



# 140586 – 140586 MAWIB–CITY REPORT.DOCX



9/15/2014

## City of Milwaukee – Community and Economic Development Committee

The City of Milwaukee and MAWIB have committed to ongoing coordination of efforts and activities related to job training and employment, workforce development, and human resource development through the

implementation of various initiatives, exchange of services and personnel, and the coordination of staff activities. This report documents activities for the time period 1/1/14 – 6/30/14.



## MAWIB’S ROLE IN COMMUNITY & ECONOMIC DEVELOPMENT

The Milwaukee Area Workforce Investment Board (MAWIB) is the largest of eleven Workforce Development Boards in the State of Wisconsin. MAWIB’s mission is to build a strong workforce development system by planning, coordinating, collaborating and monitoring workforce initiatives with businesses, partners and community stakeholders at the local, regional and state level to ensure a skilled and productive workforce for the 21st Century. MAWIB receives local, state, and federal funding to serve youth, adults, dislocated workers, disabled individuals, incumbent workers, older workers, and individuals with issues related to poverty, substance abuse, lack of education, and other significant barriers to employment.

Workforce development is a vital link in economic growth strategies. Through established relationships with local and regional organizations in economic development, education, and employment and training, MAWIB quickly and effectively responds to employer and job seeker needs.

**Economic Development** + **Workforce Development** + **Education** =  
**Economic Growth**

MAWIB works to build a strong local economy by strengthening the supply side of the labor market:

- ✓ Developing workers with the skills necessary for the 21st century economy.
- ✓ Helping low- and moderate-income people find, keep, and advance in jobs that pay enough to support a family.
- ✓ Addressing the skills mismatch by assisting employers to access the workers needed to remain competitive

This alignment helps MAWIB, and the greater Milwaukee communities, to more efficiently achieve workforce development and community stabilization goals.

## LABOR MARKET SNAPSHOT

MAWIB’s industry-led workforce development model is a data-driven approach to identifying the demand for specific skills and competencies required by business within each sector, especially in Milwaukee’s industry asset clusters which are key drivers of economic growth. Below is a summary of labor market information for some of Milwaukee’s key industries:

**MANUFACTURING** – Projected employment for Production Occupations in 2020 is estimated to total 83,534 individuals – a 6.68% increase from 2010 with an annual median wage of \$33,589. Architectural and Engineering occupations in 2020 are estimated to total 16,472 by 2020 – an 8.5% increase with an annual median wage of \$65,427.<sup>1</sup>

**BUSINESS AND FINANCIAL OPERATIONS** – Projected employment for 2020 is estimated to total 56,859 individuals – a 17.69% increase from 2010 with an annual median wage of \$57,587.<sup>1</sup>

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<sup>1</sup> Wisconsin Department of Workforce Development, Office of Economic Advisors, October 2013

**HEALTHCARE** – Projected employment for Healthcare Practitioners and Technical Occupations in 2020 is estimated to total 64,203 individuals – an 18.34% increase from 2010 with an annual median wage of \$59,862. Healthcare Support occupations in 2020 are estimated to total 35,374 by 2020 – a 22.63% increase with an annual median wage of \$25,797.<sup>1</sup>

**INFORMATION TECHNOLOGY** – Projected employment for 2020 is estimated to total 28,723 individuals – a 21.21% increase from 2010 with an annual median wage of \$69,125.<sup>1</sup>

**CONSTRUCTION** – Projected employment for 2020 is estimated to total 33,251 individuals – a 19.20% increase from 2010 with annual median wage of \$53,010.<sup>1</sup>

## MANUFACTURING COMMUNITY DESIGNATION

MAWIB is proud to be a key partner in the recent designation of the Milwaukee Region as a "Manufacturing Community" as part of the federal Investing in Manufacturing Communities Partnership (IMCP) initiative. The U.S. Commerce Department–led program is designed to accelerate the resurgence of manufacturing in communities nationwide by supporting the development of long–term economic development strategies that help communities attract and expand private investment in the manufacturing sector and increase international trade and exports. From the 70 communities that applied, only a dozen were selected based on the strength of their economic development plans, the potential for impact in their communities, and the depth of their partnerships across the public and private sectors to carry out their plans. The winning Manufacturing Communities will receive coordinated support for their strategies from eleven federal agencies, with \$1.3 billion available in federal economic development assistance. These communities will also receive dedicated federal liaisons to help them navigate available federal resources.

One of six key strategies of the IMCP initiative is workforce and training. The Milwaukee region’s overarching strategy seeks to better align workforce development with growth

and job opportunities in energy, water, and food manufacturing. The Regional Workforce Alliance (MAWIB, WOW, and SE Workforce Development Boards) will work with local technical colleges and workforce institutions to align training and curriculum. In addition, the region will create more flexible and accessible onramps into manufacturing including mobile training labs, veterans’ partnerships, and a Manufacturing Diversity Institute.

