intake and eligibility more easily

@dcmke

DIRECTCONNECTMKE

A Milwaukee-wide initiative powered by Yolobe

Build the social capital of youth & young adults with usable connections to employers, career mentors and services

Share success with your local professionals.
Break out of organizational silos using network effects

SUCCESS CRITERIA

Aligned with Workforce Innovation Opportunity Act (WIOA)

- Placement in employment, education or training 2nd Qtr. after exit
- Retention in employment, education or training 4th Qtr. after exit
- Median earnings 2nd Qtr. after exit
- Credential gain 4th Qtr. after exit
- Measurable skill gain

OUR WHY

Young Adult Challenges



SOCIAL CAPITAL

Weak networks



SKILLS GAP

Low experience



BARRIERS

More obstacles



UNEMPLOYMENT

High unemployment rates



Unemployment By Age - City of Milwaukee



7 FASCINATING FACTS

About the Millennial Generation

{ Millennials - the term for individuals born in the US between 1980 and 2000 }

1 Are now the largest generation in the US, representing over **1/3rd** of the population.

2 Are the most diverse and **educated** generation to date.

3 Will make up as much as **75%** of the workforce by 2025.

7 Nearly **65%** would prefer to work for employers that take action on social or ethical causes that they care about.



4 Account for over **\$1 trillion** in consumer spending.

6 Nearly **65%** would rather make less money at a job that they love, as compared to making more money at a job that they find boring.

5 Almost **90%** indicate that they would be more likely to purchase products from a company that supports solutions to social issues.

COMPLICATIONS

DCMKE - Solving Employment Service Challenges

OUTDATED TECH

E-mail still primary communication channel

SILO'ED

Limited sharing of information among organizations

LOW ENGAGEMENT

Awareness and participation rates low despite highly manual efforts

OVERWORKED PROFESSIONALS

Case loads are high

Educational Attainment By Race in Metro Milwaukee: 1970-2017

Educational Attainment by Race in Metro Milwaukee: Percentage of Adults (25+) With High School Diplomas 1970-2017					
Group	1970	1980	1990	2000	2017
Black	34.0%	53.4%	60.7%	68.3%	81.2%
White	58.4%	74.0%	82.5%	88.9%	93.1%
Hispanic	40.2%	44.9%	51.7%	52.4%	60.3%

Source: U.S. Census; American Fact Finder

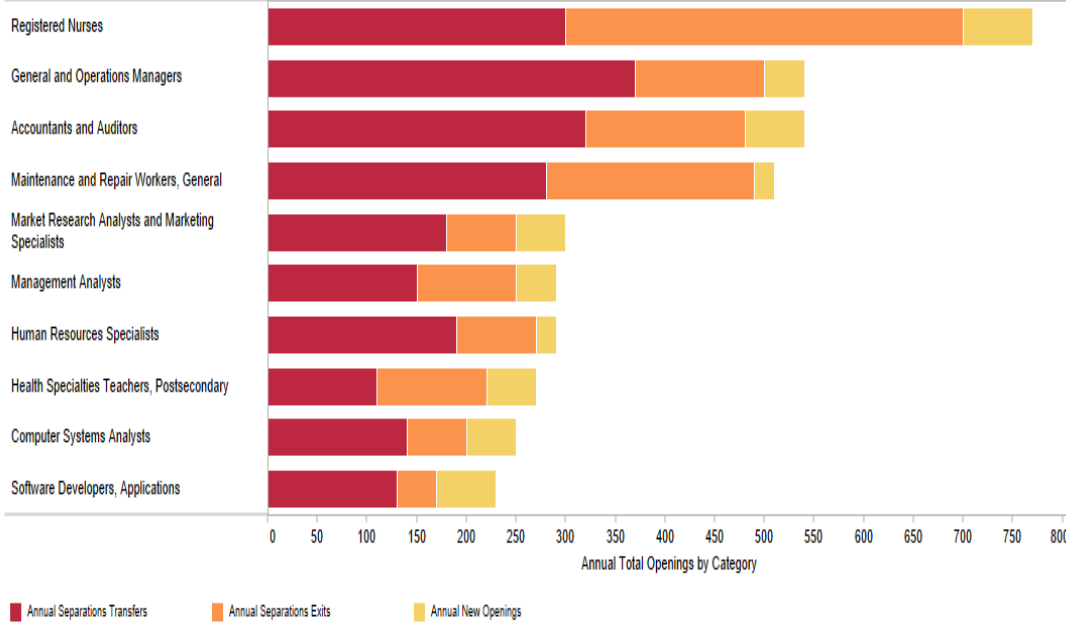
Table 2: 15 Occupations With the Largest Projected Job Growth Wisconsin: 2010-2020

OCCUPATION	NUMBER OF OPENINGS	EDUCATION/SKILL REQUIRED
Cashiers	34,010	<High school degree
Food Preparation/Serving	32,500	<High school degree
Retail Salespersons	30,650	<High school degree
Waiters and Waitresses	30,220	<High school degree
Registered Nurses	24,230	Associate Degree
Customer Service Reps	21,940	High school degree
Office Clerks	21,710	High school degree
Laborers	20,690	<High school degree
Truck Drivers	18,530	High School degree
Bartenders	14,950	<High school degree
Personal Aides	13,940	<High school degree
Janitors	13,380	<High school degree
Sales Representatives	11,280	High school degree
Nursing Aides	11,190	Post-secondary work
Teachers	9,730	Bachelor's Degree

