

From: [Karanja, Bernadette](#)
To: [Bregosz, Kathleen](#)
Cc: [Owczarski, Jim](#); [Pfaff, Richard](#)
Subject: RE: Budget Hearing request for information
Date: Thursday, October 19, 2017 12:19:05 PM
Attachments: [06-0309-click2workv2.pdf](#)
[Presentation - Click2Work Social Media Platform Model - City Clerk's Office - Sep 29 2017.pdf](#)

Hi Kathleen,

Thank you for your interest in Click2Work! 😊

Click2Work is a new initiative that is in the creation/planning stage (June-December 2017). Click2Work is currently an e-notify subscription system (see attached) conceptualized by Ald. Milele Cogg and also supported by President Hamilton, Ald. Russell Stamper II, Ald. Khalif Rainey, Ald. Chantia Lewis and Ald. Cavalier Johnson. It is impossible in its e-notify format to track who has been hired. We do however reach over 2,000 subscribers in this manner.

Our vision at the City-Clerk's Office is to grow Click2Work into a social media mobile accessible platform that targets youth and young adults (Millennials aged 17 to 37 years) in Milwaukee with vital information on job training and placement opportunities.

You will note in slide 7 of the presentation attached, that we have carefully thought through priority tracking elements. We are working meticulously to ensure allowable Workforce Development Content is merged into an interactive social media platform that will track:

1. Outreach
2. Intake
3. Industry Sector Based Activities
4. Job Development & Placement

I would request you do not distribute the PowerPoint attached as the model is fiduciary at this point and still in draft stage.

We couldn't possibly build this innovative approach without the IT expertise of David Douglas the founder of [Yolobe.com](#). and the collaboration of the major employment service agencies in Milwaukee County.

There is an opportunity to view how the model works at an October 24th presentation from 10:00 am to 11:30 am. If you are interested in attending, I can send you a calendar invite. 😊

Our plan is to launch the platform in the first quarter of 2018.

Hope this helps.

Best Regards,

Bernadette Karanja, B.Ed, MBA
Workforce Development Coordinator
Common Council-City Clerk's Office
City of Milwaukee
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200 E. Wells Street
Milwaukee, WI. 53202
Office: (414) 286-3552
Cell: (414) 588-8549
www.milwaukee.gov/cityclerk



From: Brengosz, Kathleen
Sent: Thursday, October 19, 2017 11:37 AM
To: Karanja, Bernadette
Subject: Budget Hearing request for information

Hi Bernadette,

I'm following up on a question that came up at one of the Finance & Personnel budget hearings last week....

Would you be able to tell me if it's possible to determine how many people have gotten jobs through Click to Work?

Thank you,
Kathy

*Kathleen Brengosz
Fiscal Planning Specialist
Capital Improvements Committee
City of Milwaukee
City Hall, Room 307
(414) 286-3926*

yo|obe

“Yo-Lo-Bee”

Click2Work Discussion
September 1, 2017

“Dramatically improve the lives of
teenagers and young adults everywhere”

Why this initiative?

Large percentage of our young adult and millennial population face high unemployment rates, skills gap and various other barriers to unsubsidized employment

Complicating the situation is

- difficulty reaching, keeping them engaged and supporting them throughout

We want to dramatically improve this situation

Objectives

We are preparing our Wave 1 solution for presentation and approval in late 2017

Our objectives today ARE

- Provide overview of Click2work initiative
- Obtain constructive feedback on direction and priorities (and adjust as appropriate)
- Obtain your support

This is a working solution. We need your support and feedback to ensure we continue to build the right things.

