

# Talking Points DCMKE Commn. File # 181256 – Dec 12 2018

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## **INTRODUCTION (Slide #1)**

Good Morning Chairwoman Coggs, Vice Chairwoman Lewis and honorable committee members. Bernadette Karanja, Common Council – City Clerk Workforce Development Coordinator.

Thank you for giving us the opportunity to briefly share efforts accomplished with DCMKE in the last 12 months. I am joined by David Douglas and Jason Thompson.

*(Pause for David & Jason to intro themselves) “*

*David Douglas is CEO and co-founder of Yolobe, Inc. Chicago and Jason Thompson our new Workforce Outreach Specialist”.*

We are here to present, for your consideration, the achievements and lessons learned with conceptualizing and building DirectConnectMKE (DCMKE).

## **Next Slide (#2):**

We are innovatively **Creating Awareness about Job Training & Placement Opportunities**

I am especially grateful to Alderwoman Milele A. Coggs for spear-heading the inception of DirectConnectMKE; which I am happy to report with gratitude – is now supported by **flip to Slide (#3)** our Mayor, Tom Barrett and all of Our Council Members **flip to Slide (#4)**

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## Next Slide (#5):

We first met David Douglas and Jason Lambert on June 7<sup>th</sup> 2017 when he agreed to help us build a workforce based social media platform targeted at Millennials aged 17-37 years old. Special thanks to David for his donation of over 10,000 hours of his work team; used to build and customize the platform to meet Milwaukee's specific needs.

- 📄 Market value of DirectConnectMKE stands at \$1.5 million
- 📄 Yolobe continues to power DCMKE's platform and provide technical assistance to Phase I Members through a renewal contract with the City of Milwaukee
- 📄 Hopefully subject to your recommendation for approval today, the Yolobe contract will be renewed for at-will contract extensions that would authorize non-substantive changes. This allows us to regularize the relationship with Yolobe in a manner that (a) doesn't require a re-visit every year and (b) accurately reflects the shape of the relationship over the long term.

[Ask David to mention a little of what he is doing with Yolobe beyond DCMKE](#)

## Next Slide (#6):

The objective of creating DCMKE was essentially to capture the attention of corporate employers and of job seekers aged 17 and over by digitally connecting labor supply to employer demand; while uniquely building and sharing secured social capital by youth and young adults. In addition, selected staff from 32 Employment Service agencies and city departments now have a digital platform where they can recruit, intake and assess job seeker eligibility in a digitized more efficient manner.

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## Next Slides (#7): - (Picture with Honorable Council Members)

We conducted a **Soft Launch** of DCMKE on July 12<sup>th</sup> 2018 attended by five of our Honorable Council Members and where four cohorts of career managers and community leaders from 26 Wave One Member organizations built their online profiles.

## Next Slide (#8):

📄 In order to have a successful soft launch we:

- Created awareness about DCMKE benefits by driving traffic to DCMKE website ...using:
  - City e-notify aldermanic and DCMKE categories
  - Our DCMKE Facebook Page
- Recruited 230 Milwaukee career managers and community leaders of which 116 attended 4 hour training sessions and 40 attended the soft launch event on July 12<sup>th</sup> 2018
- 32 established Organizations became Phase I Members with one or more DCMKE Administrators for a total of **138 Administrators to date** on the platform who in turn are recruiting job seekers.
  - Some organizations and departments such as Journey House, DPW's Compete Milwaukee and the Parenting Network plan to conduct mini-launches of their own
- Participated in 140 community **events** and **meetings to date** to promote DCMKE and Milwaukee's employment opportunities