Source: Wisconsin WORKnet

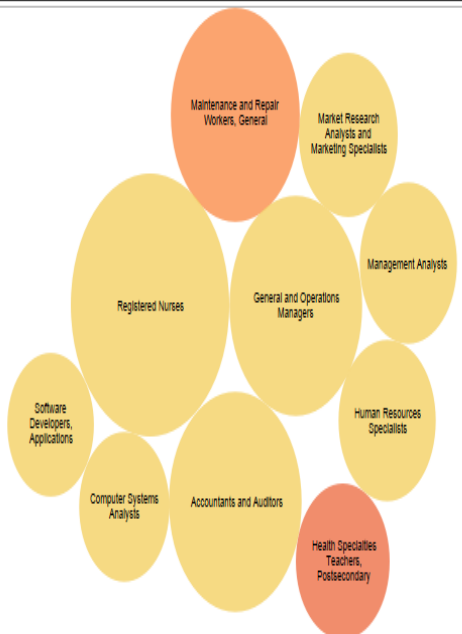
Milwaukee County WDA Top 10 Hot Jobs

- Area**
- Bay Area WDA
 - Fox Valley WDA
 - Milwaukee County WDA
 - North Central WDA
 - Northwest WDA
 - South Central WDA
 - Southeast WDA
 - Southwest WDA
 - West Central WDA
 - Western WDA
 - WOW WDA



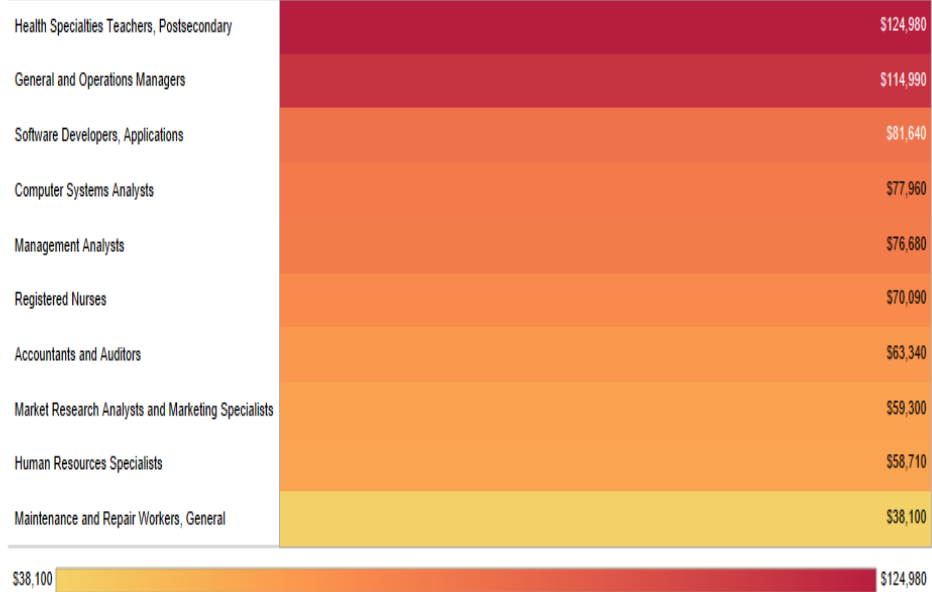
Hot Jobs Education Levels

- Bachelor's degree
- Doctoral or professional degree
- High school diploma or equivalent



