

Common Council - City Clerk's Office of Workforce Development





Milwaukee Council Members – 2020-2024



Ashanti Hamilton
1st District



Cavalier Johnson
2nd District



Nicholas Kovac
3rd District



Robert Bauman
4th District



Nikiya Dodd
5th District



Milele A. Coggs
6th District



Khalif J. Rainey
7th District



JoCasta Zamarripa
8th District



Chantia Lewis
9th District



Michael J. Murphy
10th District



Mark A. Borkowski
11th District



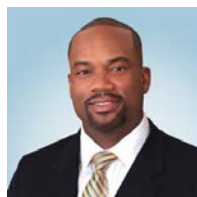
José G. Pérez
12th District



Scott Spiker
13th District



Marina Dimitijevic
14th District



Russell W. Stamper, II
15th District



Strategies Used to Combat Unemployment & Boost Neighborhood Economies

- **Big Picture Perspective:** Navigate & Provide Expertise on Workforce Development Policy
- **Tactical Perspective:** Create Awareness of Training & Placement Opportunities
 - ✓ **Prime Purpose:** Creating innovative and collaborative strategies for our emerging neighborhoods





We Respond to CC's **7-Point** **Vision Work Plan** for the City

1. Youth Employment & Violence Prevention
2. Equitable Sourcing for Businesses of Color
3. Closing Informational Gaps in Employment
4. Neighborhood Revitalization
5. My Brother's Keeper Initiative
6. Linking Educational Achievement to WD
7. Create Transit Links to Jobs in Waukesha, Ozaukee & Washington Counties.

Common Council – City Clerk's Workforce Development Office



Achievements 2020

Create Awareness About Job Training & Placement Opportunities



I. Youth/Young Adult Employment & Violence Prevention:



⌚ From **35 to 47** DCMKE Networks Members and **8** are Milwaukee Promise Zone Partners

⌚ Invited to **3** Community Job Fair Events

⌚ Co-Led **4** Drive-Through Job Fairs

➤ Reached **2,750** job seekers

⌚ Connected with Over **260** Recruiters

⌚ Published **DCMKE** E-Notifies to **7,796** Subscribers


Create Awareness About Job Training & Placement Opportunities



I. Youth/Young Adult Employment & Violence Prevention:

 Maintained & increased DCMKE Members by **41%** from **729 to 1,031**

➤ **475 to 651** Job Seekers | Admins dropped from **135 to 131** | **119 to 170** Promoters

 **4,475** Job Seekers tracked on our traditional Access Dbase up from **1,596 (180%) : 2879 in 2020 alone.**

 Published **702** DCMKE Jobs & Training Opportunities in 2019, dropping to **595** in 2020

Create Awareness About Job Training & Placement Opportunities

I. Youth/YA Employment & Violence Prevention:- Drive Thru Job Fairs

⌚ Challenged by COVID-19

- **269** Employer invites elicited on average, flyer responses from **50 corporations per event** for a response rate of **18.6%**
- **Job Seeker QR Code flyer solicited minimal response**
- **Tracking numbers hired was challenging**



Navigate & Provide Expertise on Workforce Development System

2. Equitable Sourcing for Businesses of Color:

Milwaukee Better Bldgs. Workforce Accelerator
Appointed by President Johnson to:

 Racial Equity & Inclusion Leadership Team

And by Former President Hamilton to:

