



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Agenda

AFRICAN AMERICAN MALE UNEMPLOYMENT TASK FORCE

*ALD. ASHANTI HAMILTON, CO-CHAIR AND ALD. TONY
ZIELINSKI, CO-CHAIR*

*Deborah Blanks, Sedgwick Daniels, Ald. Joe Davis, Joe Fahey,
Pam Fendt, Curt Harris, Wendell Harris, Ralph Hollmon, Carl
Jaskolski, Ossie Kendrix, Marc Levine, Arturo Martinez, Gerard
Randall, Michael Rosen, Tim Sheehy, Julia Taylor, McArthur
Weddle, Lenard Wells and Ken Wheeler*

*Staff Assistant, Linda Elmer, (414)-286-2232
Fax: 286-3456, E-mail: lelmer@milwaukee.gov*

Tuesday, January 4, 2011

12:00 PM

Room 303, City Hall

1. **Review and approval of the minutes of the December 14th meeting.**
2. **Appearance by local agencies working on job creation.**
3. **Awareness and use/non-use of employment assistance programs.**
4. **Discussion relating to suggestions from the public relating to the work of this task force.**
5. **Appearance by Osker Ellis relating to his training/apprenticeship program.**
6. **Discussion on the Emerging Business Enterprises disparity study.**
7. **Discussion of the funding recommendations from members.**
8. **Set next meeting date and agenda.**

Members of the Common Council and its standing committees who are not members of this committee may attend this meeting to participate or to gather information. Notice is given that this meeting may constitute a meeting of the Common Council or any of its standing committees, although they will not take any formal action at this meeting.

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Meeting Minutes

AFRICAN AMERICAN MALE UNEMPLOYMENT TASK FORCE

**ALD. ASHANTI HAMILTON, CO-CHAIR AND ALD. TONY
ZIELINSKI, CO-CHAIR**

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Fahey, Pam Fendt, Curt Harris, Wendell Harris, Ralph
Hollmon, Carl Jaskolski, Ossie Kendrix, Marc Levine, Arturo
Martinez, Gerard Randall, Michael Rosen, Tim Sheehy, Julia
Taylor, McArthur Weddle, Lenard Wells and Ken Wheeler*

*Staff Assistant, Linda Elmer, (414)-286-2232
Fax: 286-3456, E-mail: lelmer@milwaukee.gov*

Tuesday, December 14, 2010

12:00 PM

Room 303, City Hall

Meeting convened: 12:25 P.M.

Members: excused: Ald. Joe Davis and Tim Sheehy

*Members absent: McArthur Weddle, Ken Wheeler, Lenard Wells, Marc Levine,
Michael Rosen, Wendell Harris and Sedgwick Daniels*

This was

1. Review and approval of the minutes of the November 16th meeting.

*Mr. Randall moved, seconded by Mr. Kendrix, for approval of the minutes. There
were no objections.*

This was

2. Reports from the working groups:

Connecting employees to jobs work group:

*Ald. Zielinski noted that he, Ms. Blanks and Mr. Randall met with individuals at
QuadGraphics at its plant. They are investigating referring individuals to a temporary
employment agency and if those employees work out, the agency will be bypassed.
The next meeting will be with representatives from Waukesha County who want to be
involved with this effort in terms of providing transportation. Ms. Blanks mentioned
that an individual who was referred to the company did start working a few days ago.
The Social Development Commission did offer this individual assistance in a number
of ways in order to have him obtain this job.*

*Job creation work group: Ms. Fendt spoke on this committee and noted that they had
met with David Riemer about the pilot program recently created to employ 2,500
individuals; the jobs are six-month jobs paying minimum wage and are renewable
after six months. They are trying to place individuals in job which will become
permanent. It's doubtful there will be additional federal funds for this program, so
they're trying to locate additional funding streams to grow these jobs after the initial*

funding ends. One possible funding source is a payroll tax. Ald. Hamilton noted that the goal of this Task Force is to create 5,000 more jobs in the region. The work group also discussed working with existing companies with federal military contracts as a potential source of a number of new jobs. Mr. Riemer suggested that this Task Force could meet with individuals at the state who are working on the transitional jobs program. Mr. Randall noted that this program might be administered differently with the new state legislature coming in. The Task Force will consider contacting individuals about this program as times change. Ms. Blanks recommended inviting individuals who already have funding allocated to them and who are working on job creation, such as Goodwill. That will be an agenda item on the next meeting.