*size of bubble based on Annual Job Openings

Top Median Wage



DIRECTCONNECTMKE Soft Launch - Phase I

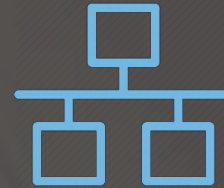


OUR SOLUTION

Social Media Opportunity Platform



**YOUTH/YOUNG
ADULT
FOCUS**



**NETWORKS
OF TRUST**



**MOBILE
FIRST**

yojobe



**OPPORTUNITY
DISCOVERY**



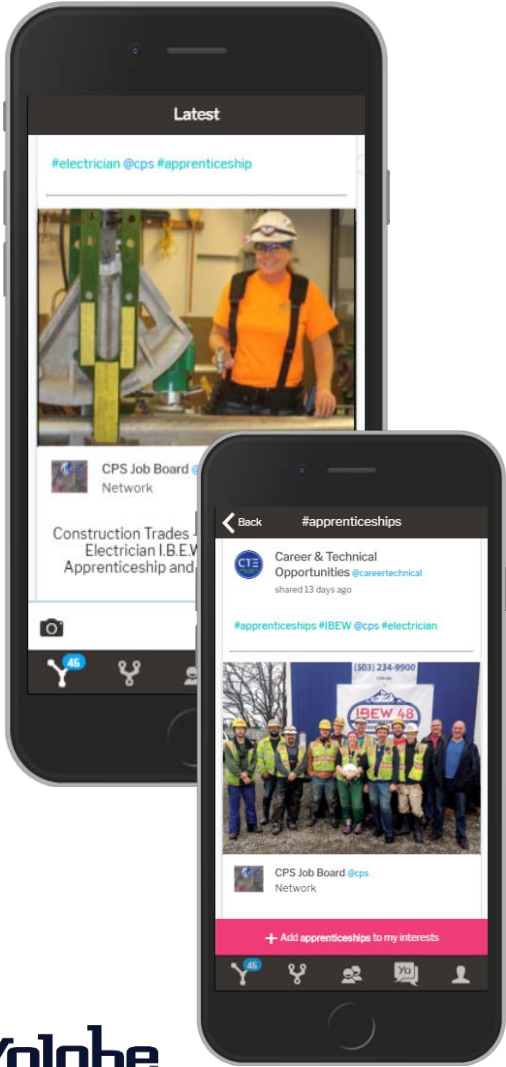
**CAREER
READINESS**



**SOCIAL
CAPITAL**

OUR SOLUTION

From Disconnected to Success



Disconnected

Light Connection

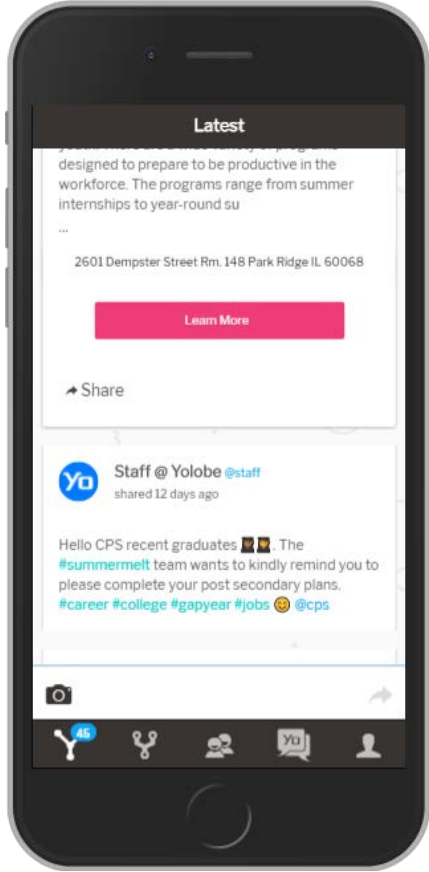
To at least 1 network

Enriched & Reminded

- + Career goals & barriers
- + Event & Process Remind

Engaged

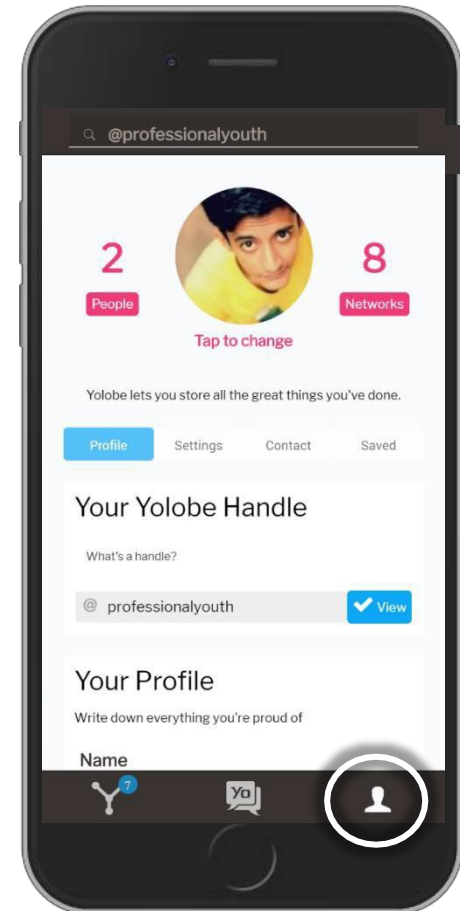
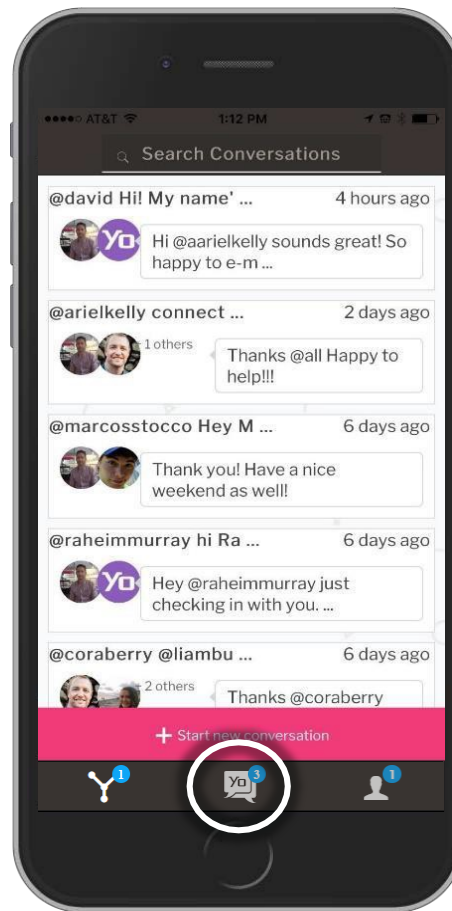
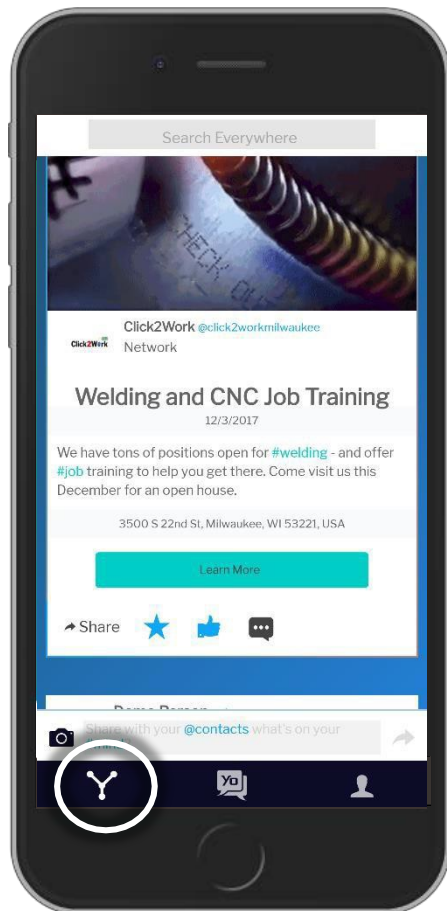
Connected to Opportunity
Responding to follow up



