

# CLICK2WORK MILWAUKEE

Finance & Personnel Committee December 13, 2017

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**yojobe**

# YOLOBE TEAM

Experience + Passion



**Co-Founder &  
CEO**

**David Douglas**

20+ Years IT Consulting  
Serial Entrepreneur



**Co-Founder &  
CTO**

**Jason Lambert**

10+ Years Software Developer  
Expert in Large Scale Systems  
Development

**Young Adult Team**

40+ Interns, Hundreds of Volunteers  
(over 3 years)

# LEADERS

Thank You

## Council Members

President Ashanti Hamilton

Ald. Milele A. Coggs

Ald. Russell W. Stamper, II

Ald. Jose Perez

Ald. Chantia Lewis

Ald. Khalif J. Rainey

Ald. Cavalier Johnson

# FEEDBACK & SUPPORT – THANK YOU

Organization	Name	Organization	Name
Chairperson Finance & Personnel Committee	Alderdwoman Milele A. Coggs	DWD – Job Center of Wisconsin	Brian Domenoski
Vice Chairperson Finance & Personnel Committee	Alderdwoman Chantia Lewis	Employ Milwaukee	Rob Cherry Anna Mullikin
Vice Chair Judiciary and Legislation Committee	Alderman Cavalier Johnson	WRTP BIG STEP	John Anderson
Executive Assistant to President Ashanti Hamilton	Deborah Moore	Social Development Commission	Diane Robinson Tyrone McKee
Legislative Assistant to Ald. Nik Kovac	Amanda Cervantes	Boys & Girls Clubs	Dave Knutson
City Clerk – City of Milwaukee	Jim Owczarski	Running Rebels	Dawn Barnett Donta Williams
Deputy City Clerk – City of Milwaukee	Richard Pfaff	Goodwill Industries	Dan Depies
Common Council Outreach Liaison	Arlisia McHenry	WestCare	Elizabeth Coggs Tonijanae Momon
Common Council Youth Committee Chairperson	Kalan Haywood	Riverworks	Darryl Johnson
City of Milwaukee – ITMD	CIO Nancy Olson	ProTrade	Rashaad Washington
City of Milwaukee – DER	Flowers Nash	Pathfinders	DeShanda Williams
YWCA	Jamaal Smith	UNCOM	Blake Tierney

# COORDINATING COUNCIL

## Thank You

MEETING - NOVEMBER 15, 2017

<b>Organization</b>	<b>Name</b>	<b>Organization</b>	<b>Name</b>
America Works	Carlyle Outten	Milwaukee Urban League	Rose Cherry
Center for Veterans Issues	B.G. Robert Cocroft	Northcott Neighborhood House	Mac Weddle
City of Milwaukee - CDGA	Steve Mahan	ResCare	X'antony Brookens
City of Milwaukee HACM	Maria Rodriguez	Riverworks	Darryl Johnson
Employ Milwaukee	Earl Buford	Ross Innovative	Isadore Parker
Employ Milwaukee	Former Ald. Willie Wade	WRTP/BIG STEP	John Anderson
Employ Milwaukee	Scott Jansen	WI. Department of Children & Families	Dashal Young
YWCA	Paula Penabaker		

# OUR WHY

## Young Adult Challenges



### SOCIAL CAPITAL

Weak  
networks



### SKILLS GAP

Low  
experience



### BARRIERS

More  
obstacles



### UNEMPLOYMENT

High unemployment  
rates



# COMPLICATIONS

## Organizational 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

# VISION

## Daring to be Bold

Improve the lives of our young adult population by dramatically increasing access to the opportunities, resources, and services they need to succeed

