

DIRECTCONNECT MILWAUKEE

Community & Economic Development Committee - December 5, 2018

Powered by

yo|lobe

Innovatively Creating Awareness About Job Training & Placement Opportunities

Thank You!



David Douglas & Mayor Barrett – Dec 20th 2017



LEADERS - 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. Terry L. Witkowski

Ald. Nikia Dodd

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

DIRECT  **CONNECT** **MKE**

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

DIRECTCONNECTMKE Soft Launch - Phase I



NETWORKS

Wave 1 networks and handles

Wave 1 Networks	Handle (@ name)	Wave 1 Networks	Handle (@ name)
DirectConnect Milwaukee	@dcmke	Southside Organizing Committee*	@socmilwaukee
30th Street Corridor*	@30thstreet	The Parenting Network*	@parentingnetwork
AmericaWorks*	@americaworksme	UNCOM*	@uncom
Gutter Enterprises*	@gutter	WestCare*	@westcare
HACM*	@hacm	WRTP/BIG STEP*	@wrtp
Journey House*	@journeyhouse	Employ Milwaukee*	@employmilwaukee
Literacy Services of WI*	@literacyserviceswi	DER – City of Milwaukee	@dermke
Milwaukee JobsWork*	@milwaukeejobswork	Compete Milwaukee – City of Milwaukee	@compete
Northcott Neighborhood House*	@northcott	MPD – City of Milwaukee	@mpdmke
CFSS	@cfss	Milwaukee Public Libraries - City of Milwaukee	@mplmke
Pepp Nation*	@peppnation	Milwaukee Urban League	@tmul
Project Return*	@projectreturn	Maximus	@maximus
Riverworks Development Cooperation*	@riverworksmke	Dynamic Workforce Solutions	@dwfs
Safe & Sound*	@safesound	Wisconsin Community Service	@wiscs
Running Rebels*	@runningrebels	Milwaukee Fire & Police Commission	@fpcmke
Social Development Commission*	@sdcmilwaukee	MATC	@matcjobshop

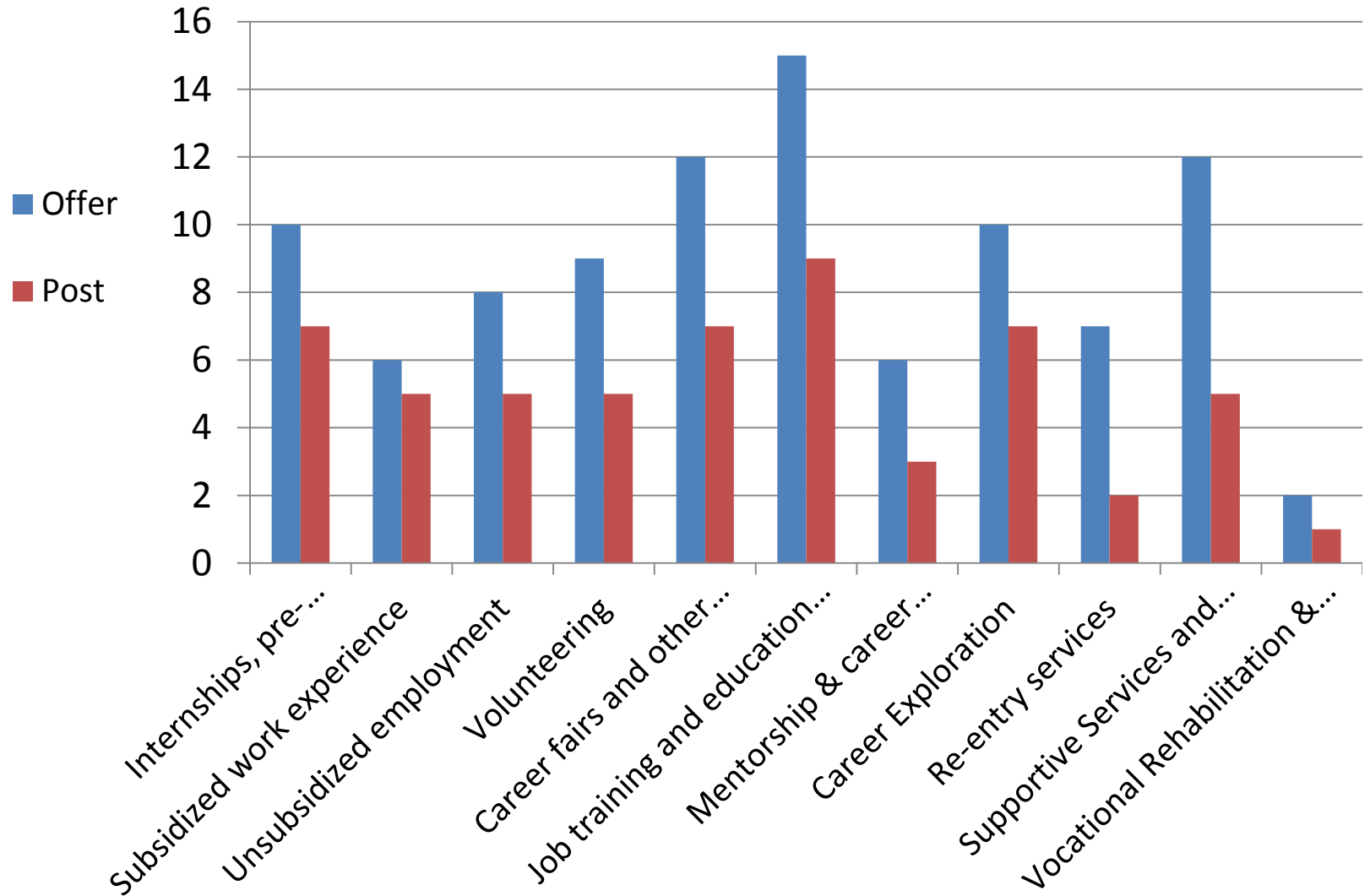
Informal Site Visits & Service Process Survey