PRODUCT

Interactive Mobile Opportunity


Jobs, training, resources and more with media rich relevant experiences



JOB SEEKER PROFILES

Networks + People = Opportunity

17
People



7
Networks

Tap to change

Name
Kiva Smith Jr.

My Goal Full-time work ▾


About you
"A real go-getter" Hi my name is Kiva i graduated from Mount Carmel High...

Interests [Edit](#)

What are your interests?

- #networking
- #Marketing
- #Media
- #Technology
- #graphic-design
- #Computer-science
- #ucan

11
People



4
Networks

Tap to change

Name
LoRae Strong

My Goal Help & Support ▾

About you
Blerd, IT Career Pathfinder, Self Proclaimed Tech Aficionado, Freelance Graphic Designer and Comic Book Collector ...

Interests [Edit](#)

What are your interests?

- #networking
- #GraphicDesign
- #Computers
- #Computer-science
- #Information-Technology
- #Coding
- #Business-Administration
- #Pastries

CONNECTING USERS

Options for connecting users

The ABCs of how users will become members

find local events, trainings, jobs & opportunities
for your career path at **DIRECTCONNECTMKE**

download the app

or

connect with Veronica



to stay up to date on
opportunities on the
@dcmke network

text **@dcmke** at

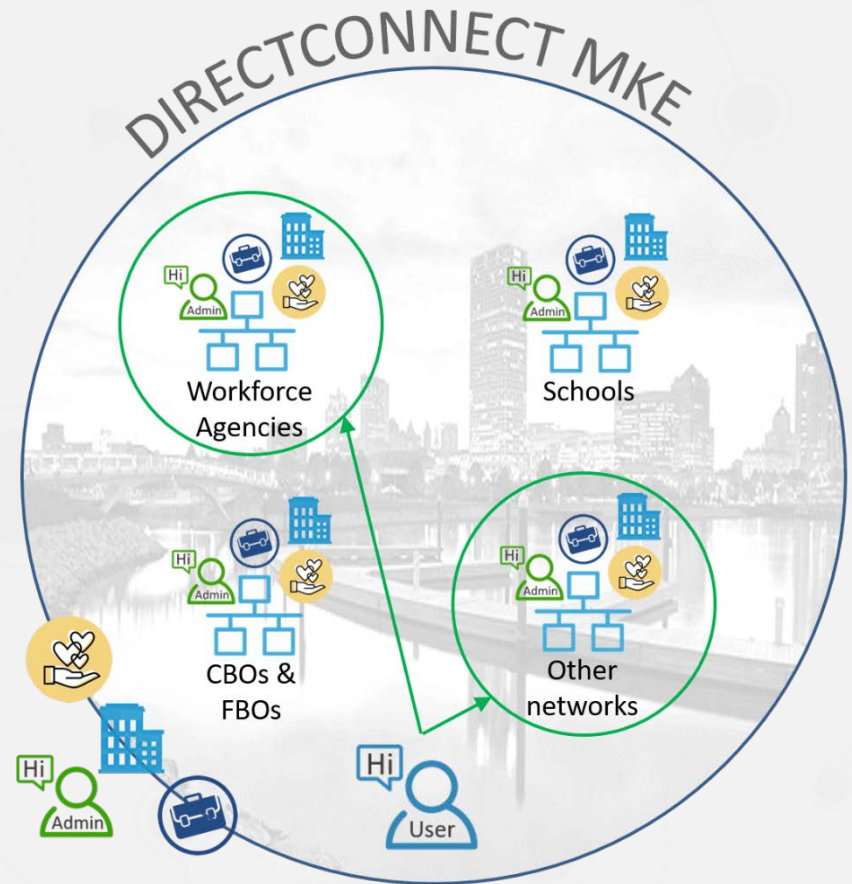
39197

to communicate with a
virtual helper to register
with trusted career training
and hiring staff