Years  
1-2

Regional leader  
2x improvements on key metrics

Year 3+

National leader  
5-10x improvements on key metrics



# SOLUTION

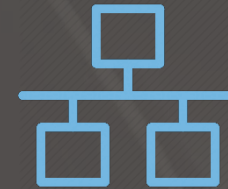
## Social Media Opportunity Platform



**MOBILE  
FIRST**



**YOUNG ADULT  
FOCUS**



**NETWORKS  
OF TRUST**



**CAREER  
READINESS**



**SOCIAL  
CAPITAL**



**OPPORTUNITY  
DISCOVERY**

# HOW IT WORKS

## Workforce Workflow Model



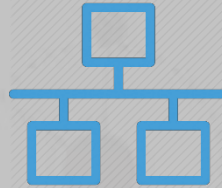
# COMMUNITY

## Network Model



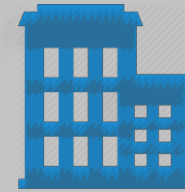
### USERS

- Teenagers (13-19)
- Young adults (18-24)
- Millennials (17-37)



### NETWORKS

- Cities & municipalities
- Workforce agencies
- Schools and districts
- Faith and community based organizations
- Youth organizations
- Post-secondary institutions



### PROVIDERS

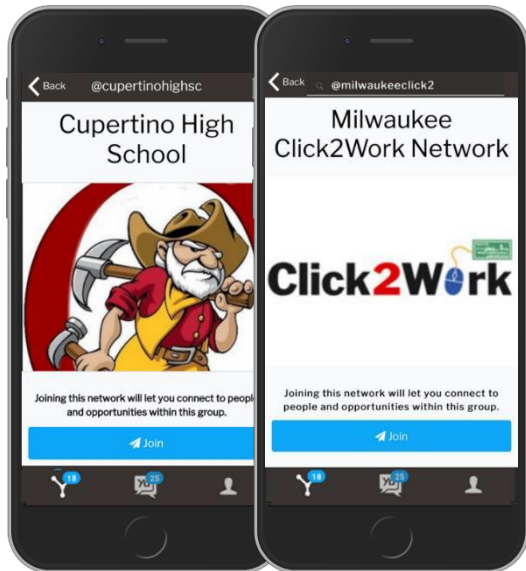
- Employers
- Training and education providers
- Professionals / community
- Mentors & tutors
- Colleges & universities

# CONNECT

## @click2work Everywhere

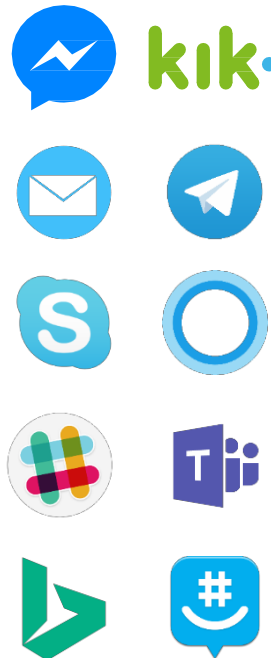
6000+ developer hours spent tuning a platform that works