 The Disparity Study Independent Review Committee & Evaluation Team

 The 53206 Task Force

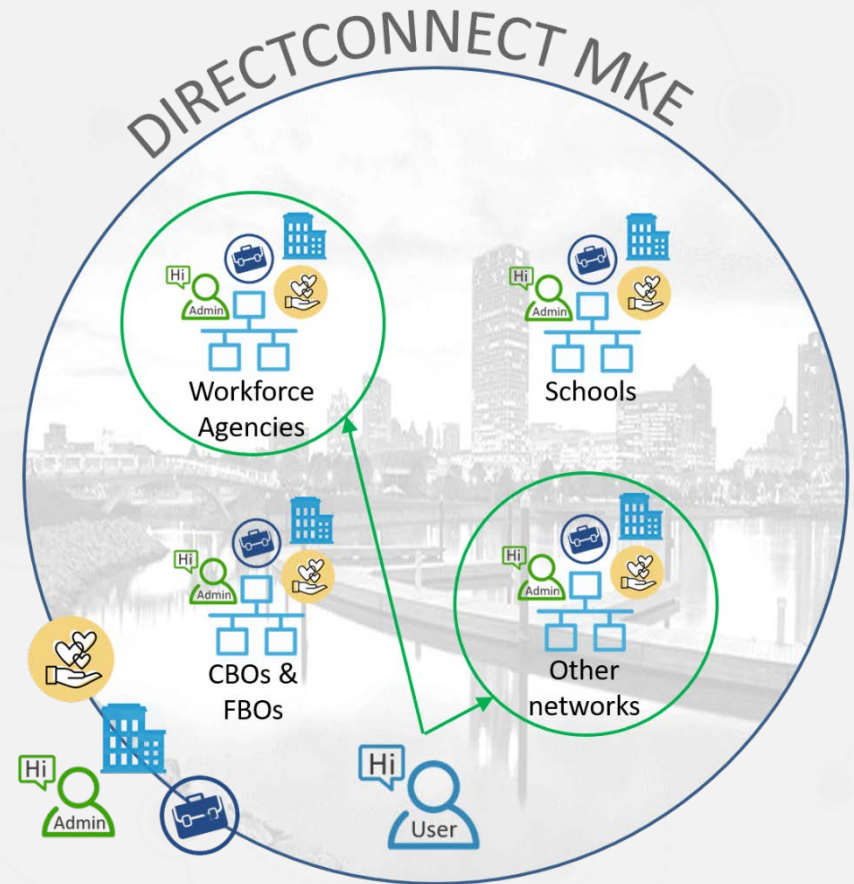
Appointment to the Trade & Economics Sub Committee



Create Awareness About Job Training & Placement Opportunities





3. Closing Informational Gaps in Employment

- Alliance of organizations serving young adults (**networks of trust**)
- Separate BUT aligned
- **Committed to busting silos**
- **NOT just technology – people and process as well**
- Scope includes providers, networks (you), and users
- Shareable opportunities, providers, and resources
- Shared set of common processes (e.g. marketing, onboarding, referrals, intake and eligibility)
- **Committed to working together to build a scalable model**



Create Awareness About Job Training & Placement Opportunities

3. Closing Informational Gaps in Employment:

-  Yolobe finalized Phase II & powered DCMKE Launch for an additional **\$1,093,200**. **Total: \$2,623,200**
-  Membership **increased 28% from 729 to 1015** Job Seekers, Admins & promoters
-  Increased Networks from **38 to 45 (16%)** | Admins decreased from **135 to 130 (<4%)** | **595** Published Job & Training Opportunities – down from **702 (<17%)**
-  E-notify subscriptions up from **74** in **2017** to **665** in 2018 to **921** in 2019 to **7,796** in 2020

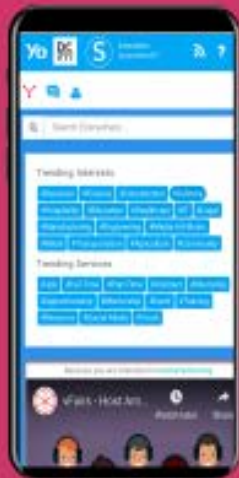
Create Awareness About Job Training & Placement Opportunities – Phase 2

3. Closing Informational Gaps in Employment:

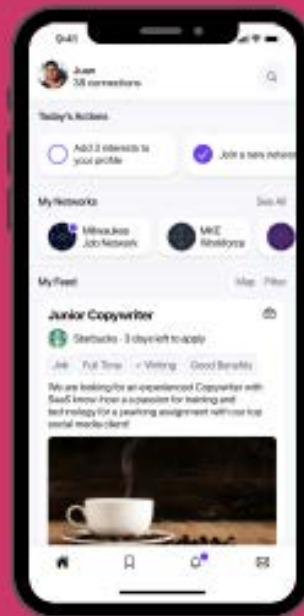
DCMKE for Job, Skill, & Resource Seekers

The Redesign

BEFORE



AFTER



Design Improvements include:

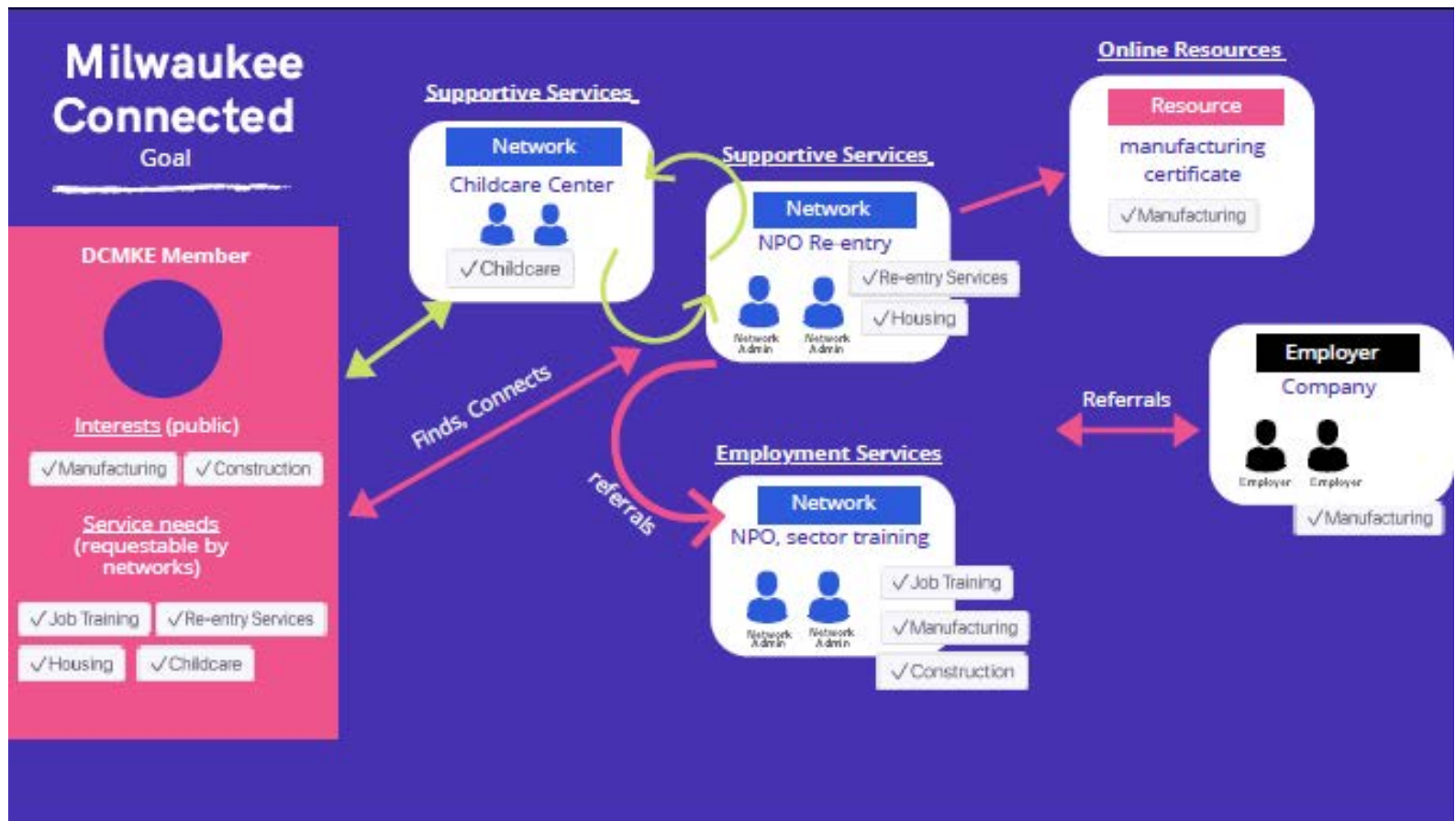
- Hired Julian Thavn, known designer who has worked with Facebook, Netflix, Apple & more
- Exposing social elements & network mentors
- Making networks easier to find
- Exposing local opportunities & resources by including map feed option
- Clear, modern, easy-to-understand
- Adding resources & supportive services to the feed

Back-end Improvements include:

- Transitioned to top-rate technology stack that is scalable and bug-free
 - Went from monolithic java to microservices & from Angular.js & Ionic to React & React Native

Create Awareness About Job Training & Placement Opportunities – Phase 2

3. Closing Informational Gaps in Employment:



Create Awareness About Job Training & Placement Opportunities

3. Closing Informational Gaps in Employment:

- 12 Monthly Constant Contact DCMKE Newsletters reached 474 Subscribers in each publication
- Weekly Teleconferences with Yolobe, Inc.
- DCMKE Corporate Focus Group feedback incorporated in Phase II upgrades





Create Awareness About Job Training & Placement Opportunities

4. Neighborhood Revitalization:

11 Partner Events Including:

3 MPS/BLMA Virtual Mentor Chats | 6 Safe and Sound Virtual Plug-In Events | One City of

Milwaukee Career Fair | One 2020 MPS Student Job Fair

Navigated & Provided Expertise on Workforce Development System

5. My Brother's Keeper Initiative:



Collaborating with MFI/BMAAC



Applied to Present at UWM's AAMI

MY BROTHER'S KEEPER

7th Annual Summit



Natasha Dotson sits on our Job Fairs Planning Advisory Team



Navigated & Provided Expertise on Workforce Development System

6. Linking Educational Achievement to WD:



Millennial Task Force sponsored by President Johnson, Ald. Rainey, Ald.