Vision and Mission

Dramatically improve the lives of teenagers and young adults everywhere by connecting them to opportunity

Representative Customers

After School Matters,
Northern Trust Bank,
Schurz High School

Chicago Tech Academy,
Thrive Chicago,
Chicago Public Schools

Summer Jobs & Beyond
(Cook County
Workforce Partnership)

Users



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

Networks



- Schools
- Community based organizations
- Youth organizations
- Workforce agencies
- Municipalities

Providers



- Employers
- Training and education providers
- Professionals/community
- Mentors

The Click2Work journey

Connect

To at least 1 network

- Click2work
- Wave 1 networks

+ career goals,
interests, barriers

- Career and sector-based interests & goals
- Barriers to employment

Learn & Earn

Participate in >1
opportunity

- Apprenticeships, internships
- Education & training
- Events

+ skills, experience,
support services

- Validated skills and experiences
- Access to support services

Employment

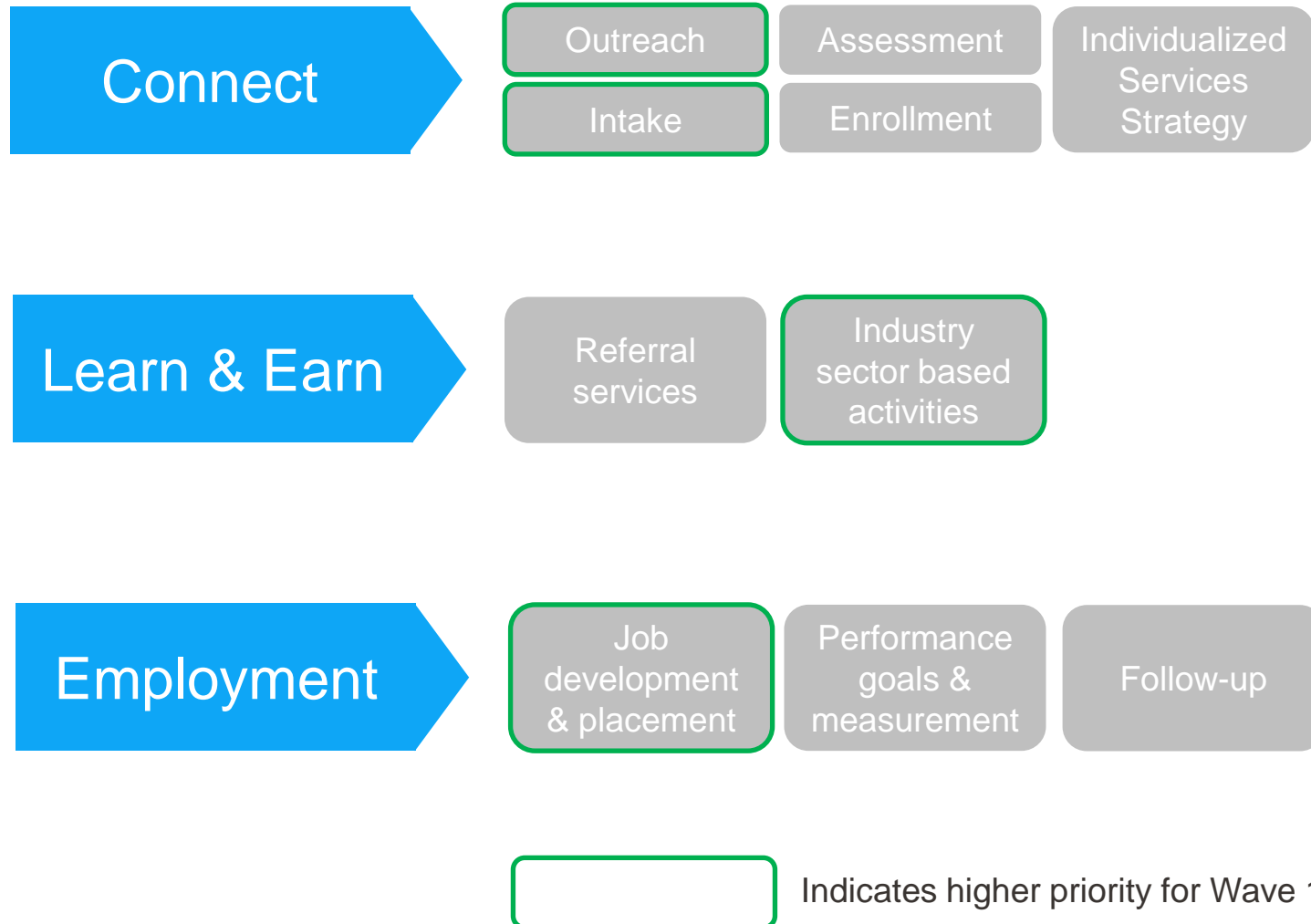
Living wage
employment

- Unsubsidized employment and/or in school for sector based training

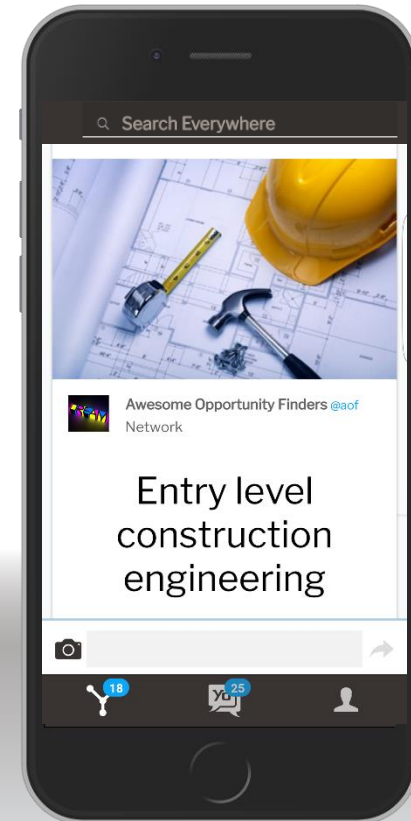
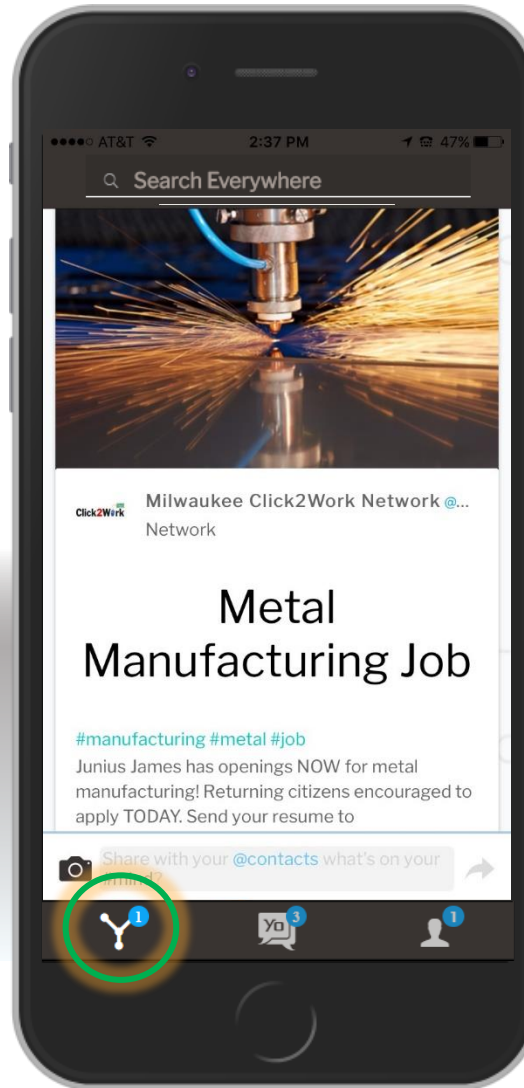
+ social capital