DCMKE is a City of Milwaukee Alliance

THE FUTURE OF A DIGITIZED WORKFORCE PIPELINE

- 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 – **38 Networks**
- Shareable opportunities and resources – **207 Supportive Service Agencies**
- Shared set of common processes (e.g. marketing, onboarding, referrals, intake and eligibility)
- **Committed to working together to build a scalable model**



WAVE 1 NETWORKS

Administrators in these Networks Post Opportunities to the Alliance
A Number Recruit & Mentor Young Adults

Wave 1 Networks	Handle (@ name)	Wave 1 Networks	Handle (@ name)
5 th District Alderwoman	@5thdistrictalde	Milwaukee JobsWork*	@milwaukeejobswork
30th Street Corridor*	@30thstreet	Milwaukee Urban League	@tmul
Aldermanic District 01	@district01mke	MPD – City of Milwaukee	@mpdmke
AmericaWorks*	@americaworks	Northcott Neighborhood House*	@northcott
CFSS	@cfss	Pepp Nation*	@peppnation
Compete Milwaukee – City of Milwaukee	@competemke	Project Return*	@projectreturn
DER – City of Milwaukee	@dermke	Riverworks Development Cooperation*	@riverworksmke
DirectConnect Milwaukee	@dcmke	ROSS Innovative Employment Solutions	@rossies
Employ Milwaukee*	@employmilwaukee	Running Rebels*	@runningrebels
Dynamic Workforce Solutions	@dwfs	Safe & Sound*	@safesound
Gutter Enterprises*	@gutter	Self Help Federal Credit Union	@selfhelpfederal
HACM*	@hacm	SITE Staffing Inc.	@sitestaffing
Journey House*	@journeyhouse	Social Development Commission*	@sdcmilwaukee
Lad Lake	@ladlake	Southside Organizing Committee*	@socmilwaukee
Literacy Services of WI	@literacyservices	The Parenting Network*	@parentingnetwork
Maximus	@maximus	UNCOM*	@uncom
Metcalfe Park Community Bridges	@metcalfeParkcb	WestCare*	@westcare
Milwaukee Area Technical College (MATC)	@matcjobshop	Wisconsin Community Services	@wiscs
Milwaukee Fire & Police Commission	@fpcmke	Wisconsin Dept. of Children and Families	@wide
Milwaukee Public Library	@mplmke	WRTP/BIG STEP*	@wrtp

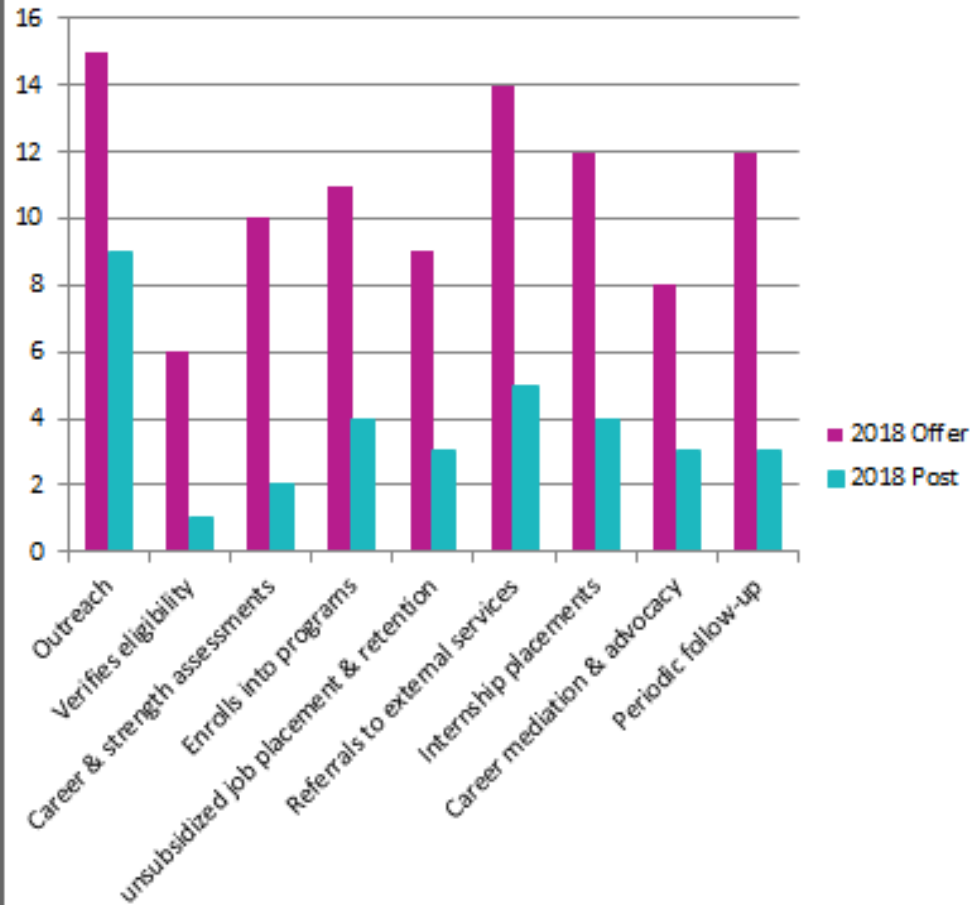
Informal Site Visits & Service Process Survey