Coggs, Ald. Stamper & Ald. Zielinski has become a leading recommender on

attracting and retaining Milwaukee talent



Navigated & Provided Expertise on Workforce Development System

7. Create Transit Links to Jobs in Waukesha, Ozaukee &

Wauwatosa: Dave Steele of Regional Transit Leadership Council presented at Millennial Task Force, Coordinating Council & DPW's Complete Streets



Navigated & Provided Expertise on Workforce Development System

Updating the Common Council Vision Work plan

❖ Employer Support

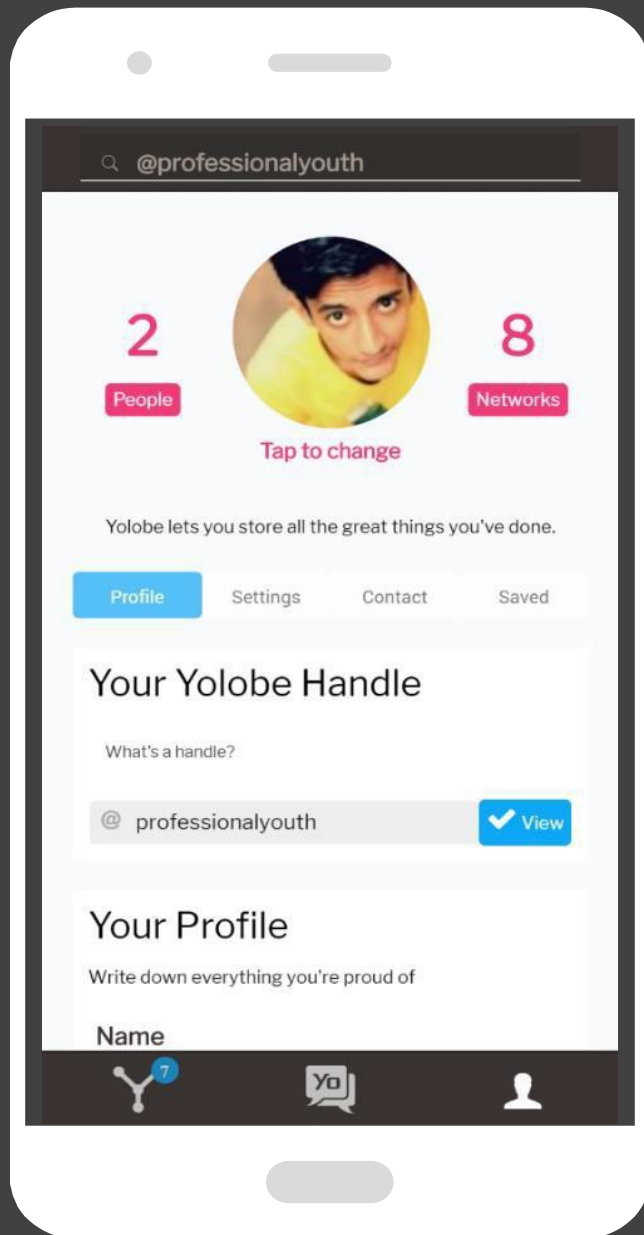
- ✓ Recruiters increased by 52%
- ✓ Prince Telecom | Broan NuTone | Stainless Steel Foundry, and more.