- Professional contacts
- Recommendations

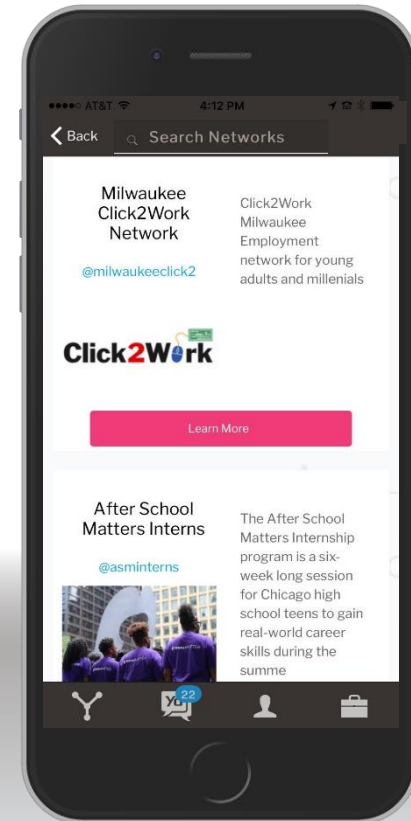
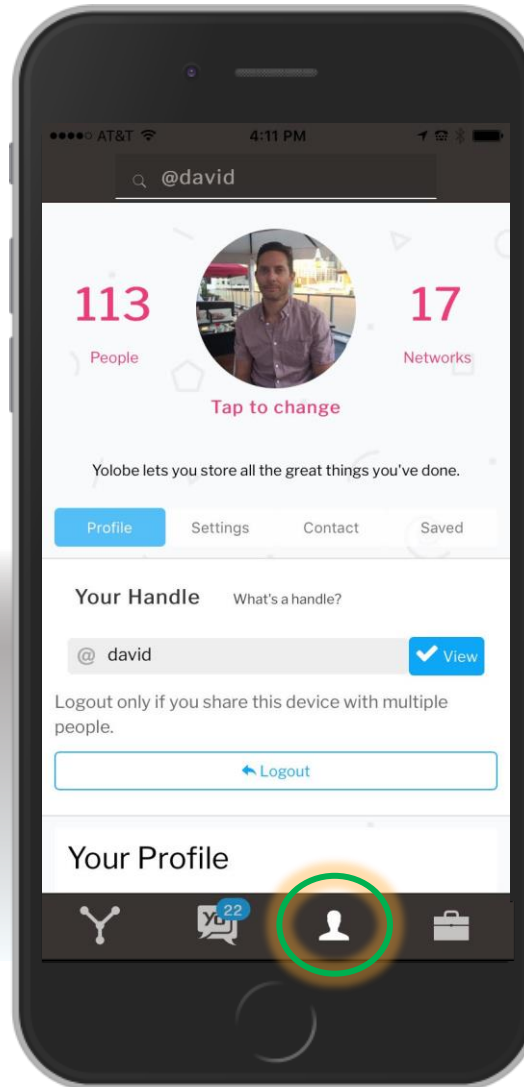
Workforce Model Mapping



- Intelligently curated
- Sector and interest based #hashtag searching and categorization
- Recommended and shareable by trusted networks and connections
- Reminder notifications
- Captures engagement analytics for proactive management

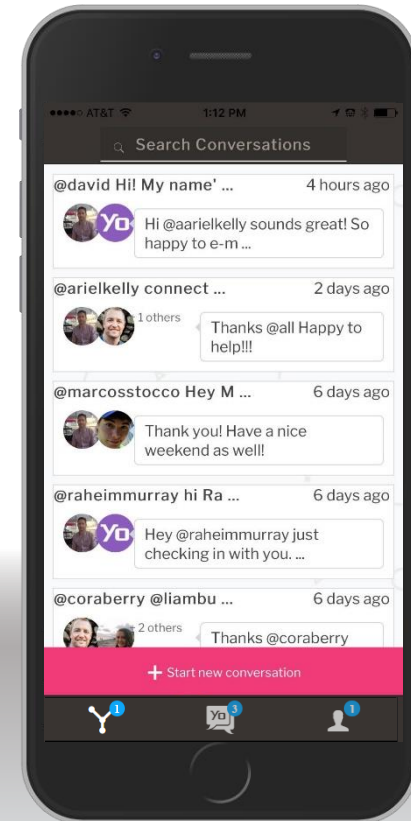
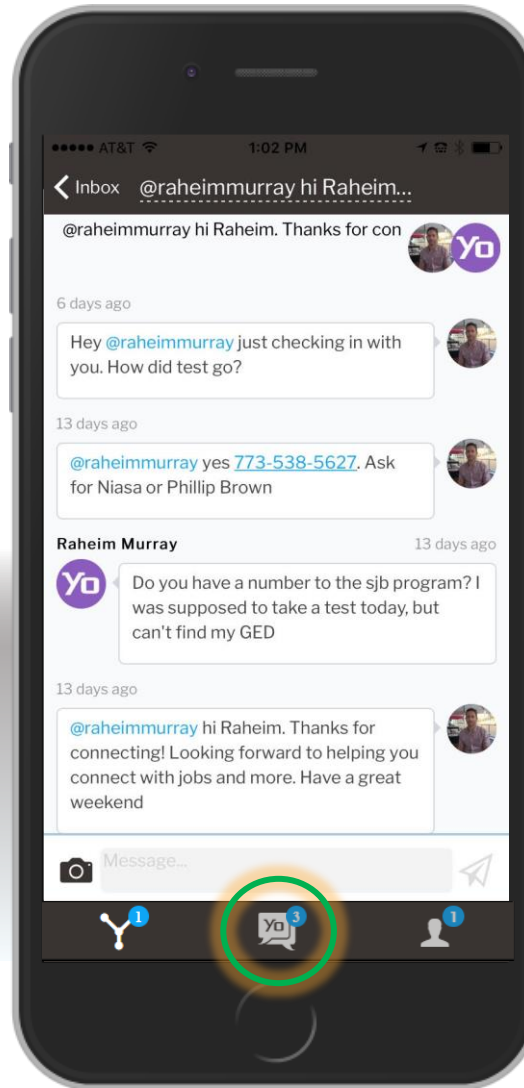