### VIA APP

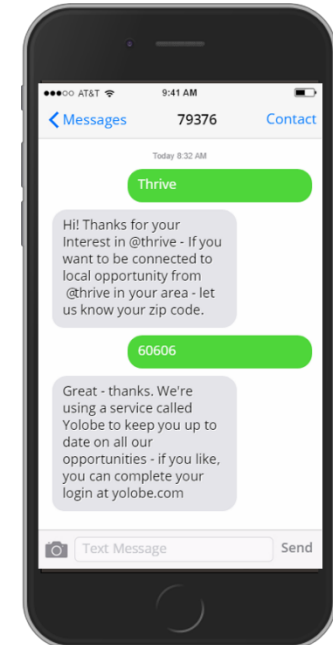


**Yo** 50 Updates with new features over 18 months

### VIA SERVICES



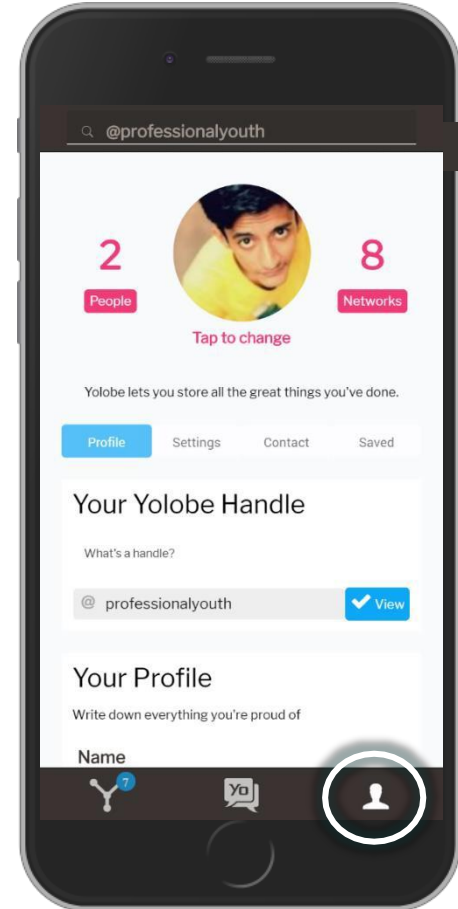
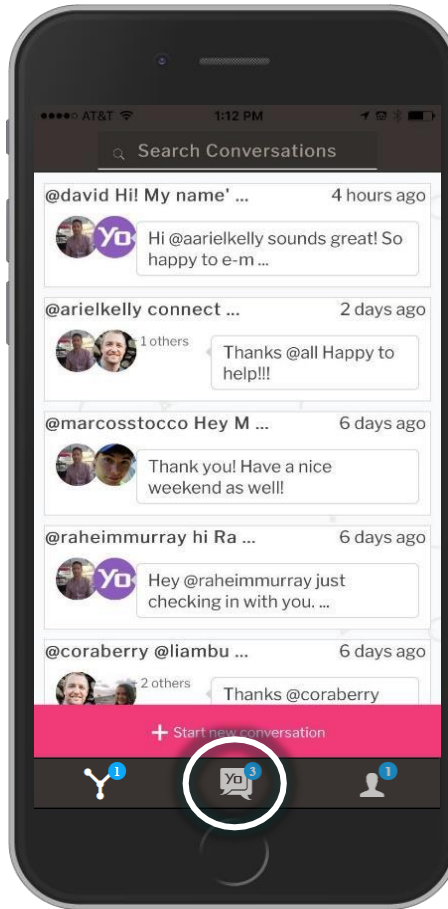
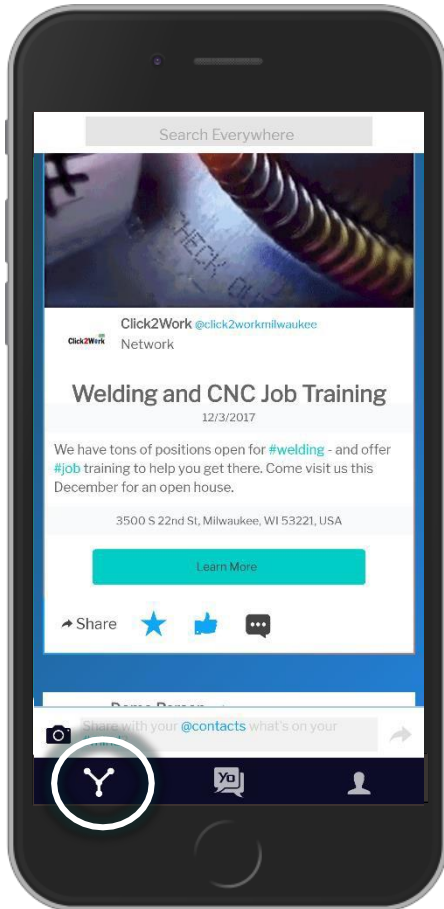
### VIA SMS