Job training connections work group: Mr. Jaskolski spoke on this work group's efforts since the last meeting of the Task Force. Approximately 2,500 individuals would qualify for funds with Mr. Oulahan of the Hire Milwaukee Center. The survey was completed by the individuals and the information provided was not verified. He noted that 2% of HR practitioners are minorities, which include all minorities, not just African Americans. Jobs can be created, but the human resource personnel need to be engaged on the issue of not even considering ex offenders for employment. The individuals who completed the surveys were from a number of employment agencies. He noted that 85% of his students over the years have said that race can be used as an excuse not to hire someone. He provided Task Force members with data compiled from various employment agencies (Exhibit 1). Ald. Zielinski wanted to know if individuals are aware of programs for which they could apply for benefits and would like to do a sample group to see if individuals are taking advantage of these programs and if there are a number of the same obstacles, that might benefit a number of individuals. Mr. Jaskolski will talk to 5-7 individuals and then report on this to the next meeting. Ms. Fendt is concerned that the information would not be statistically valid and if done, should be done in an acceptable, structured manner. Ald. Zielinski would like some data, even if it isn't statistically valid.

Mr. Fahey said that he isn't sure that human resources people are aware that it's illegal to discriminate based on criminal records unless it would directly affect that individual's work in that job. Ms. Blanks will research whether QuadGraphics provides local housing.

This was

3. Discussion relating to new comments received from the public.

Ald. Hamilton noted that some of the public comments were ignorant, but many of the comments were well-thought-out and reflective of what the task force is already doing. Mr. Celata, Social Development Commission, will present a report at the next meeting of the top suggestions. Mr. Curt Harris said that one of the challenges of the Task Force will be in getting companies involved - one of his concerns is that he has to hand-work with companies in order to get specific individuals with felonies hired. He also supports having African American males mentor and train other African American males to meet job openings in the industrial arena. Mr. Oskar Ellis does offer a training program in this area. Mr. Curt Harris also said that training opportunities have to meet people at the level they're at and work on turning their lives around. Mr. Ellis will be invited to speak at the next meeting. Mr. Randall noted that this Task Force needs to research where the bulk of training funds are going and what their success rates are. Mr. Randall said that he agrees with Ms. Fendt and we need to have a stronger advocacy arm around economic development. Ms. Fendt mentioned earlier in the meeting of a retired business executive who was calling businesses registered with the Emerging Business Enterprise office to alert them to employees in the transitional jobs program. Mr. Randall noted that advocates need

to be gained at the state level with regards to the UW system and state foundations due to the large volume of contract work being done at the state universities that are not being proactive in hiring minority residents. Although the work done on state university campuses is supposed to be tracked in regards to minority apprenticeships, it doesn't seem to be consistently tracked. Ms. Fendt was concerned that maybe they're just tracked on large, public projects rather than all projects. Mr. Randall said that the model for the incoming administration is to raise the minority hiring and training goals that were set by former Governor Tommy Thompson. Mr. Randall did research on military contracts and decreasing unemployment; Janesville is already in talks with Oshkosh trucks due to the closing of the GM plant.

This was

4. Discussion relating to the Emerging Business Enterprise Disparity Study

Mr. Kendrix noted that the report was not released yet - it will be released on December 20th at a special Community and Economic Development Committee meeting. The results were already presented in July 2010 for the years 2005-2008 and that is on the EBE website. The presentation on the 20th will consist of presenting recommendations as to whether the program will remain race-neutral or become race-conscious. The meeting did not take place on Monday due to inclement weather in parts of the country on Sunday.

