

Career+

Addressing some of the largest challenges facing Milwaukee youth and employers by bringing together workforce, education, community, and business leaders to provide career services and support, integrated into a high school environment.

Executive Summary

The “world of work” is an important pathway into adulthood and long-term economic prosperity, yet youth employment rates keep dropping and employers assert there is a lack job readiness skills. Young people need guidance on how to develop essential job skills and navigate their educational experience to connect them to work and postsecondary education.

Milwaukee Public Schools (MPS) is the largest school district in Wisconsin and one of the largest in the nation by enrollment. As of the 2013–14 school year, MPS served 78,502 students in 165 schools and had 9,282 full-time equivalent staff positions. MPS serves a highly diverse population of students that are at risk of dropping out and/or being unemployed due to high poverty and other socioeconomic factors that create barriers to employment.¹

Employ Milwaukee, Inc. is the largest workforce development board in Wisconsin and provides employment and training services for youth and adults. Employ Milwaukee, Inc. sector strategy uses Industry Advisory Boards in high demand sectors – construction, manufacturing, finance, healthcare and hospitality - to more effectively link employers to skilled workers. Employ Milwaukee, Inc. has a unique opportunity under the Workforce Innovation and Opportunity Act (WIOA) to realign, enhance, and improve youth services so that they are more closely coordinated, better utilized, and more effective.

The City of Milwaukee is partnering with MPS and Employee Milwaukee, Inc. to engage in opportunities to meet the demands of students and employers. As the largest city in Wisconsin, Milwaukee plays a pivotal role in the region’s economic success. The City of Milwaukee as a governmental entity invests in policies and programs that create a more livable world for residents, especially young people.²

Career Plus was created to address some of the large challenges facing Milwaukee youth and employers by bringing together workforce, education, community, and business leaders to provide career services and support, integrated into a high school environment. Career Coordinators will be located on site at MPS high schools to deliver career services, as well as supportive services and enrichment activities. All students will receive career services and eligible students will be enrolled for intensive services including the development of an Individual Service Strategy (ISS).

Career Plus will facilitate paid and unpaid work experience for students, including integration of the MPS Communities in Need (COIN) program. Employee Milwaukee, Inc. will use a career pathways approach to link work experience, high school course work, career exploration, and youth apprenticeship to postsecondary education and employment. Career Plus will launch in early 2016, connect MPS students to summer employment opportunities in late spring 2016, and implement full program activities by fall 2016. Employee Milwaukee, Inc. will work closely with MPS to identify schools to host Career Plus, scaling up through a phased approach.

¹ United States. Census Bureau. American Community Survey 5-Year Estimates. 2009.
² City of Milwaukee. “Citywide Policy Plan”. March 2010.

Career+ Logic Model

GOALS	OBJECTIVES	ACTIVITIES	SHORT-TERM OUTCOMES	LONG-TERM OUTCOMES
Provide knowledge and support to ensure that students develop effective strategies to make successful transitions from school to career.	A cohort of 50 students will be served through comprehensive services in school. 75% will show an improvement in career readiness measures.	Partner with 4 MPS schools to facilitate Career + activities.	Increased attendance.	increased graduation rates.
Engage students at their school workplaces and in the community.	75 % of students' cohort will receive paid and unpaid work experience opportunities.	Provide job site visits and service learning opportunities to students.	improved commitment to school.	successful transition to career and /or post - secondary education.
Provide essential skills training through the Employ Milwaukee Essential Skills Academy to students to maintain self-sufficiency.	75% of student cohort will show improvement of life skills knowledge	Recruit, train and support volunteers for classroom - based opportunities.	improved ability to maintain employment.	Increased savings to community due to reduced use of employment compensation and public assistance.
Assist students with post-secondary education and planning.	75% of students will receive group mentoring	Provide comprehensive services including make available the 14 WIOA program elements .	Increased knowledge of workplace expectations.	Increased salary and tax contributions to community.
Assist students with internship and employment opportunities.	75% of student cohort will remain in the cohort for the entire school year.	Place and support students in paid work experience and internship opportunities within construction, manufacturing, IT, healthcare, hospitality, and financial services.	Improved decision making and work ethic.	

Career+ Logic Model

50 students per school will receive intensive services	75% of student cohort will show attendance improvement		Increased participation in community service/service learning projects.	
The entire student population at each high school will have access to general Career Plus services including job postings, job search/resume assistance, and referrals to youth employment programs within MPS and the entire community.	75% of student cohort will show some type of educational improvement.		Improved communication skills with adults.	