What service opportunities do Networks provide and post on DCMKE?	Offered	Posted on
Internships, pre-apprenticeships or apprenticeships	<input type="checkbox"/>	<input type="checkbox"/>
Subsidized work experience	<input type="checkbox"/>	<input type="checkbox"/>
Unsubsidized employment	<input type="checkbox"/>	<input type="checkbox"/>
Volunteering	<input type="checkbox"/>	<input type="checkbox"/>
Career fairs and other general events	<input type="checkbox"/>	<input type="checkbox"/>
Job training and education opportunities	<input type="checkbox"/>	<input type="checkbox"/>
Mentorship & career shadowing	<input type="checkbox"/>	<input type="checkbox"/>
Career Exploration	<input type="checkbox"/>	<input type="checkbox"/>
Re-entry services	<input type="checkbox"/>	<input type="checkbox"/>
Supportive Services and referrals	<input type="checkbox"/>	<input type="checkbox"/>
Vocational Rehabilitation & training	<input type="checkbox"/>	<input type="checkbox"/>

Which activities do Networks conduct to help individuals find and Posted on DCMKE secure employment?	Offered
Outreach	<input type="checkbox"/>
Verifies eligibility	<input type="checkbox"/>
Career & strength assessments	<input type="checkbox"/>
Enrolls into programs	<input type="checkbox"/>
unsubsidized job placement & retention	<input type="checkbox"/>
Referrals to external services	<input type="checkbox"/>
Internship placements	<input type="checkbox"/>
Career mediation & advocacy	<input type="checkbox"/>
Periodic follow-up	<input type="checkbox"/>

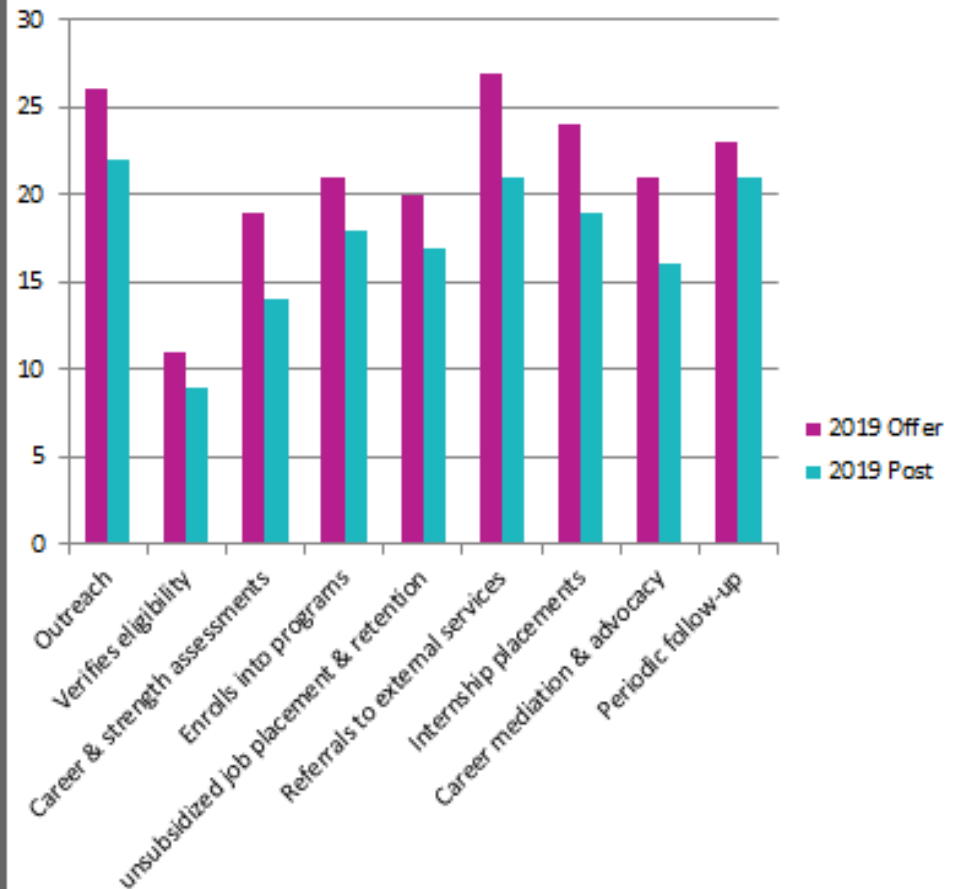
3. Closing Informational Gaps in Employment: Informal Site Visit Survey Responses: 2018

Activities Offered by CBO vs Posted by CBO on DCMKE Platform (2018)



3. Closing Informational Gaps in Employment: Informal Site Visit Survey Responses: 2019 Admin Offer/Post Response Rate increased by 46.7%

Activities Offered by CBO vs Posted by CBO on DCMKE Platform (2019)



GOAL SETTING & TRACKING OUR SUCCESS WITH NETWORKS







- Number of People who have joined your Network on DCMKE. *(Click on the Members Section)*
- Total Number of Opportunities you've posted on DCMKE.
(Click on Opportunities & Alliance Dashboard)
- Percentage of Users who have connected to your Network; meaning - they have visited in last 30 days at least.
(Click on Network Dashboard).