This was

5. Creation of timeline for recommendations.

The timeline is about half-completed as the report is due March 14th. Ms. Blanks would like to have the deadline extended and she feels there is so much more for this body to discuss and investigate. Ald. Zielinski and Ald. Hamilton discussed renewing this Task Force on an annual basis or extend the deadline another six months. Ald. Zielinski moved, seconded by Mr. Jaskolski, to have the deadline extended to another six months and renew this body on an annual basis. Ald. Zielinski would like to have the allocated funds spent following the recommendations of this Task Force. This Task Force will submit recommendations and then will be renewed on an annual basis to continue talks. Mr. Holloman supported having the #1 priority from now to March 14th be to decide on how the funds allocated to this body will be spent and then ongoing talks will continue. Task Force members were supportive of this. At the meeting of January 4th the Task Force will lay out any criteria or guidelines on how that money can be spent. Everyone must submit one idea on how the money will be used. The Staff Assistant will send out a packet of restrictions on how the money can be spent. Ms. Fendt recommended that all plans must be in written form. Members must submit it to the Staff Assistant prior to noon on December 29th. A partial report will be submitted at the end of six months.

This was

6. Format of final report.

This matter was not discussed.

This was

7. Set next meeting date and agenda.

January 4th at noon.

This was

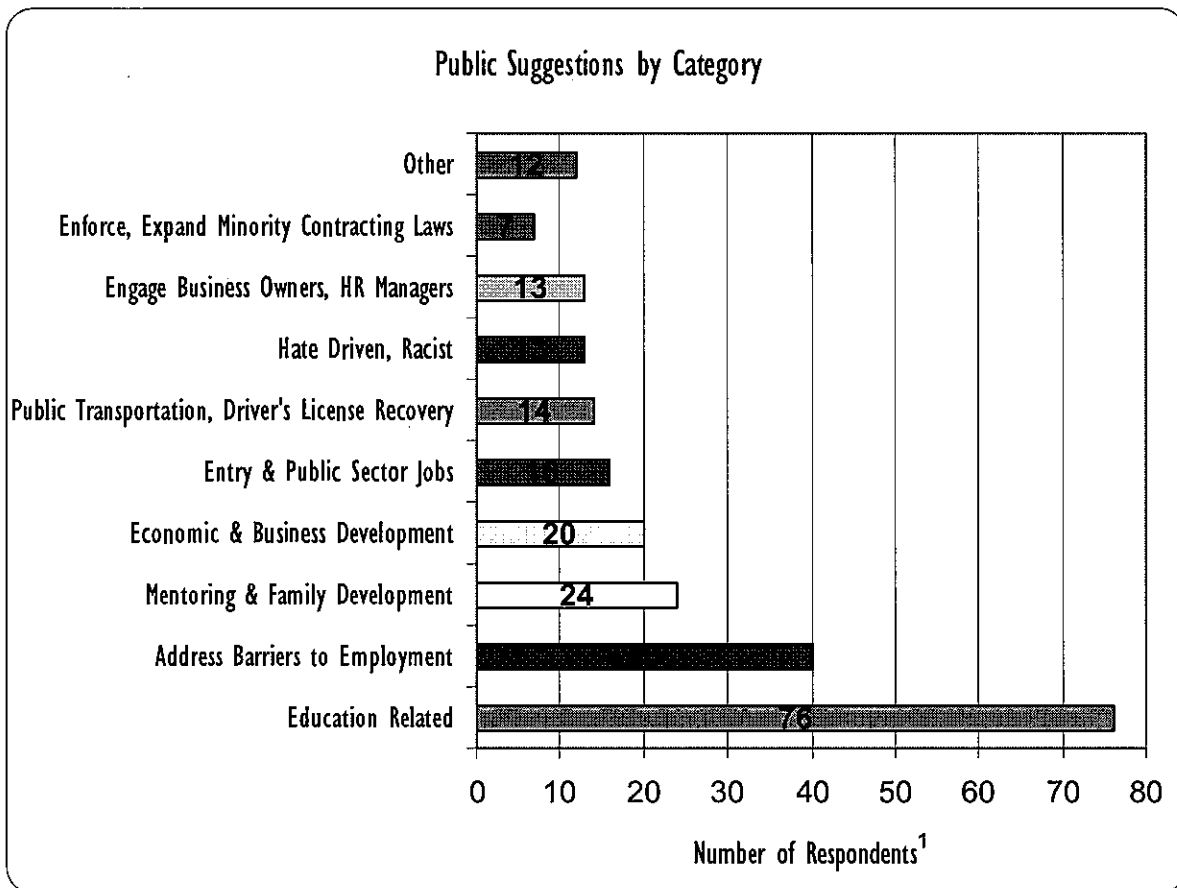
Meeting adjourned: 1:45 P.M.