- Online professional profile and resume
- Professional connections
- + networks + people + opportunity = + chances for employment
- Privacy settings
- Digest and notification preferences

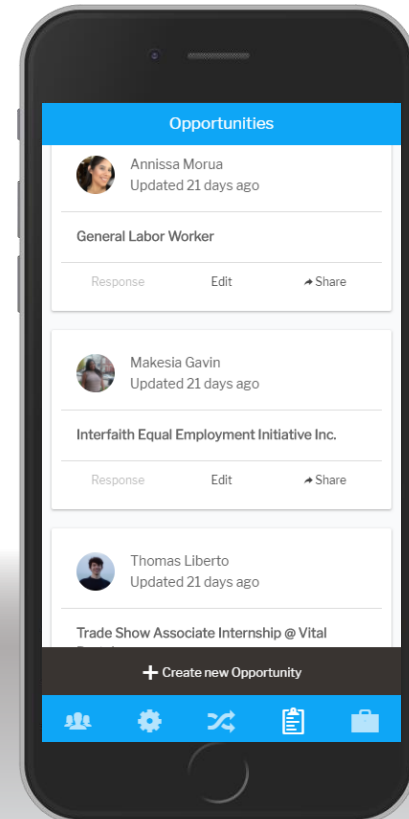
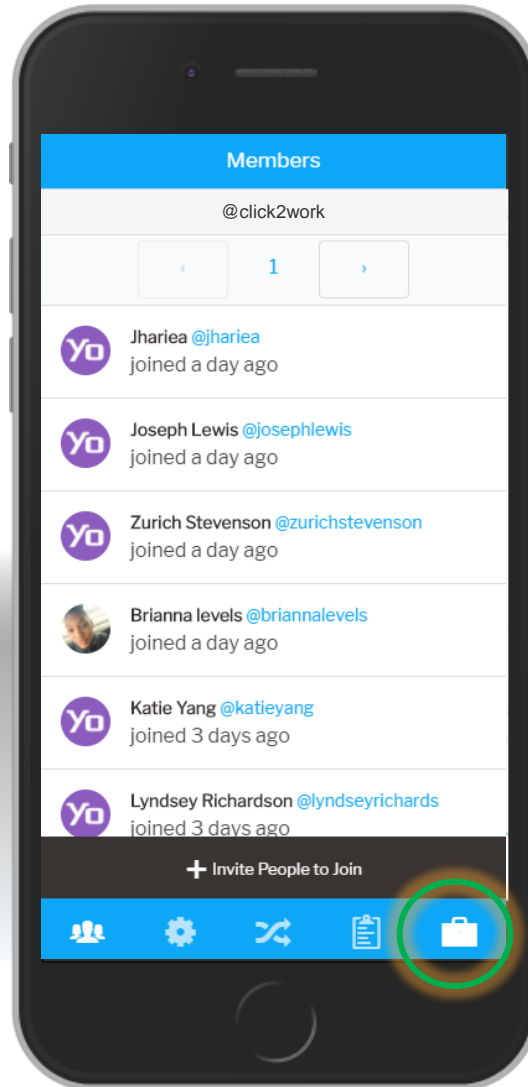