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

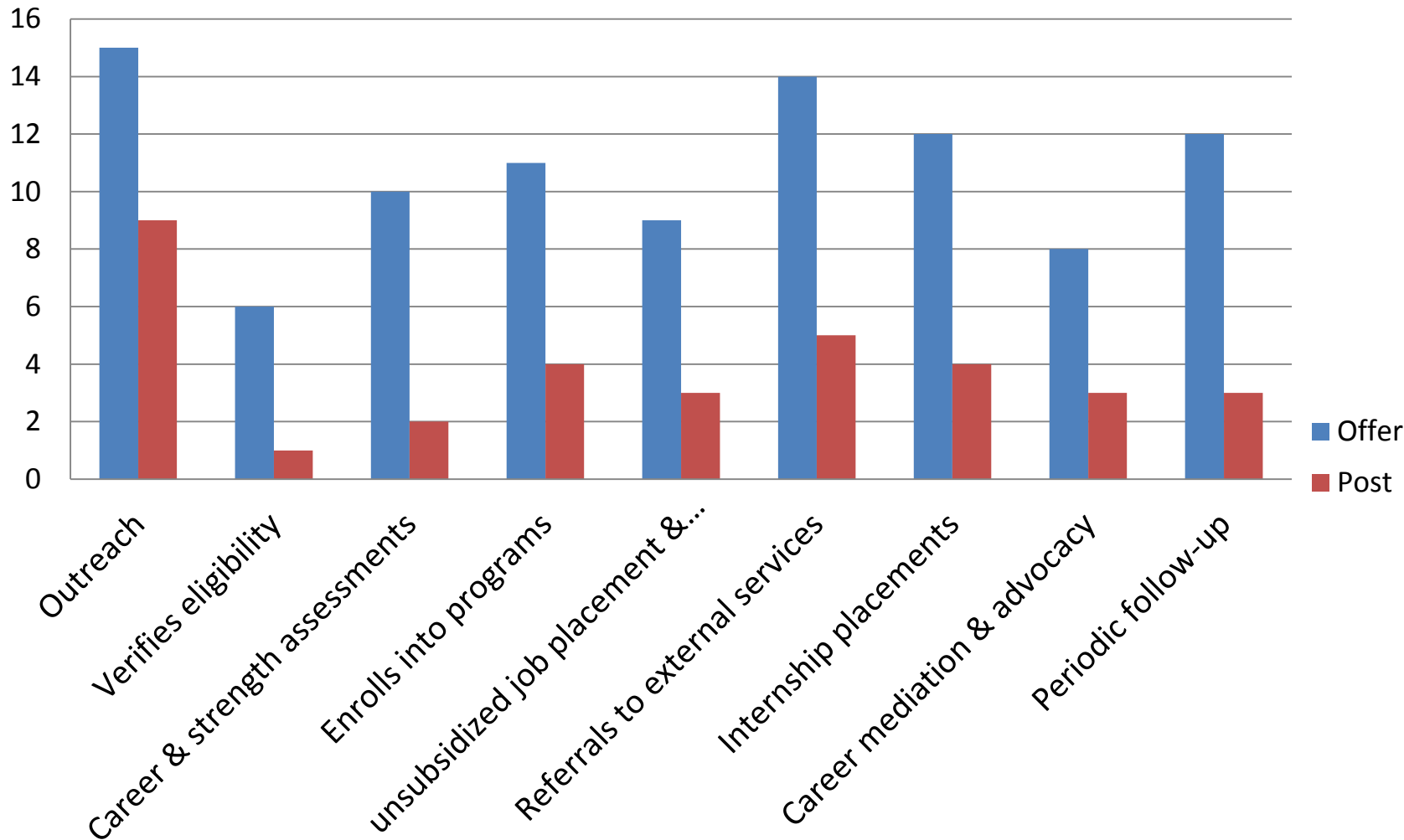
What Service Opportunities do you Offer?