*Linda M. Elmer
Staff Assistant*

This was

Summary of Public Comments
African American Male Unemployment Taskforce
Prepared by Dave Celata, Social Development Commission
December 20, 2010

This document provides a breakdown of public comments submitted to the City of Milwaukee's Taskforce on African American Male Unemployment. From October 25, 2010 to December 12, 2010, the Taskforce received a total of 121 submissions. These suggestions were grouped into large categories, the results of which are presented in the graph below.



¹Note that the total number of suggestions listed in this graph is 240. The Taskforce received comments from only 121 members of the public. However, many comments discussed multiple ideas and were therefore counted under more than one category.

The categories presented above are intentionally broad to illustrate the basic pattern of public comments. In the succeeding sections, each broad category is analyzed in more detail and specific suggestions are given.

Education Related Suggestions

Comments related to education, job training, and basic skills were by far the most prevalent among public comments. Most comments that centered on education were general and simply stated a need to improve educational outcomes for African American males. Within this category, a number of ideas were proposed:

- (1) Focus on basic skills by ensuring all individuals can read, write, and perform basic mathematics at a proficient level;
- (2) Provide on-the-job training and other skills training programs—including a focus on green and emerging industries;
- (3) Enhance early childhood education;
- (4) Teach trade and technical skills within public schools and make programs at MATC more accessible through new pathways;
- (5) Increase parental involvement in schools and their children's education;
- (6) Conduct a complete reform of Milwaukee Public Schools.

Barriers to Employment

Barriers to employment is a broad category, that includes,

- (1) Soft skills training;
- (2) Provide social services to assist with criminal records, child support, housing, and financial support during training;
- (3) Remove legal barriers to employment created by criminal records;
- (4) Enforce anti-discriminatory laws;
- (5) Provide enhanced transitional services for ex-offenders;
- (6) Better connect African American males to job opportunities.

Most suggestions under this category focused on ex-offenders and the impact of a criminal background on one's employment prospects. But the need to wrap supportive services around the long-term unemployed was also made clear.

Mentoring & Family Development

One of the more specific categories was mentoring and family development. Comments in this category focused on three needs:

- (1) Provide young African American males with positive role models;
- (2) Help "reengage" adult African American males with the traditional family structure;
- (3) Use the media to create positive messaging for African American males.

Economic & Business Development

Suggestions under this category focused mostly on the need to create and support more African American owned businesses within Milwaukee's central city. The principal method proposed for developing new businesses was through micro-finance; the principal method proposed for supporting existing businesses by subdividing public contracts and/or facilitating group bids. A common theme under this category was that African American businesses would be the most likely to hire African American males.

Also under this category, the need to stimulate business development within green and emerging industries was proposed. These comments stated that if Milwaukee could expand its economic base with new industries, it would assist the entire community—including African American males.

Entry & Public Sectors Jobs

The need to create pathways to long-term employment was highlighted by multiple comments. Specifically, respondents proposed three community needs:

- (1) Make more entry level jobs, in industries with employment ladders, available to African American males;
- (2) Create and support more transitional jobs programs modeled on the WPA;
- (3) Make a conscious effort to employ more African American males in city government and through city contractors.

Public Transportation & Driver's License Recovery

8 out of 14 comments under this category focused on the need to assist African American males with recovering and maintaining their driver's license. Several respondents highlighted the need for a valid driver's license in order to get and maintain a job.

6 out of the 14 comments discussed in the need for more public transportation options within Metro Milwaukee.

Hate-driven, Racist

A number of comments were overtly racist and were obviously not intended to provide a productive public discourse. User IP addresses were submitted with each comment. When the most blatantly racist IP addresses were entered into a public IP search engine, respondents were scattered throughout the continent (including individuals residing in New Hampshire, Maryland, Georgia, California, and Canada). Interestingly, *none* of the most blatantly racist comments were submitted from the Milwaukee area.

Engage Business Owners & Human Resources Managers

Two specific ideas were proposed under this category:

- (1) Engage more business owners within the ranks for the Taskforce to gain their insight into how to increase African American male employment;
- (2) Provide training and education to human resources professionals with the intention of removing the "gate keeper" barriers to employment for African American males.