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Work Plan

Action Steps <i>What Will Be Done?</i>	Responsibilities <i>Who Will Do It?</i>	Timeline <i>By When?</i>	Resources Needed	Lead Person(s)	Results
Step 1: School Integration & Implementation Planning	Employ Milwaukee Youth Department Chytania Brown Rob Cherry Chamia Gary Joan Ward Bryan Murphy And dedicated MPS Career Plus staff	April 2016 April 2016 May 2016 June 2016 June 2016	A. Create and have signed Career Plus Implementation MOU from MPS and each school principal. B. Get assigned Career points of contact for each MPS school C. Hire Bi-lingual Career Coordinator D. Assign dedicated office space E. Define roles of planning staff and for the project.	A. Rob Cherry, MPS Principals B. Hire Bi-lingual Career Coordinator C. MPS Principals D. Chytania Brown Robert Cherry E. MPS Principals F. Chytania Brown Robert Cherry and MPS Principles	

<p>Step 2: Curriculum design plan & evaluation Plan with selected schools Reporting schedule and</p>	<p>Employ Milwaukee Youth Department Chytania Brown Rob Cherry Chamia Gary Joan Ward Bryan Murphy And dedicated MPS Career Plus staff</p>	<p>June 2016</p> <p>June 2016</p> <p>June 2016</p> <p>June 2016</p>	<p>A. Develop characteristics profile for cohort participants</p> <p>B. Create WIOA service delivery model for WIOA services offered to cohort participants.</p> <p>C. Establish service delivery model for services offered to all school students.</p> <p>D. Identify appropriate tools to use for participant assessment.</p> <p>E. Create a semester reporting template that meets the needs of all funders.</p>	<p>A. Robert Cherry MPS Office of Innovation</p> <p>B. Employ Milwaukee Youth department</p> <p>C. Employ Milwaukee and MPS assigned staff</p> <p>D. Employ Milwaukee Youth Department and MPS assigned staff</p> <p>E. Robert Cherry</p>	
<p>Step 3: Cohort selection plan with selected schools</p>	<p>Employ Milwaukee Youth Department Chytania Brown Rob Cherry Chamia Gary Joan Ward Bryan Murphy And dedicated MPS Career Plus staff</p>	<p>July 2016</p> <p>July 2016</p> <p>July 2016</p>	<p>A. Create a criterion that aligns with the WIOA ISY eligibility to determine pool for school cohort.</p> <p>B. Schedule school orientations at each MPS school.</p> <p>C. Develop outreach plan for cohort and non-cohort participant pools.</p>	<p>A. Employ Milwaukee and MPS assigned staff</p> <p>B. Employ Milwaukee and MPS assigned staff</p> <p>C. Employ Milwaukee and MPS assigned staff</p>	

<p>Step 4: School communicatio ns (how do we disseminate information to students and staff)</p>	<p>Employ Milwaukee Youth Department Chytania Brown Rob Cherry Chamia Gary Joan Ward Bryan Murphy And dedicated MPS Career Plus staff</p>	<p>July 2016</p> <p>July 2016</p> <p>July 2016</p>	<p>A. Create Marketing materials for Career Plus Flyer, brochures etc..</p> <p>B. Train student leadership at each school about the program for a peer to peer outreach initiative.</p> <p>C. Create marketing material for teachers to educate them on the process prior to school starting in September 2016</p>	<p>A. Employ Milwaukee</p> <p>B. Employ Milwaukee Youth Department and MPS assigned staff</p> <p>C. Employ Milwaukee Marketing Manager and Employ Milwaukee Youth Department</p>	
<p>Step 5: Schedule of trainings, career exposure events and employment opportunities.</p>	<p>Employ Milwaukee Youth Department Chytania Brown Rob Cherry Chamia Gary Joan Ward Bryan Murphy And dedicated MPS Career Plus staff</p>	<p>July 2016</p> <p>October 2016</p> <p>September 2016</p>	<p>A. Establish Career Plus Cohort Mater schedule</p> <p>B. Establish quarterly Workforce information newsletters for all students</p> <p>C. Establish 2 events with MPS Career Tech office and Coin Office at each school site.</p>	<p>A. Employ Milwaukee Youth Department and MPS assigned staff and Principals</p> <p>B. Employ Milwaukee Marketing Manager and Employ Milwaukee Youth Department</p> <p>C. Employ Milwaukee Youth department, MPS CTE Office and MPS COIN Office</p>	