Create Awareness About Job Training & Placement Opportunities







I. Youth/Young Adult Employment & Violence Prevention:

-  Maintained & increased DCMKE Members by 273% from **288 to 788** (273%)
 -  **530** Job Seekers | **139** Admins | **119** Promoters
-  **1,596** Job Seekers tracked on our traditional Access Dbase: **1,274 in 2019 alone** | **896** of the 1,274 sourced from 2019 Council Job Fairs
-  Published **702** DCMKE Jobs & Training Opportunities an increase of **166%** from last year's 263 postings













Create Awareness About Job Training & Placement Opportunities

3. Closing Informational Gaps in Employment:

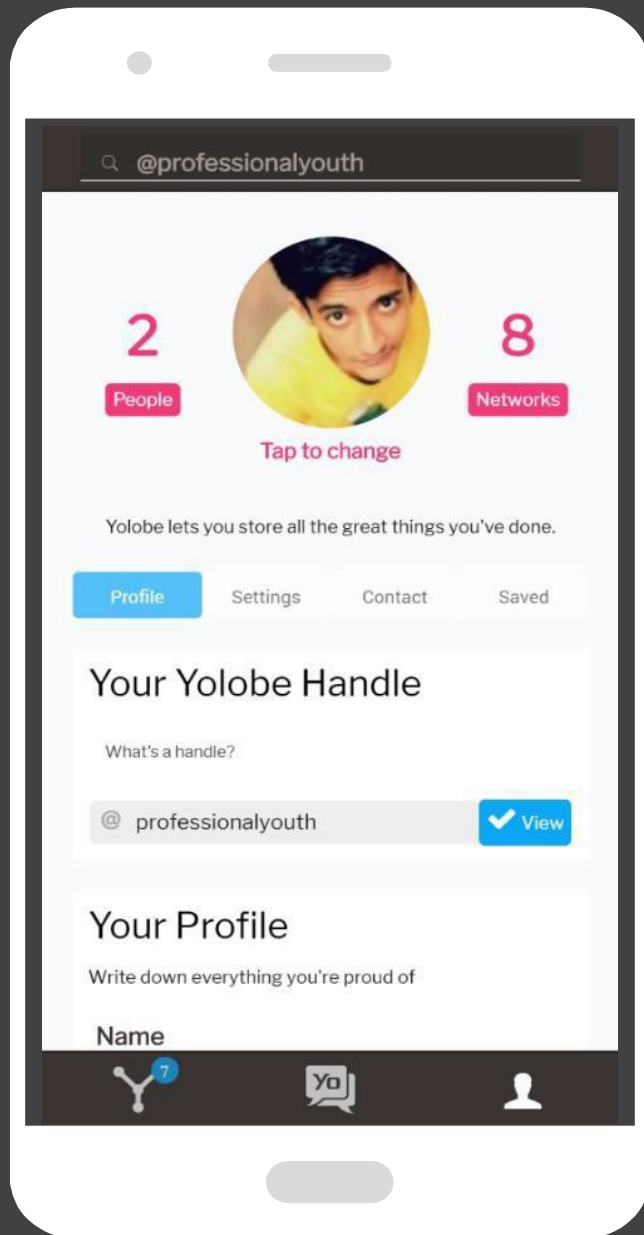
-  Yolobe enhanced DCMKE Design, Debugged Glitches, Began Phase II & Administered for about 2,203 hours valued at **\$330,000**
-  Membership **increased 135% from 288 to 729** Job Seekers, Admins & promoters
-  Increased Networks from **30 to 39** (30%) | Admins Increased from **96 to 135** (29%) | **702** Published Job & Training Opportunities – up from 263 > (166%)
-  E-notify subscriptions up from **74** in 2017 to **665** in 2018 to **921** in 2019

COMPETITION

Addressing all needs

	 Young Adult Focus	 Interactive Social Capital	 Find Opportunity	 Address Barriers	 Work Readiness	 Mobile Optimized
			✓			
MONSTER			✓			
		✓	✓			✓
		✓	✓		✓	✓
	✓					✓
			✓		✓	
snagajob	✓		✓			
			✓			✓
yojobe	✓	✓	✓	✓	✓	✓

Did we meet our 2019 GOALS?