## CARGILL PLANT CLOSURE

MAWIB’s Dislocated Worker program (HIRE Center) has been front and center in assisting the displaced Cargill workers. Staff conducted orientations at Serb Hall (organized by Cargill) on August 11 and 13, and they assisted Job Service staff at Cargill’s Job Fair on August 14, also at Serb Hall. At MAWIB’s office, staff conducted orientations in both English and Spanish for the laid-off workers on August 15, 19 and 21. Staff is also assisting DWD in setting up a Somali networking group, as well as networking groups for the other refugee populations.

**Participant Quote**

*“An accomplishment I achieved is that I have become a better worker and showed growth through my work experience since last summer. My goals for*

MAWIB’s Business Services Team also assisted the Job Service staff at the Cargill Job Fair on August 14. As a follow-up to that event, MAWIB partnered with MATC and the Mayor’s office for another Job/Resource Fair for displaced Cargill workers on August 26 that took place at MATC’s Walker’s Point Education Center. At that event, 39 employers and 14 resource organizations were represented. Employer self-reported hires starting from the August 14 Job Fair through August 26 is 71.

## 2014 EARN & LEARN PROGRAM

In 2014, the success of the Earn & Learn Summer Employment program included employing over 1,200 youth with a 90 percent employer retention rate. Young people were exposed to a variety of experiences through a number of programs and partners, including Milwaukee County Parks, Culinary Arts Program/Wisconsin State Fair, and the

Milwaukee Conversation Leadership Corps. The Earn & Learn Summer Employment program conducted Work Readiness training which incorporated resume development, proper application completion, interviewing skills, dress for success, and soft skill development.

The Earn & Learn Summer Employment program youth received financial literacy that was conducted through the FDIC. Many Earn & Learn Summer Employment program youth participated in a personal banking and financial management activity with Junior Achievement at their Finance Park location. The Earn & Learn Summer Employment program had youth participate in career enrichment activities with a specific sector focus through AT&T (IT), Chase (Financial Services and IT) and Discovery World (STEM).

## BUSINESS SERVICES TEAM ACTIVITIES

The MAWIB Business Services Team responds quickly to emergency situations like the Cargill plant closure, but they also work every single day to assist employers in finding talent, recruiting and screening resumes, and entering into On-the-Job Training contracts. Business Services Team members coordinate and collaborate with city economic development staff and BID/TIF organizations to develop employer relationships and deliver services.



Following are a list of local employers who have recently received MAWIB Business Services Team assistance, enabling them to meet talent demands, fill jobs, and keep the local economy vibrant:

**Manufacturing:** CTC Supplies, Cintas, DRS Power & Control, Standard Machine, Felins, Milwaukee Gear, Lakefront Brewery, Matzel Manufacturing, Solaris, Milwaukee Machine Works, Milwaukee Bearing & Mach., WI Expo, and Miller Baking

**Transportation:** Transit Express and FedEx SmartPost



**Construction:** Right Price Home Improve  
Signs Now

**Graphic Design:**

## ME2 – FOCUS ON ENERGY HOME PERFORMANCE PROGRAM

The City of Milwaukee Department of Administration – Office of Environmental Sustainability, in partnership with MAWIB, provided funding for career building analyst (energy auditor) training to ten (10) individuals through the Building Performance Institute (BPI) training and certification program. The classroom-based instruction was provided by Clean Edison and field training was provided by the Wisconsin Energy Conservation Corporation. Classroom instruction and testing was held at MAWIB and the contract came in under budget.

### ***9 Trainees***

- 3 Small Business Owners (Energy Contractors)
- 6 Unemployed Individuals with Career Interest in Energy

### ***Training Results***

- 8 – Completed the classroom instruction and exam
- 6 – Completed the classroom and field trainings and passed exams

### ***Certification and Employment Results***

- 4 out of 6 trainees who completed the training became certified
- All 6 trainees became gainfully employed

#### **Employer Quote**

*“It was a pleasure to take part in the class, and you did a wonderful job in putting things together as well as creating a positive and productive atmosphere.*

*This training will be very beneficial to myself and HomeSealed, LLC as it gives me the ability to better manage my other certified Building Analysts on staff by understanding the technical aspects of the job, and it also gives us another energy consultant on staff to fill*

## MAYOR’S MANUFACTURING PARTNERSHIP

The Mayor’s Manufacturing Partnership (MMP) initiative continues to have success working with manufacturing employers to meet their workforce needs. MMP was created

to address the skills gap by working with employers to fill open manufacturing positions with skilled workers. The program exceeded its project goals of training 150 individuals in manufacturing jobs and connecting 500 individuals with employment or career pathways in manufacturing. This initiative continues to reinforce the need to offer training, services to employers, and employment opportunities for the entry level and advanced manufacturing industries that are short-term and reveal a career pathway for the individuals we serve.