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- Posted over 275 DCMKE E-notifications from 122 corporations in 9 Aldermanic Districts for over 2,950 subscribers per post. [Districts 1, 2, 4, 6, 7, 8, 9, 12 & 15]
- Grew DCMKE E-Notify subscription 9 times over from 74 subscribers to 665 subscribers
- In three months - **Between Mid- July and Mid-October 2018:**
  - 📄 32 Phase I Organizations joined of which 21 committed in writing to providing feedback during the six month pilot phase (August 2018 to January 2019).
- Between **Mid-October and Nov 30<sup>th</sup> 2018** visits grew eight times over from 400 to 3,315 visits. In addition we observed that:
  - 📄 138 Member Administrators who have a passion and competency in serving young adults.
  - 📄 249 App Users
  - 📄 187 Email Users
  - 📄 Over 260 Opportunities Posted

Which combined are 436 Users and Administrators. 298 are Job Seekers.
- A built-in dashboard allows us to see who is active on the platform in real-time.
  - 📄 Monthly engagement stood at 50% to 45% in October and reports at 36% in November. We are attributing this downturn in engagement to the holiday season.
- .Three large organizations are now Premium Members
  - 📄 SDC, AmericaWorks & Employ Milwaukee

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## Next Slide (#9):

- We reach out to DCMKE members for Informal site visits which regularly occur a month to six weeks after an Administrator is trained. This fall, we have conducted informal site visits - **using a survey instrument** - with 17 of the 32 Phase I Organizations. This was to determine:
  - 📄 What our Phase I members offer for services and how many of these services are posted on DCMKE.
    - 🕒 4 organizations are scheduled for visits in December for a total of 19 to be visited by the end of the year.
    - 🕒 9 are non-responsive to our request for a site visit and
    - 🕒 2 (EM/DER) were recently trained and will be contacted for site visits early in 2019.

## Next Slide (#10):

- Survey outcomes indicate that our DCMKE Phase 1 Organizations have a wealth of supportive and placement services ranging from internships to vocational rehabilitation, with job training and education being the highest service provision.
- While we are encouraged by how many of these services are posted on DCMKE, we also realize there are variances in posting re-entry services and mentorship services and these results will help us furnish our follow up TA conversations with DCMKE Administrators

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## Next Slide (#11)

- From this slide you can clearly see that all our DCMKE Phase 1 Administrators are experienced in the process used to intake, assess, refer, follow up and prepare job seekers for subsidized and unsubsidized placements.
- However, we also see where the work needs to be done with our Administrators' ability to **post related activities or input data** particularly on verifying eligibility, assessments and placements.
- Happily, with the hire of Jason Thompson on October 22<sup>nd</sup>, we now have the capacity to frequently follow up with our DCMKE Administrators by providing technical assistance in posting and inputting data and tracking, using our state of the art dashboard.
- While DCMKE Administrators are excited about the platform and think it is wonderful, qualitative survey comments from members on why this deep inputting variance is occurring indicate the following:
  - Making time to prioritize utilization of the platform is a challenge.
  - Learning to developing a reporting cadence for a fairly new method of reporting and tracking will take time.
  - Delays may be caused by the Administrator's ability to fully utilize and/or discover that DCMKE does have features fully capable of storing and tracking data in each job seeker's profile.
  - Finding time or point person to post placement efforts.
    - ☞ This is especially the case with smaller grassroots organizations who have limited staff capacity but still have a strong and phenomenal community presence
  - Needing a refresher course on optimizing usage of the platform

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## Next Slide (#12)

- DCMKE creates a cadence of **training, goal setting** and **qualitative feedback** for all its DCMKE Administrators. Goal setting and qualitative feedback is conducted during **informal site visits**:
  - **Training:** Administrators must be trained for 2-4 hours. Training duration depends on the level of interactivity and participants' skill-set and comfort in using social media.
  - **Goal Setting:** Since each organization is unique, DCMKE encourages the creation of fluid and realistic goals for their monthly reporting. This helps us identify how our members are utilizing the platform. We encourage our DCMKE Organizations to identify where their **ideal** and **realistic** number stands for each of the following goals:
    - ☞ Number of People (Users) who have joined their Network on DCMKE.
    - ☞ Total Number of Opportunities they've posted on DCMKE.
    - ☞ Percentage of Users who have connected to their Network; meaning - they have visited in last 30 days at least.
- A few DCMKE Phase 1 organizations have submitted their goals but we need a lot more to respond back to so we can have a full report to share with you.