# PRODUCT

## Instagram for Opportunity


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



# 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

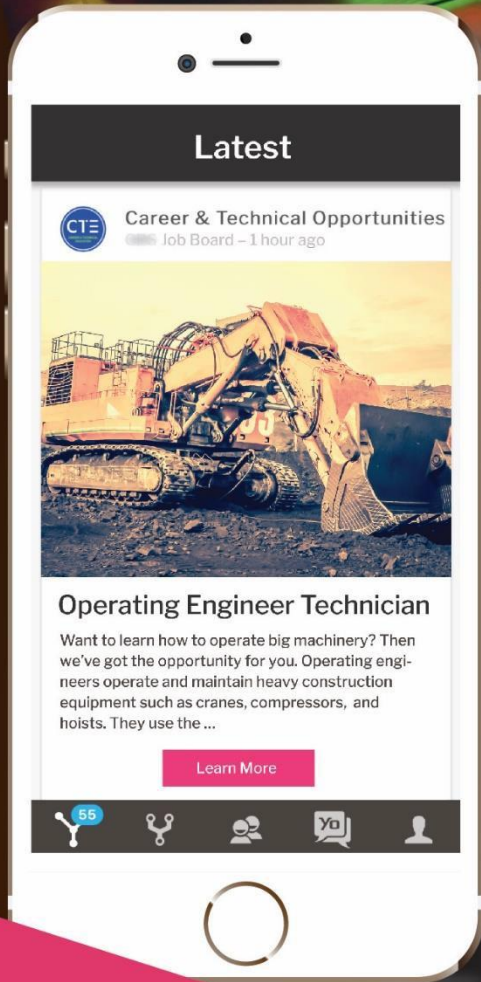
**My Goal** Help & Support ▾

**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



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

Email your  
**opportunities** to:

[Click2work@yolobemail.com](mailto:Click2work@yolobemail.com)

# 2018 Plan

## Wave 1

Q1

Q2

Q3

Q4

### Go Live

- ✓ Current C2W subscribers
- ✓ Wave 1 training 2/16, 2/23, 3/2, 3/9, 3/16, 3/23
- ✓ Governance team in place
- ✓ Marketing plan
- ✓ Opportunity sourcing

### Wave 1

- ✓ Up to 30 organizations (based on overall readiness)
- ✓ C2W marketing launch
- ✓ C2W administrator onboard
- ✓ Monthly governance meetings
- ✓ 2x retrospective for participants
- ✓ Wave 2 training (Q3 dates TBD)

### Wave 2

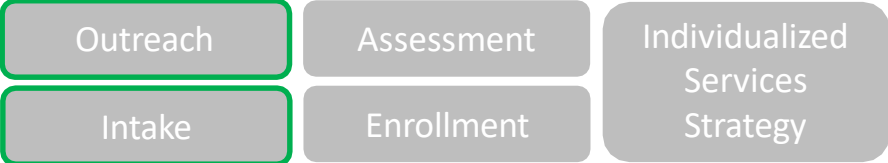
- ✓ Open to other organizations
- ✓ Monthly governance meetings
- ✓ Quarterly retrospective



# Wave 1

## Feature Scope

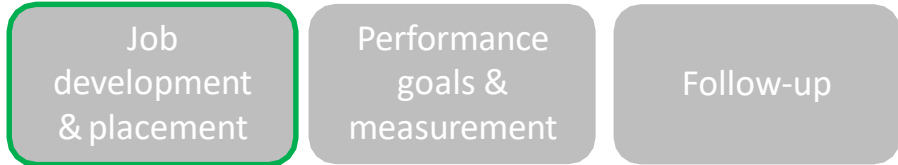
### Connect



### Learn & Earn



### Employment



Indicates higher priority for Wave 1

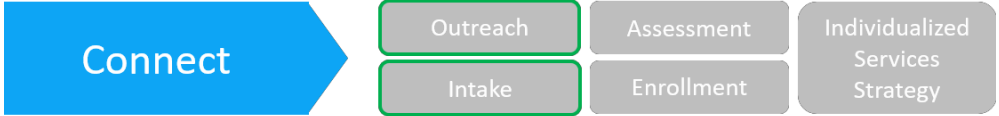
# WORKFORCE MODEL

## Process Flow



# FEATURES

## Detailed View



### Key Features (Wave 1)

- Available on mobile, web, and SMS
- E-mail, SMS, Facebook authentication
- Public URL for all networks
- Basic profile information: age, bio, interests, zip, telephone, e-mail, picture
- Add barriers to profile