Which of these do you post on DCMKE?



Which Job Placement Activities do you Offer

Which of these do you post on DCMKE?



GOAL SETTING & TRACKING OUR SUCCESS



- 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).

OUR WHY

Young Adult Challenges



SOCIAL CAPITAL

Weak
networks



SKILLS GAP

Low
experience



BARRIERS

More
obstacles



UNEMPLOYMENT

High unemployment
rates

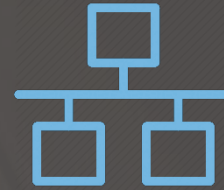


OUR SOLUTION

Social Media Opportunity Platform



**YOUTH/YOUNG
ADULT
FOCUS**



**NETWORKS
OF TRUST**



**MOBILE
FIRST**

yojobe



**OPPORTUNITY
DISCOVERY**



**CAREER
READINESS**



**SOCIAL
CAPITAL**

Unemployment By Age - City of Milwaukee

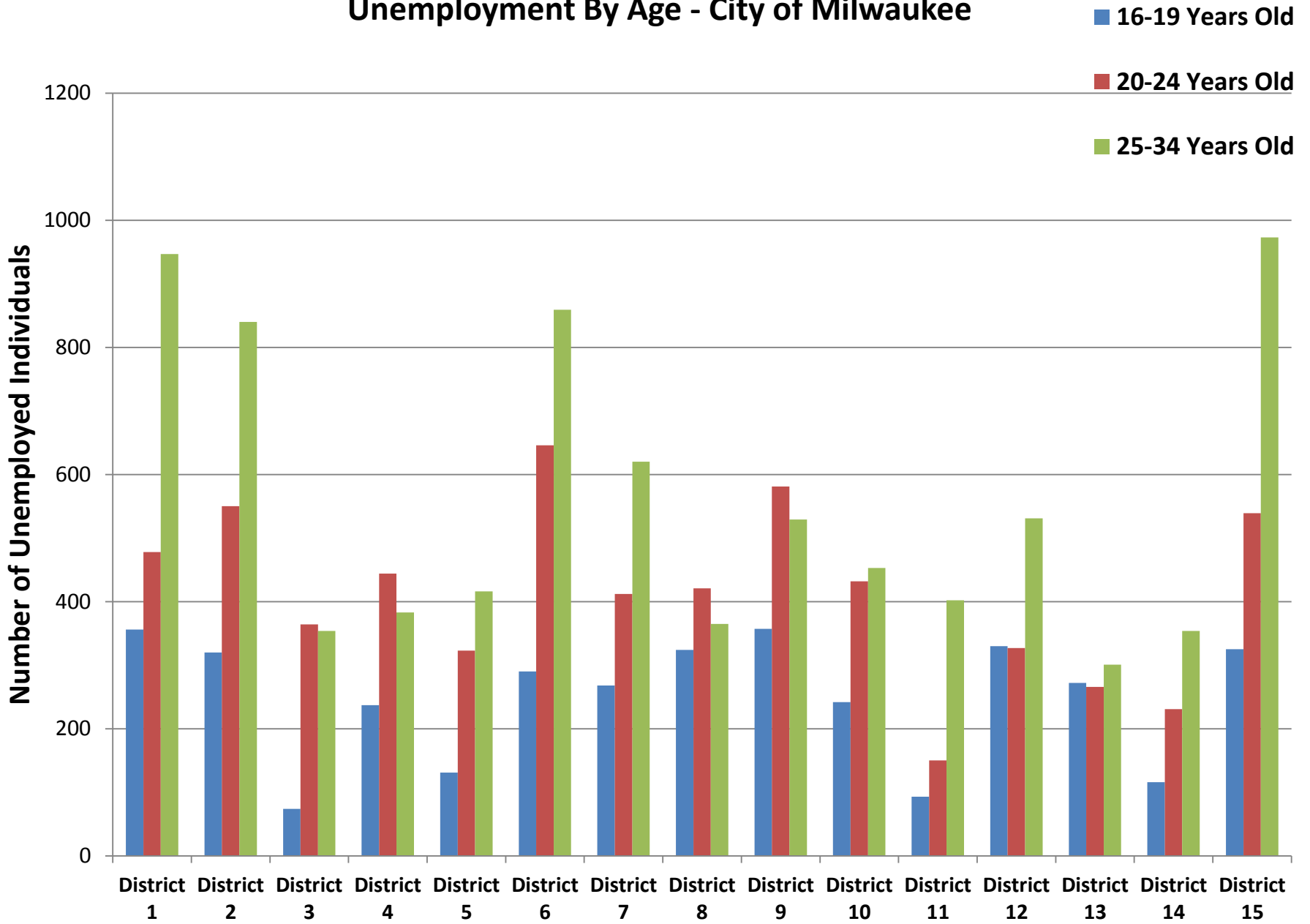


Table 1: Real Wage Growth in Selected States: 2001-2011

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

Source: BLS, Occupational Employment Statistics

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

Source: Wisconsin WORKnet

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)

7 FASCINATING FACTS

About the Millennial Generation

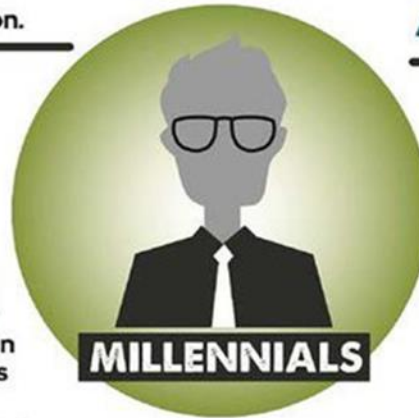
{ Millennials - the term for individuals born in the US between 1980 and 2000 }

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.