Yolobe Messaging

- Direct and group messaging to maximize engagement
- Opportunities can be sent directly to user inbox
- Notifications when messages received

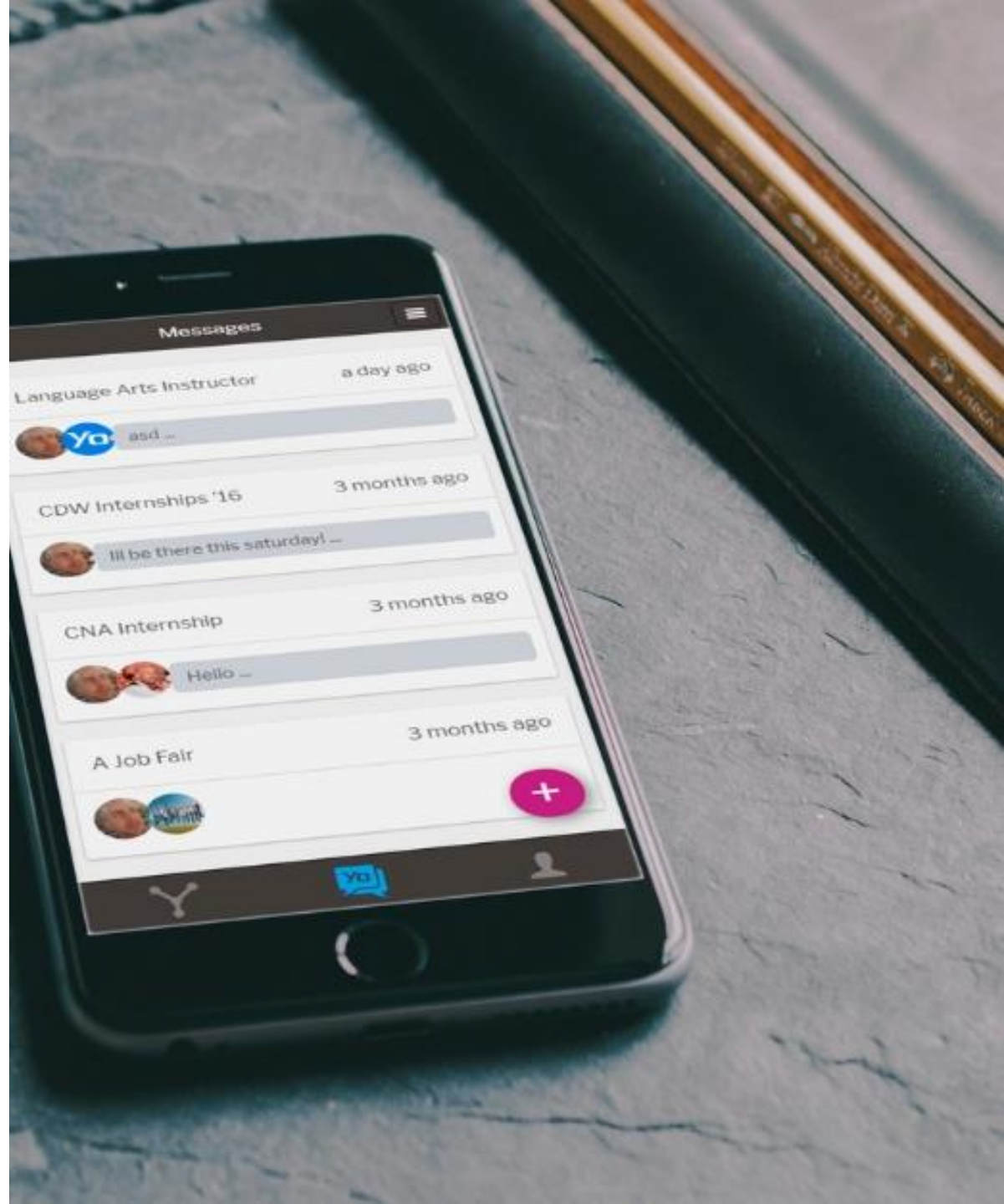


- Manage network from mobile phone
- Post opportunities in pictures or video
- Opportunity stats
- Triage and engage with candidates
- Approve user posts
- Approve employer and partner content and opportunities



Demo

Walkthrough of the network experience on the web



Yolobe Profiles

11:45 62%

@thomaslib...

8 People 6 Networks

Tap to change

Yolobe lets you store all the great things you've done.

Your Handle What's a handle?

@ thomasliberto [View](#)

About me

Currently looking for a full-time internship for the summer. Will be studying at University of Illinois - Urbana this fall, to graduate in 2021. Will be majoring in Computer Science. Love computers. Planning on going into a career into Software Engineering. I play soccer at my high school. Also a big fan of the TV shows Game of Thrones and Mr. Robot.

Interests

#{"text":""} #computers #computerscience #technology #internship #soccer

Volunteered @ Appalachia Service Project Summer '16
posted: 7 minutes ago

5 1

Annissa Morua

@annissa

Connected 9 days ago

[Start Conversation](#)

[Disconnect](#)

About me

My name is Annissa, I a CTE Digital media senior. I have a strong passion for avocation against social injustices. I enjoy surrounding myself around positive people and communities . On my free time I like to be creative and learn how to do something new - something I have never been apart of before.

Skills

Leadership and talking to others.

Interests

#Fashion #Design #Law #Media

Become a member of the Spanish Honors Society
Posted: 2 hours ago



Location:
Schurz High School

Feeling:
I felt very proud and honored by achieving this title. Growing as a bilingual speaker seemed like a no brainer - I didn't know I would have gotten recantation for it in the future

I have been on honor roll throughout all of highschool.
Posted: 4 months ago



Location:
At Schurz

Feeling:
I felt proud of my self because with all honors and AP classes, I was able to maintain my GPA high