- Search, discover, recommend networks (geolocation & match)
- E-mail and SMS subscriptions
- SMS registration

### Post Wave 1

- QR code for event check-in
- Eligibility workflow management



### Key Features (Wave 1)

- Post sector based opportunities
- “Network inbox” and dashboard
- Leads can be shared (referred) to needed @organizations
- Labor exchange self-serve and assisted
- Search, discover, recommend opportunities (geolocation & match)

- Shares tracked to see if viewed, and with room for response information

### Post Wave 1

- Referral workflow
- Supportive services flow based on identified barriers and needs
- Search for supportive services (child care)

# FEATURES

## Detailed View

### Employment

Job  
development  
& placement

Performance  
goals &  
measurement

Follow-up

#### Key Features (Wave 1)

- Online viewable profile
- Centralized e-mail for opportunity sourcing
- Pre-screening candidates
- Opportunity posting and management (including program eligibility matching)
- Referral to internal and general labor exchange support services like resume workshops
- Basic metrics and reporting

- Messaging for follow-up and ongoing engagement (direct and group messaging)

#### Post Wave 1

- Application workflow and resume provisioning
- Partner/employer opportunity management
- Integrations with 3<sup>rd</sup> party opportunity sources
- Responsive network dashboard
- Advanced metrics and reporting

# YOUNG ADULT SUCCESS METRICS

Aligned with WIOA

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

# Roles & Responsibilities

## Network (Workforce Agency)

### Career Specialists at Network Agencies

- Job Seeker relationship management
- 1:1 communication
- Skills Assessment
- Individualized Employment Plans
- Find Opportunities
- Refer supportive services

### Employment Service Specialist at City

- Work closely with all city wide employment service agencies & WI. DWD
- Streamline online announcements for jobs, job training & supportive services
- Job Seeker customer service
- Online TA & Trouble Shooting
- Train & Support career specialists

# @click2work

## Network Alliance Hub

Basic  
Networks

Premium  
Networks

### Alliance Hub

\$399/month  
(when billed annually)

30 network alliance

### Features

- ✓ Jobs, internships, and other opportunities
- ✓ Mobile messaging (individual and group)
- ✓ Digests & notifications
- ✓ Full reporting & analytics
- ✓ External connectivity (SMS, Messenger, KiK, Skype, e-mail, +others)
- ✓ Priority e-mail support
- ✓ Lead generation
- ✓ Referral workflow
- ✓ Premium content
- ✓ Consolidated reporting & analytics
- ✓ 3<sup>rd</sup> party integration
- ✓ Priority e-mail & phone support

# NETWORK PRICING

## Tiered Pricing

Basic

\$0

Free, forever

### Features

- ✓ Jobs, internships, and other opportunities
- ✓ Mobile messaging (individual and group)
- ✓ Digests & notifications
- ✓ Basic reporting & analytics

Premium

\$199

USD/month/network  
(when billed annually)

### Features

*All 'Basic' plus...*

- ✓ Provider SMS & e-mail integration
- ✓ External connectivity (SMS, Messenger, KiK, Skype, e-mail, others)
- ✓ Advanced reporting & analytics
- ✓ Priority e-mail support



# QUESTIONS

## Q&A

**yo|lobe**

Opportunities, Jobs and Community  
Connections

everything@email.com

....

Login

Forgot password ?

Sign up for a Yo|lobe Account

f Continue with Facebook

What is Yo|lobe?

# BRIDGING INFORMATIONAL, SPATIAL & PERCEPTION GAPS