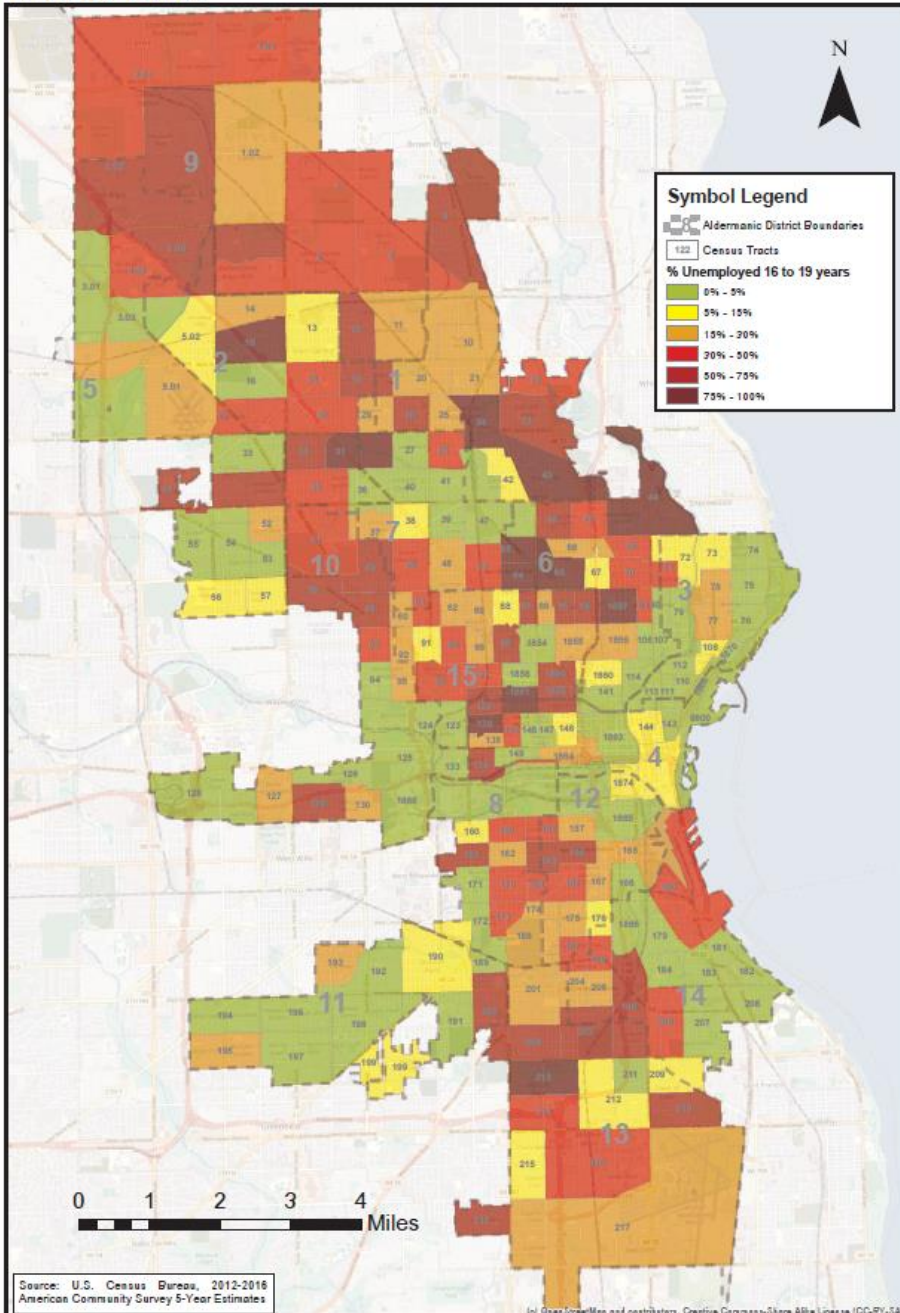


4 Account for over **\$1 trillion** in consumer spending.

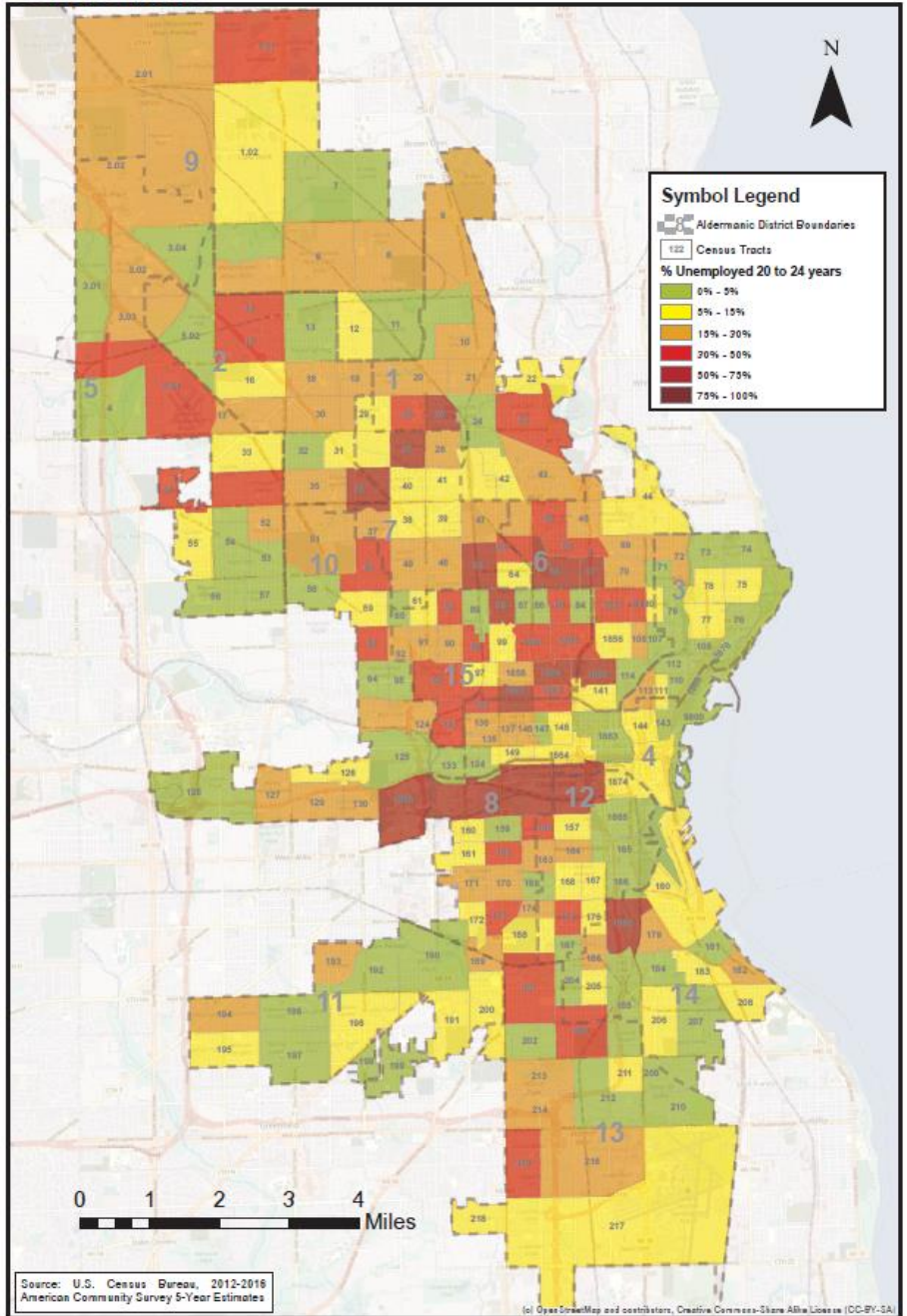
6 Nearly **65%** would rather make less money at a job that they love, as compared to making more money at a job that they find boring.