### *Types of Training Provided*

- Industrial Maintenance Manufacturing
- Basic Machine Shop
- Computer Numerical Control
- Entry- Level Manufacturing
- Manufacturing Skills Standard Certification
- ISO Internal Auditing
- Safety/OSHA
- Employment Essentials – Job Readiness

### *MMP Cumulative Outcomes (March 2012 – August 2014)*

Training Types	Enrollments
Occupational Skills Training	289
On the Job Training	77
Incumbent Worker Training	440
<b>Placement in Employment</b>	
Occupational Skills Training	187
On the Job Training	45



Incumbent Worker Training	212
Direct Placements (Hires)	334
Manufacturing Apprenticeships	5
<b>Number of Employers Served</b>	<b>204</b>

## DEPARTMENT OF PUBLIC WORKS LANDSCAPE INITIATIVE

The four month paid training program was sponsored by the City of Milwaukee, MAWIB, and WRTP/Big Step. Training began on February 3, 2014, and concluded with the graduation ceremony on May 30, 2014. The project was initiated by a former City of Milwaukee employee, David John Dombrowski, who bequeathed his entire estate to the Department of Public Works (DPW). The City allocated nearly \$95,000 of his donation to launch the Landscape Training Initiative. The City of Milwaukee passed resolution authorizing the DPW to use these funds. Then, DPW reached out to MAWIB to provide this opportunity for employment and training to under and unemployed workers. MAWIB provided funding for the landscape training itself and the City of Milwaukee paid the participant wages. This model encouraged participants to learn industry-specific skills to obtain jobs with family-supporting wages. MAWIB and the City aim to provide similar skill and wage deliverables through other programs to break the cycle of unemployment in the city.



***Training and Employment Results:***

- 250 applicants for 35 slots
- 35 individuals placed into training
- 25 individuals completed the training
- 23 individuals gainfully employed
  - 15 – City of Milwaukee
  - 8 – Private Employers

## NORTHWESTERN MUTUAL OFFICE TOWER PROJECT

The City of Milwaukee and MAWIB are working together to maximize the employment of under-represented workers on Northwestern Mutual’s office tower project. The City is investing \$500,000 to train workers using WRTP/Big Step as workforce intermediary. MAWIB is leveraging an additional \$250,000 in Individual Training Account (ITA) vouchers to ensure workers are trained properly and meet the skills needs of employers. This project represents the first example of ongoing collaboration between the City and MAWIB in an effort to connect under-represented workers to training, employers, and current construction projects in the city.

## MILWAUKEEBUILDS

MAWIB has partnered with the City of Milwaukee on MilwaukeeBuilds since 2010 with funding provided by DWD, MAWIB, and CDBG. MilwaukeeBuilds provides paid work experience, educational services, and job placement for long-termed unemployed individuals.

Currently, Milwaukee Builds works with both the Youth and Adult population focusing on the deconstruction and new construction of various projects from the Housing Authority, Gorman & Company, and City of Milwaukee projects. The success of this program is predicated upon participants earning numerous portable credentials, inevitably enhancing employability.

Most recently, the August 26, 2014 graduation resulted in 93% training completion rate by 27 of the 29 enrolled trainees completing the intensive four month training to obtain the following credentials:

- HAZWOPPER
- Lead Abatement Certificate
- Lead Safe Renovation
- OSHA 10

At this time, program staff is in the process of moving individuals from subsidized employment to unsubsidized employment.

## TRANSITIONAL JOBS PROGRAM – FOSTER CARE

MAWIB's Foster Care Transitional Jobs Program is a two year project for 125 youth funded by \$1.7 million from the Wisconsin Department of Children and Families. This program helps students transitioning from foster care by preparing them for work through services and a transitional job followed by assistance obtaining an unsubsidized job. The foster care population has many barriers ranging from homelessness, to lack of a support system, to trauma. MAWIB's services and work experience opportunities can engage youth and help improve their chances for independence.

MAWIB has placed 10 youth with the Riverworks Ambassador program, two of whom were promoted to Crew Leaders at an hourly rate of \$11.00. The Ambassadors (the youth workers) will also receive financial literacy training in addition to 1040 subsidized work experience. The goal is to place all 10 in unsubsidized employment by the end of their 1040 hours.

MAWIB has referred 10 youth to the City of Milwaukee – Department of Public Works, five of whom passed the interview and drug screen process and are scheduled to begin on September 8th.

Overall, the Transform Milwaukee Foster Care Program, MAWIB has placed 39 youth in subsidized employment, fifteen of whom have met their 60 day retention benchmark.

Through the Transform Milwaukee Foster Care Program, MAWIB has engaged with employers to provide subsidized employment which may lead to unsubsidized employment over the next 12 months. Some of these employers include;

- Knights Popcorn
- Milwaukee Working
- Habitat for Humanity–Restore (east and west locations)
- Southwind Marine
- Milwaukee County Parks
- Riverworks