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## Next Slide: (#13) Our “Why”

- Why are we so passionate about reducing unemployment when it appears like our state is reflecting low unemployment numbers? We are reporting unemployment at 2.9% as of June 2018.
- Our youth and young adults from our emerging urban areas are predominantly African American and Latino. **They have such great potential** – that our economy cannot afford to waste or ignore.

## Next Slide # 14 – Our Solution

- Our goal is to focus on collaborating with DCMKE members comprised of CBOs and City Departments in implementing the identified **solution and improving** the economic and employment opportunities and outcomes for our residents in our emerging neighborhoods; who we define for purpose of this presentation as residents who are:
  - ☐ Unemployed
  - ☐ Earn less than 200% of the federal poverty level
  - ☐ 18 years of age or older (*we are planning on reaching out to 16 & 17 year olds through our public school system in 2019*).
  - ☐ Have limited access to postsecondary education

## Next Slide: (#15) Unemployment By Age - City of Milwaukee

In the City of Milwaukee, ACS census projection data estimates that there are about 30,735 unemployed residents aged 16 and over with about 18,230 falling within our target age range of 16 to 34 year olds.



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## Next Slide (#16):

Since The Great Recession, the number of disconnected unemployed youth and young adults had declined nationally. But low percentages overall can mask differences for ‘minority’ populations. **We still have a great number of young people of color who graduate from high school and are disconnected from work.** Top economist Mark Levine<sup>1</sup> attributes the skills gap in Milwaukee to **a deficiency in aggregate labor demand and slow economic growth – *not on the skill set of the unemployed.*** This information is not aimed at delineating our recent economic growth rather it is aimed at imploring our corporate champions to take a second look at the potential our urban youth and young adults already have. This is an important factor to consider.

**Table 1:**  
**Real Wage Growth in Selected States: 2001-2011**

STATE	% REAL WAGE CHANGE, ALL WORKERS	% REAL WAGE CHANGE, PRODUCTION JOBS
Wisconsin	-1.1	-4.6
Wyoming	+16.4	+25.4
North Dakota	+11.8	+8.1
Texas	+0.7	+0.8
United States	+0.3	-1.7

Source: BLS, Occupational Employment Statistics

## Next Slide (#17)

**Table 2 indicates a synopsis of the 22 of the 25 jobs projected to provide the largest number of job openings in the state between 2010 and 2020 by DWD (Through WORKnet). Notice these require a high school diploma or less and almost all**

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<sup>1</sup> UWM Center for Economic Development. Working Paper Feb 2013. The Skills Gap and Unemployment in Wisconsin: Separating Fact from Fiction. 2013, by Marc V. Levine

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**require short-term on the job training.** Overall, Occupational projections of 103,400 total annual openings projected to occur through 2020 indicate that 70% of these **jobs require a high school diploma or less** and 64% require short to moderate term on the job training by way of education and training requirements. This trend doesn't appear to be beyond the current educational attainment of the Wisconsin Workforce.

**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

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## Next Slide (#18):

According to ACS Census data for 2006-2010; **78.7% of Black Adults aged 25 and above have a high school diploma while Latino Adults indicate a 60.4% high school attainment.**

**Table 3:  
Educational Attainment By Race in Metro Milwaukee:  
1970-2010 Percentage of Adults (25+) With High School  
Diplomas**

GROUP	1970	1980	1990	2000	2010
Black	34.0	53.4	60.7	68.3	78.7
White	58.4	74.0	82.5	88.9	93.3
Hispanic	40.2	44.9	51.7	52.4	60.4
Total Pop	50.2	71.7	79.5	84.7	88.8

Source: U.S. Bureau of the Census; Census of Population (1970-2000); American Community Survey (2006-10)

**Our Millennials have great potential and they are Milwaukee's Future and they are employable with strategic effort in work experience and job shadowing by corporate champions and employment service organizations.**

## Next Slide (#19): 7 Fascinating Facts about Millennials

See slide.