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

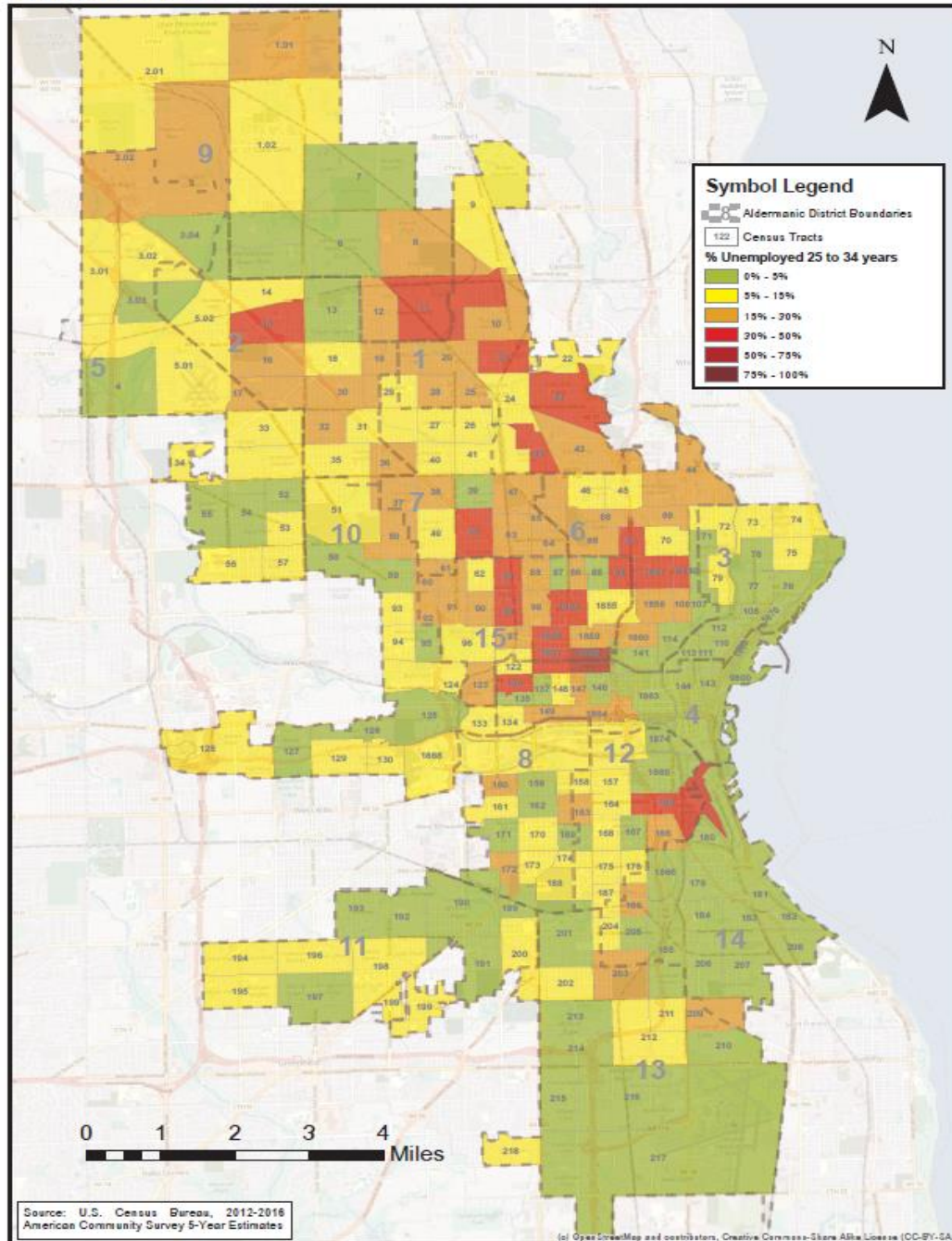
Unemployment rate for 16 to 19 year olds, 2012-2016 Census Tracts