Step up ambassador
Posted: 4 months ago



Location:
At Schurz

Feeling:
I was pleasantly surprised. As soon as I joined step up I was very on top of every event and never missed a session which pleased me to have a much bigger responsibility. However I was surprised because I was competing with other members for that title.



March 9, 2017

Ald. Milele A. Coggs
(414) 286-2994

New Click2Work email list will connect residents to job opportunities

Milwaukee residents who are interested in staying up-to-date on job openings throughout the city, career fairs and vocational training opportunities can now sign up to receive regular email and text updates from the city.

Council members Milele A. Coggs, Ashanti Hamilton, Russell W. Stamper, II, Khalif J. Rainey, Chantia Lewis and Cavalier Johnson announced the launch of the **Click2Work** email list, which will utilize the city's E-Notify system to connect residents with work opportunities at private businesses citywide. Interest in receiving updates about such opportunities has grown by leaps and bounds, and Click2Work will offer one central source of information for interested Milwaukeeans.

The effort furthers the council members' call to action at the culmination of Black History Month, where they encouraged residents to participate in Milwaukee's renaissance by taking advantage of employment opportunities or sharing information with those who may use it.

These council members hear regularly from residents throughout the city who are ready and excited to learn about new job opportunities, seek vocational training and attend career fairs. Click2Work creates a hub for that kind of information that is convenient and simple to use, and anyone who is interested is urged to sign up now.

Users can register for the Click2Work E-Notify list at milwaukee.gov/enotify. There, new users can sign up for an E-Notify account, and those with an existing account can subscribe to the Click2Work list under the "Information Updates" category.

Employers who are interested in sharing information about work opportunities through the Click2Work system can email details to devcoord@milwaukee.gov.