❖ A seat 3rd year running at Employ Milwaukee's Coordinating Council

❖ Economic and WD Asset Reporting for Aldermanic Districts as requested

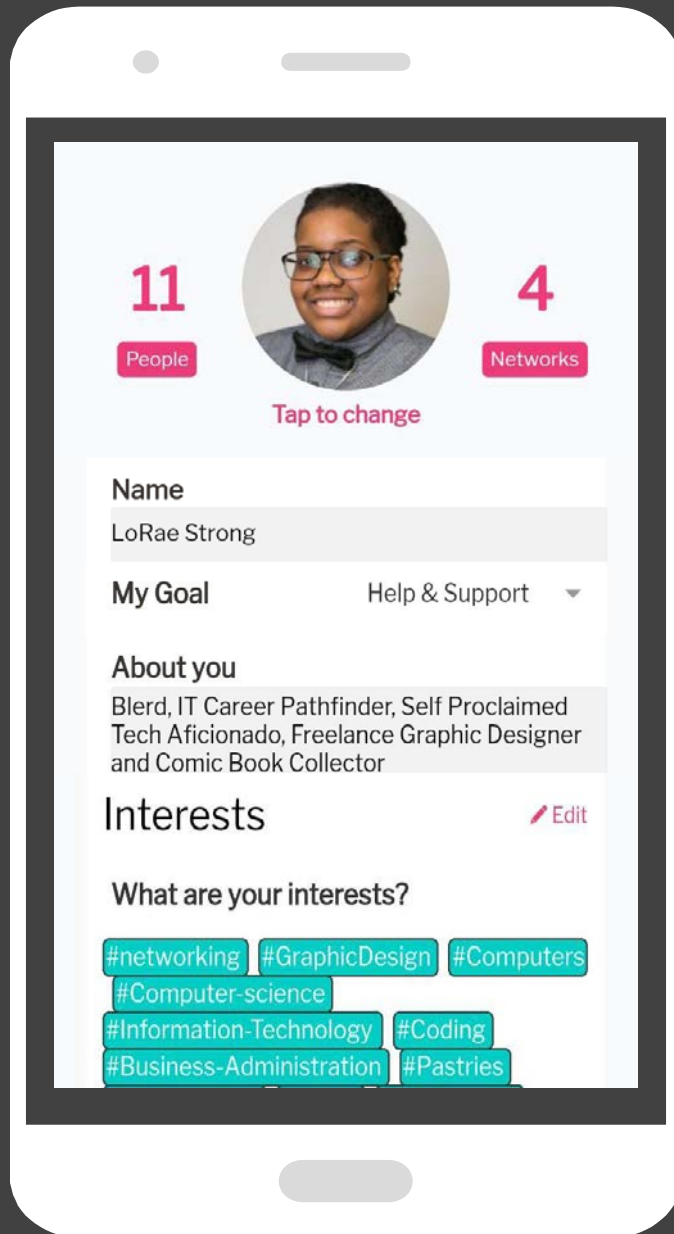


Have we met our 2020 GOALS?



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

Have we met our 2020 GOALS?



Launched Wave 2 by:

3. **Maintaining DCMKE Phase 1 Members We lost 5 to job loss**
4. **Expand DCMKE's reach and usage by 41% (goal 30%) to include job seekers, career mentors**
5. **Will on-board 20 corporate champions in 2021.**

CHALLENGES & LESSONS LEARNED

In Bridging informational, spatial, and perception gaps

- Without an operational budget in the first 36 months, we were limited in our ability to build capacity.
- Rolling out and on-boarding a project of this magnitude requires more time than initially planned.
- Corporate Focus Group Informed our Phase 2

Upgrades

CHALLENGES & LESSONS LEARNED

In Bridging informational, spatial, and perception gaps

- DCMKE now has Constant Contact, Facebook, Instagram, Twitter, YouTube & E-Notify Accounts
- Inbound marketing to enhance traffic on our social media spaces will lead to higher user conversion rates on our DCMKE Website.
- Expanding to include corporate sponsorship
Fiscal support is a necessary and viable option

SPECIAL THANKS 2020



Legislative & City Leaders

- ❖ Mayor Tom Barrett
- ❖ Council Members of the City of Milwaukee & Staff
- ❖ Millennial Task Force
- ❖ DPW Commissioner & Staff
- ❖ DER Director & Staff

Community Leaders

- ◆ Sakuri Fears
- ◆ Patricia Goeman
- ◆ Sara Rogers
- ◆ Al Holmes
- ◆ Pastor Raymond Monk
- ◆ Pastor Cleavon Williams
- ◆ Fredrick Nelson
- ◆ Tony Higgins
- ◆ Maria Castillo
- ◆ Sheila Smith
- ◆ Jose Galvan
- ◆ Colleen Cheney-Trawinski
- ◆ Shay Nabors
- ◆ Jessica Kwieciem
- ◆ Willie Smith
- ◆ Tony Kearney

Business Leaders

- David Douglas, Samantha Skjodt & Yolobe, Inc. Team
- Walgreens
- Basilica of St. Josaphat
- LISC Milwaukee
- DCMKE Corporate Focus Group Members
- All 264 Recruiters
- Employ Milwaukee
- DCMKE E-Notify Subscribers

Questions

Thank you for having a passion for our job seekers, disproportionately excluded from hiring and job training opportunities