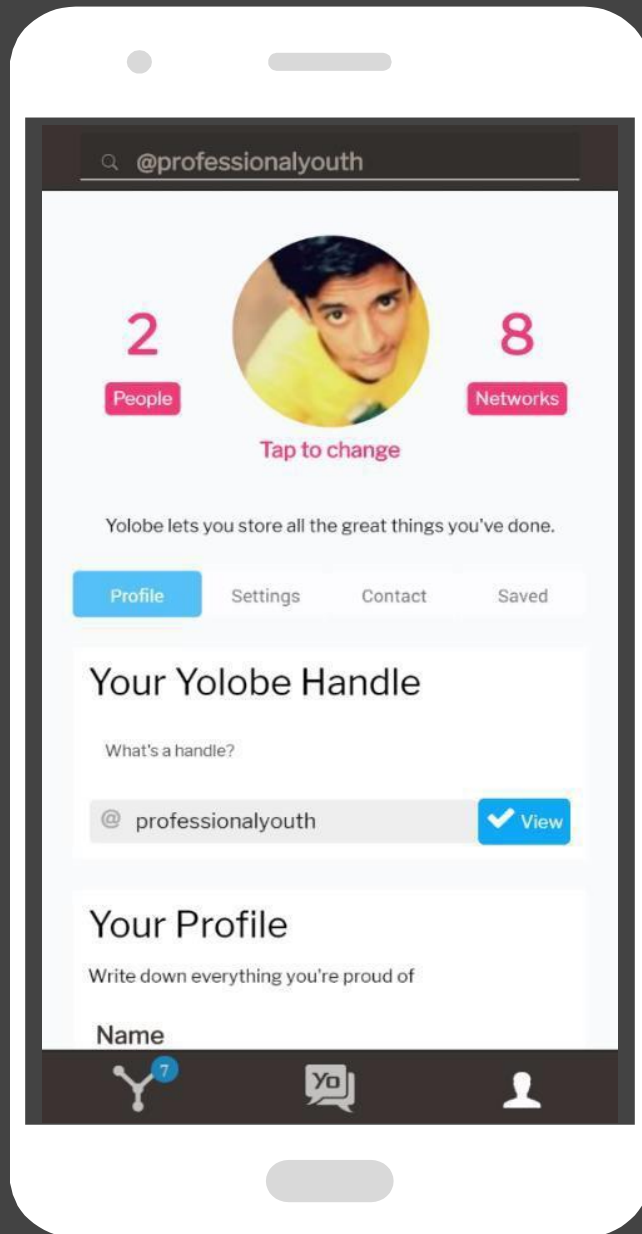
Unemployment rate for 20 to 24 year olds, 2012-2016 Census Tracts



Unemployment rate for 25 to 34 year olds, 2012-2016 Census Tracts

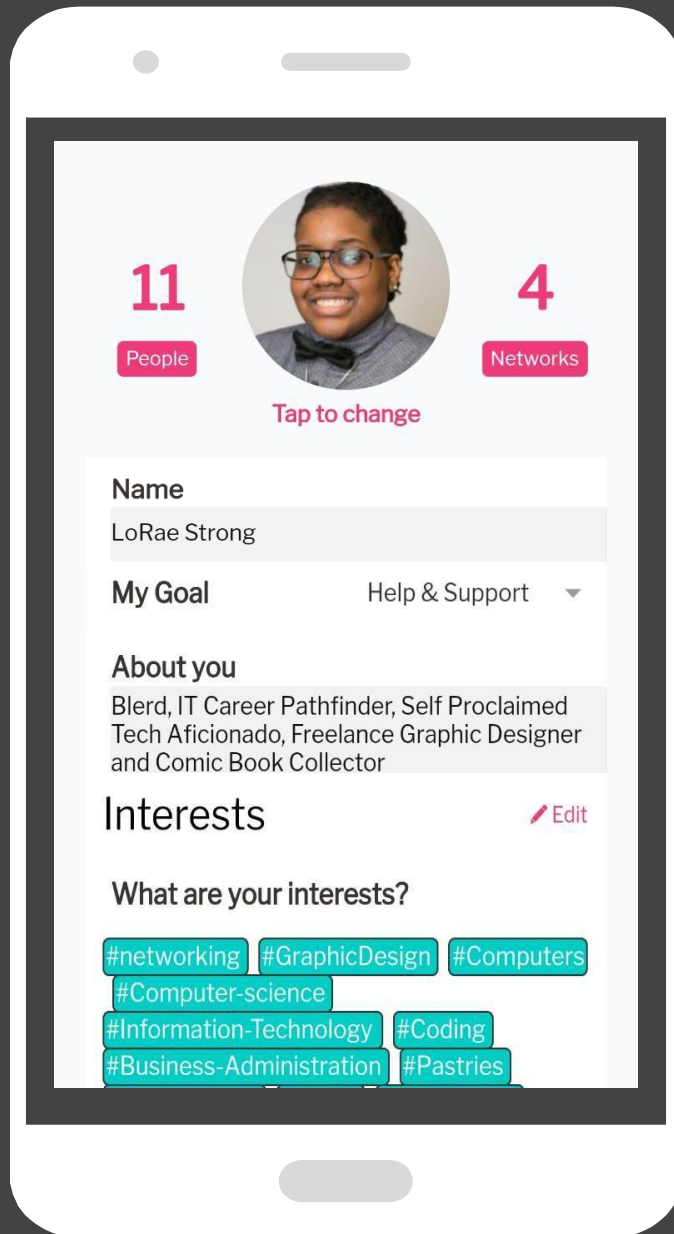


2019 DCMKE GOALS



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

2019 DCMKE GOALS



Launch Wave 2 by:

3. **Maintaining DCMKE Phase 1 Members and Users including MPZ Partners.**
4. **Expand DCMKE's reach and usage by 30% to include job seekers, career mentors and onboarding 20 corporate champions.**

2018-2019 Plan

Wave 1

Q1

Q2

Q3/4

Q1&2'19

Ramp Up

- ✓ Current City e-notify subscribers
- ✓ Wave 1 training 2/16, 2/23, 3/2, 3/9, 3/16, 3/23, 4/18, 5/16
- ✓ Opportunity sourcing

Go Live with Wave 1

- ✓ Up to 30 organizations (based on overall readiness)
- ✓ DCMKE soft launch
- ✓ DCMKE WOS onboard
- ✓ Bug Fixes
- ✓ Online Support
- ✓ Benchmark Creation
- ✓ Cadence - Monthly Reporting

Wave 2

- ✓ Open to other organizations
- ✓ Quarterly Retrospective
- ✓ Wave 2 Trainings
- ✓ Quarterly Advisory Meetings

DCMKE Proposed Operational Budget January to December 2019

Common Council – City Clerk Office of Workforce Development Operational Budget January to December 2019			
	CDBG	City Clerk	EM & Marquette
Contractual			
Yolobe, Inc. Network fees for City of Milwaukee Hub Administration at \$419/month x 12 months x 40 networks.	\$5,035		
UWM Research SMEs, Research & Survey Analysis	\$25,000		
Two 0.5 FTE Seasonal Opportunity Paid Interns			\$23,628
UI , Equifax Employment Verification & ETO Access Fees	\$8,000		
Digital Marketing Campaign			
2018 1 st , 2 nd , 3 rd & 4 th Quarters - Mobile Conquesting and Behavioral Targeting Full Official Launch of DCMKE	\$31,912		
Equipment			
1 Lap Tops for WOS & 1 Cell Phone		\$3,090	
Contingent Line Item:			
Plan for DCMKE’s expansion beyond expected goals	\$22,748		
GRAND TOTAL	\$92,695	\$3,090	\$23,628

CHALLENGES & LESSONS LEARNED

In Bridging informational, spatial, and perception gaps

- Without an operational budget in the first 12 months, we were limited in our ability to build capacity.
- Rolling out and on-boarding a project of this magnitude requires more time than we planned.
- Soft Launching in July was an eye opener
- Daily to weekly contact with 138 Administrators, over 50 Employers and recruitment of over 530 Job Seekers

is a priority .

CHALLENGES & LESSONS LEARNED

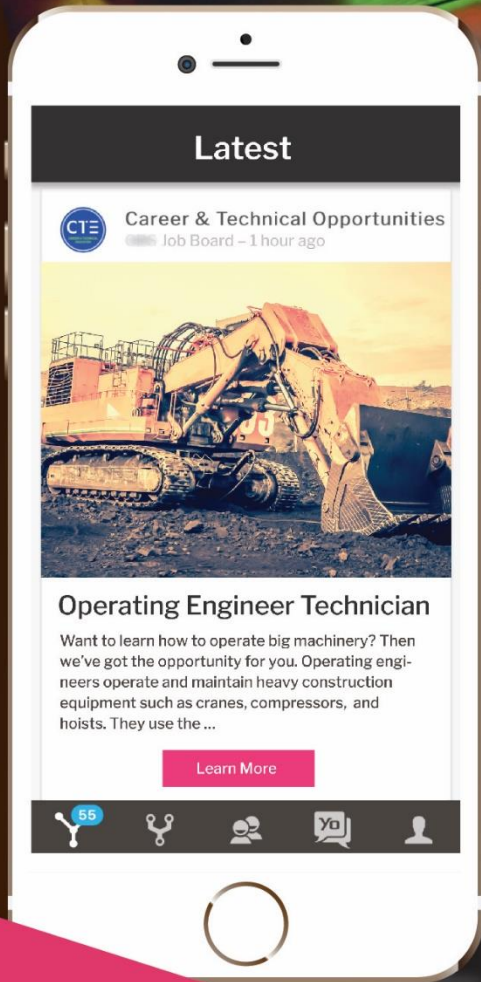
In Bridging informational, spatial, and perception gaps

- **Veronica, our virtual assistant helps users build a faster, accurate, on-the-spot profile**
- **Building traffic on our Facebook and e-notify spaces will lead to higher user conversion rates on our DCMKE Website.**
- **Expanding to include corporate sponsorship and fiscal support is a necessary and viable**

Questions

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