## Next Slide (#20 & 21) Heat Maps

- While unemployment rates have declined overall in all 12 of Wisconsin's metro areas over the past year, we still indicate **staggering unemployment rates** now in 10 of our 15 Aldermanic Districts only comparable with third world countries.

<https://countryeconomy.com/unemployment>

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- LRB prepared heat maps by census tracks based on 2012-2016 ACS projections. Hard copies of these heat maps are provided to you for ease of reference. We show case these maps – **not because we want to show case the negative but only so that we can (as the DCMKE collaborative of organizations and administrators):**
  - 🔗 **Be targeted and strategic in reaching census tracks that need our support the most – and those are marked in deep to light red where unemployment ranges from 30% to 75%**
  - 🔗 **Place a sense of urgency and fiscal resources behind our DCMKE efforts sooner than later.**
- With additional fiscal capacity our strategy will be to:
  - 📄 Combine door to door efforts with
    - 🔗 The launch of an inbound marketing campaign targeted principally in the areas identified as having the highest unemployment need in our Aldermanic Districts.

## **Next Slide (#22) Our 2019 DCMKE GOALS include:**

- Enhancing the design and brand of DirectConnectMKE (DCMKE) to include debugging and upgrading functions recommended by Phase One Inaugural Members who are comprised of 32 employment and supportive service agencies.
  - Promote DCMKE with thousands of e-notify subscribers while maintaining a posting presence on the latter.

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## **Next Slide (#23) Our 2019 DCMKE GOALS (continued):**


- In addition, we will maintain existing membership of Phase One DCMKE Members and their Users who include Milwaukee Promise Zone Partners.
- Expand DCMKE's reach and usage by 30% to include job seekers, career mentors and corporate champions.

## **Next Slide (#24)**

- **We are happy to report that we have met 67% of our 2018-2019 planned activities with 10 of these 15 indicated - effected.**

## **Next Slide (#25) OPERATIONAL BUDGET**

- We are in talks with CDBG's Director Steve Mahan to apply for Reprogramming funding which will be used for the promotion and capacity building needed for a full Launch of DCMKE in the Summer of 2019.

 *At the anticipated 2019 Budget hearings for 2020, we plan on making a solid ask of this honorable body for a levy-based budget. (smile) as this is the people's platform. 😊*

This operational budget will enhance the growth of WD Office, in incremental successes which will resonate in the City of Milwaukee beyond 2019. With this budget we will reduce diminishing returns experienced by lower fiscal capacity and we will focus on the existing growth challenge – which is a good thing.

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## **(Slide #25)** A quick go-through on the line items proposes:

**Retaining Yolobe, Inc.** to power DCMKE’s social media job leads and placement platform at a monthly rate of \$419 per month for the governing Alliance Hub (which is City of Milwaukee) for a total of \$5,035 to:

- ⌚ Provide online mobile connections to Millennials (*latter at no cost*)
- ⌚ Administrate an alliance of 40 organizations for Wave 1 & 2 with outreach, intake, industry-based activities job training and placement leads.

**Retain a UWM or Marquette Subject Matter expert.** Depending on the scope of our program needs a choice would be made to retain either one of the following SMEs: (a) [UWM Consulting Office for Research and Evaluation \(CORE\)](#) (b) [UWM Center for Urban Initiatives& Research](#) (c) [UWM Center for Workforce Development’s Workforce Enterprise](#), or (d) [UWM Center for Urban Population and Health](#). UWM SMEs would:

1. Provide baseline research on best practices in Milwaukee’s existing Workforce Development Models – for example Re-entry & Young Adult & Adult service approaches
2. Guide the WD Office in a choice of appropriate evaluation model/s and validity of survey designs for DCMKE
3. Aid in the choice of cost-effective and appropriate analytical methodologies for mentoring young adults in workforce development.