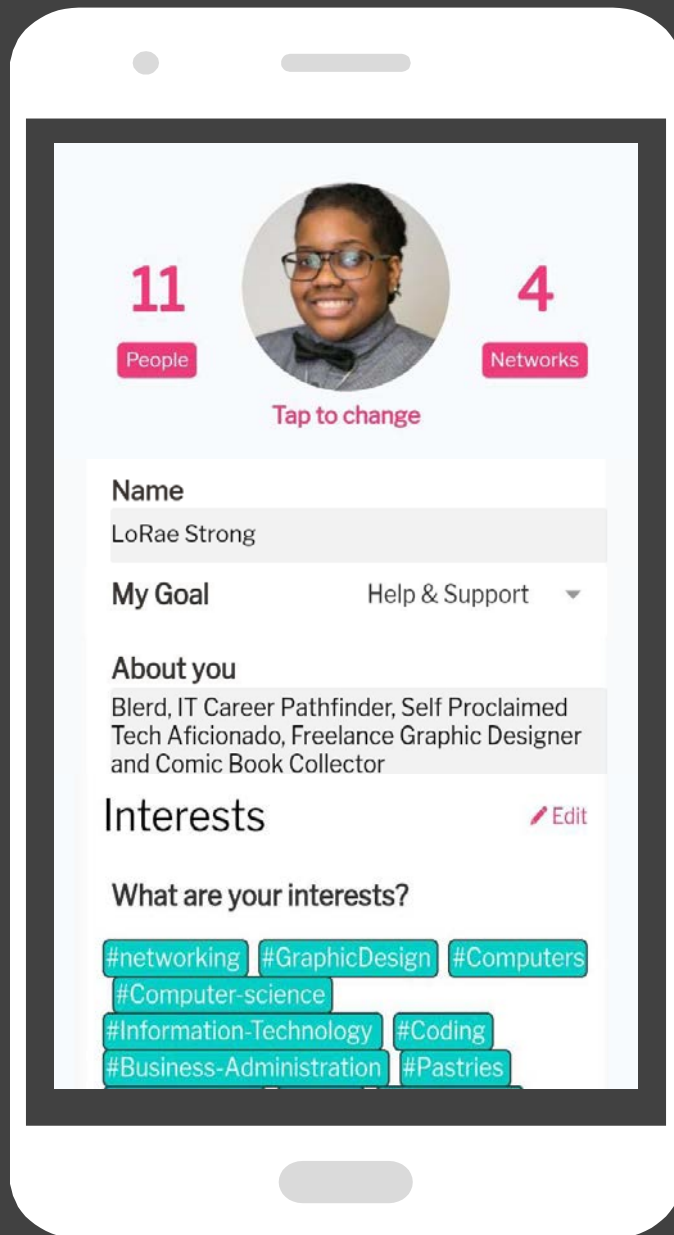
1. **Concluded Wave 1 by enhancing DCMKE design and brand to include debugging and upgrading functions recommended by Phase 1 Inaugural Members**
2. **Promoted DCMKE with e-notify subscribers while maintaining a posting presence on the latter.**

Did we meet our 2019 GOALS?



Launch Wave 2 by:

3. **Maintained DCMKE Phase 1 Members and Users including MPZ Partners.**
4. **Expanded DCMKE's reach and usage by more than 30% to include job seekers, career mentors. Will on-board 20 corporate champions in 2020.**



SPECIAL THANKS



Legislative & City Leaders

- ❖ Council Members of the City of Milwaukee & Staff
- ❖ Mayor Barrett
- ❖ DPW Staff who Supported Logistics for our Job Fairs & Events
- ❖ DER Director & Staff
- ❖ City Treasurer's Office

Community Leaders

- ◆ Asst. Chief Raymond Banks (Retired)
- ◆ Tasha Colbert
- ◆ Kobena Marcus-Collins
- ◆ Tony Kearney
- ◆ Richard Diaz
- ◆ Rev. Dr. Archie Ivy
- ◆ Fredrick Nelson
- ◆ Natasha Dotson
- ◆ Felicia Williams
- ◆ Pastor Cleavon Williams
- ◆ Kelly Courtney
- ◆ Pastor Raymond Monk
- ◆ Torre Johnson
- ◆ Andre Brown
- ◆ Rev. John McVicker, Sr.

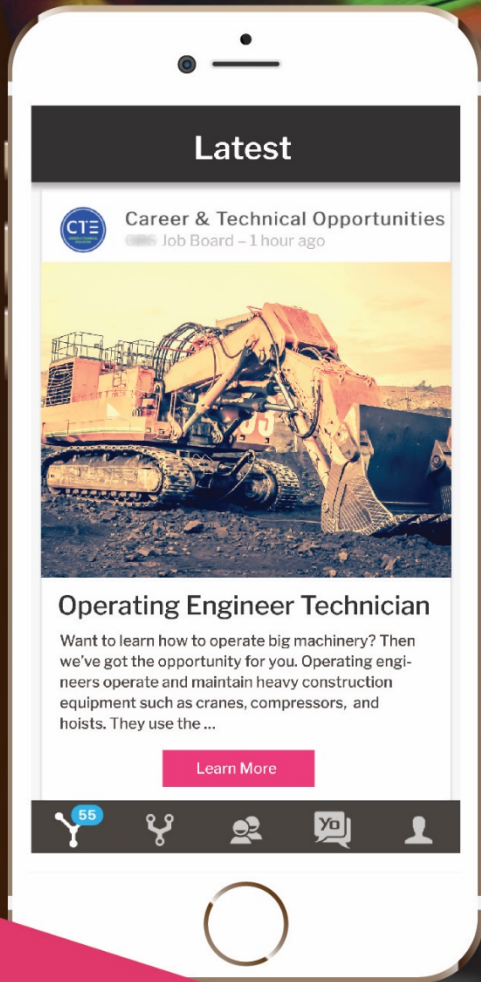
Business Leaders

- David Douglas & Yolobe, Inc. Team
- Employ Milwaukee
- Ascension
- DCMKE Corporate Focus Group Members
- US Bank
- All 264 Recruiters
- All 493 Retail Businesses
- DCMKE E-Notify Subscribers

Thank you

For having a passion for
youth & young adults





You are **1**
email
away from
connecting
YOUTH ↘
with **OPPORTUNITY**
& investing in
the future of
MILWAUKEE!



Email your
opportunities to:

veronica@ylo.be