It is proposed that a budget line item of \$25,000 annually be a starting point in negotiating about 200 hours of services with SMEs evaluation and survey design services. Between \$92 and \$120 per hour is the prevailing market rate for retaining researchers, evaluators and analysts.

**Two Seasonal Opportunity Interns** will be referred at the city’s living wage requirement of \$11.36<sup>2</sup> per hour, (*factored for 2019 inflation*)<sup>3</sup> for 20 hours a week

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<sup>2</sup> 2018 City Living Wage requirement used as baseline to factor in 3% inflation rate in 2019

<sup>3</sup> Source: [http://www.in2013dollars.com/2018-dollars-in-2019?amount=4000&future\\_pct=0.03](http://www.in2013dollars.com/2018-dollars-in-2019?amount=4000&future_pct=0.03)

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for a total of 1040 hours each at \$11,814.40 per Intern. The Opportunity Interns will assist the **Workforce Outreach Specialist**; who administrates DCMKE in communicating and inspiring young adult users. Each Intern will be trained on how to assist young adult users in navigating **DCMKE**'s app and desk-top platforms. One Intern will be referred from Employ Milwaukee in the Spring & Summer months through the Earn & Learn program, and the other will be referred in the Fall and Winter months, from Marquette University or University of Wisconsin Milwaukee. This seasonal hiring process will provide both high school and college students an opportunity to learn about and promote the benefits of **DCMKE** to their own networks. At a minimum the paid interns will:

-  Collaborate with and attend job fairs within the City of Milwaukee and help with engaging constituents door to door.
-  Conduct Data analysis and metrics tracking to include:
  - ✓ Assisting WOS in program data entry and collation from DCMKE, ETO and GoVQA systems related to job seeker's demographic information, income, credentialing attainment, enrollment, development of key metrics and progress tracking
  - ✓ Pre and Post Evaluation data entry
  - ✓ Occasionally support UWM Research SMEs in administering, of surveys, copies of which will be sent to UWM Research SMEs for analysis and reporting.
  - ✓ Updating ETO and GoVQA Case notes and where necessary ASSET and CARES case notes subject to security clearance.

An in-house data-entry and analysis function collaborating with an outsourced evaluation team will enhance the credibility of our program reporting as monitoring will be conducted through monthly meetings. Concerns and challenges will be discussed and solutions identified within this team of research analysts and data specialists.

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**UI, Equifax & ETO Access Fees:** In order to create a seamless integration of information, ETO and UI data sets collected by Employ Milwaukee and its partners on DCMKE users, can be mutually shared with the Common Council City – Clerk’s Office of Workforce Development through a data sharing agreements to track initial unsubsidized placement, employee/employer names, position title, hourly pay rate, average weekly hours, and permanent/temporary status and employment benefits. At a proposed fee of \$8,000 a year Employ Milwaukee can pull placement and retention gains at 30 and 60 days retention as well retention at 2<sup>nd</sup> quarter after exit and 4<sup>th</sup> quarter after exit.

**Digital Marketing:** We will retain local Digital and Print Media Marketing firms intermittently to launch a DCMKE targeted campaign, in the first, second, third & fourth quarters of 2019 which will be organized concurrently with distribution of promotional flyers, canned articles on Aldermanic Newsletters and PSAs at an estimated cost of \$7,978 per quarter. DCMKE’s social media platform will be officially launched in the summer with support from this digital media campaign. The awarded providers will target millennials aged 17-37 years in zip codes with the highest concentration of unemployment to include 53204/05/06/08/10/12/16/18/33. The Digital campaign overview will include:

- ⌚ **Behavioral Targeting** and Keyword Targeting of 300,000 impressions for \$3,343 per quarter. Behavioral targeting will be used to show DCMKE ads to potential customers, who have already shown with their own behavior, certain interests.
- ⌚ **Mobile Conquesting** of 300,000 impressions and Social News Feeds of 180,000 impressions for \$4,635 per quarter. Mobile Conquesting will show DCMKE ads to people on their mobile devices, targeted to areas and consumers we want to reach.



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**Equipment:** One lap top will be provided at \$1,500 for the Workforce Outreach Specialist, along with a cell phone at \$1,000 purchase price plus monthly billing. This will allow the incumbent to update DCMKE content in real-time in the field and have off-site meetings for evaluation and survey analysis with SME Researchers in real-time.

**Contingent Line Item:** Our 2019 goal is to include 10 more CBOs in DCMKE for a total of 40 along with on-boarding 20 Corporate Champions while maintaining 2018 Phase One Partners. Latter will independently post opportunities on DCMKE and opt to become Career Mentors. If DCMKE grows beyond this goal, there will be an inherent need to administrate this increase. This contingent line item is created for that purpose at 0.5 FTE for an Administrative Assistant II at \$22,748<sup>4</sup>.

## **Next Slide # 26: LESSONS LEARNED & CHALLENGES:**

- 📄 We may have (with optimism) bitten off more than we could chew. Over 10,000 donated hours at Yolobe + 5,570 hours of content creation and coordination at the Devcoord Office was built into the platform.
- 📄 Conceptualizing and conducting nine focus groups, designing and creating content, analyzing, developing the platform then recruiting and conducting a soft launch within 12 months was a huge undertaking without an operational budget and staff support.
- 📄 Fixing initial glitches, rolling-out and on-boarding a project of this magnitude requires more time than we had planned for.

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<sup>4</sup> Source: <https://www1.salary.com/WI/Administrative-Assistant-II-salary.html>

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📄 Rather than conduct a full launch in February 2019, we will conduct a full launch in the summer of 2019. This will give us time to

🖱️ Build **User** Traffic to the site.

✚ This will require a combination of marketing techniques which include Inbound Marketing, social media posts, promotional videos, e-notifications, Print and Media Ads and most importantly word-of-mouth.

📄 A Soft Launch in July 2018 allowed us to test the platform over a six month period. We are now identifying and correcting glitches which will take us into the first half of 2019.

📄 During this time we will simultaneously plan for user demand and expansion.

🖱️ By using our Dashboard reporting we were able to identify organizations that were engaged and those that remained idle in a given month.

🖱️ While we have an average monthly engagement rate of 43% (50 + 45 + 36 /by 3), a majority of the smaller grass roots agencies will need additional capacity or support to build their profiles, post opportunities and recruit users. The delay in recruiting the WOS position hampered this support – simply because of the sheer number of organizations we on-boarded - but as you can see we have made significant strides since Jason Thompson joined us.

✚ The request for an operational budget will provide promotional funding, purchase equipment, outsource an independent evaluator and build part-time capacity to boost ongoing recruitment.

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- ☞ Daily contact with 138 Administrators to encourage their posting of job opportunities and recruiting of users is a priority.
- ☞ With Jason Thompson on board, we are reaching out to over 530 job seekers who attended summer job fairs in 2018. We plan on reaching out to DER for job seekers who attended the City Hall Rotunda Job Fair

## Next Slide # 27

☞ Driving traffic to a website increases viewership which increases SEO (search engine optimization); which increases user subscription (conversion) and provides us a competitive advantage. When we use targeted inbound marketing in zip codes with the highest need, we can funnel identified job training and upskilling needs to our partner agencies and corporate employers in an efficient digitized cost-efficient manner.

## Next Slide # 29 – Questions

**Thank you for giving us the time to present on DCMKE. Are there any questions?**

**Slide #30 Corporate Message Sample - Our Future**