Enforce & Expand Minority Contracting Laws

These suggestions focused on the need to analyze, monitor, enforce, and/or expand the City of Milwaukee's use of minority contractors—specifically its use of African American males that are residents of the city. Respondents under this category place the city's contracting practices as a direct method for addressing African American male unemployment.

Other Suggestions

The final category is a miscellaneous collection of suggestions including,

- (1) Improve neighborhood conditions;
- (2) Reduce public assistance programs;
- (3) Replicate programs from peer cities;
- (4) Reduce nepotism in the public sector;
- (5) Address homophobia;
- (6) Create boarding houses with supportive services.

Elmer, Linda

From: Hollmon, Ralph [rhollmon@tmul.org]
Sent: Wednesday, December 29, 2010 10:04 AM
To: Elmer, Linda
Subject: RE: Homework for AAMU members --

Linda, here is my suggestion for spending the \$400,000 in LID for immediate job creation.

Identify eligible project and use funds to create 25 laborer/semi skilled construction jobs. The jobs could pay between \$12 AND \$15 per hours for 6 months. Have non profit and their development partner agree to hire minimum number of workers who did well during the 6 month period. If the task force thinks this is a good idea, the specific details can be worked out.

Let me know if you have questions or need more information. Ralph.

From: Elmer, Linda [mailto:lclmer@milwaukee.gov]
Sent: Tuesday, December 14, 2010 2:36 PM
To: Arturo Martinez; Carl Jaskolski; Curt Harris; Davis Sr., Joe; Deborah Blanks; Deborah Blanks; Eric Paulsen; Gerard Randall; Hamilton, Ashanti; Joe Fahey; Jorgensen, Arlene; Julia Taylor; Ken Wheeler; Kendrix, Ossie; Lenard Wells; Marc Levine; McArthur Weddle; McHenry, Arlisia; Michael Rosen; Morton, Sherman; Pam Fendt; Patti Marshall; Hollmon, Ralph; Sedwgick Daniels; Tim Sheehy; Turk, Mary; Wendell Harris; Zielinski, Tony
Subject: Homework for AAMU members --

At today's meeting, it was agreed that all members would submit one idea in writing on how to spend the \$400,000+ allocated to this body. I've attached the large impact development funds restrictions (note: ineligible activities include taverns, gun shops, liquor stores and pawns shops, so those are already out!). Please submit one suggestion in writing to myself via e-mail (lclmer@milwaukee.gov) by noon on Wednesday, December 29th and I will compile them and send them out to members as one document for your review prior to the meeting at NOON on JANUARY 4th.

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Elmer, Linda

From: Arturo Martinez [martinas@matc.edu]
Sent: Wednesday, December 29, 2010 3:09 PM
To: Elmer, Linda
Subject: RE: LID funds criteria -

Linda, I would like to propose the following as suggestions for programs that could be implemented from the funds that are available.

During some of our discussion I believe Mr. Weber suggested that we needed to look at innovative educational type of programs that can provide individuals with short term credit based certificates to give participants the credentials needed to access employment without having to go through a one year or two year program. I would suggest that the committee consider the following;

Set aside \$150,000,00 for the implementation of short-term credit based post-secondary certificates that will provide low skilled and low academic skilled participants with the credential needed to access employment within high demand jobs.

The Short-term Post-secondary certificate program will take existing MATC diploma or associate degree programs, and will offer a faster track credit base certificate through the chunking of courses within those diploma or associate degree programs, and to integrate adult basic skills that provides participants with the reading, writing and the math academic skills needed to successfully complete the post-secondary program. The certificate credit base program will be short-term, and participants can continue to pursue a diploma or an associate degree as they have earned college credits within the certificate in those programs.

This program will model the Washington state Integrated Basic Education Skills Training (I-BEST) that provides short-term credit base certificates to enhance the employability skills of participants to enter the workforce. The Wisconsin Technical College System is also supporting this type of short-term credit base and employer linked certificate programs.

The \$150,000 will mainly be used to provide the tuition cost for this type of programs, MATC will provide the adult basic skills instruction need to implement this type of a program. Because this are short-term programs, participants are unable to qualify for financial aid, thus participants without employment do not have the economic means access this type of programs. In addition, W-2 or WIA program eligibilities may also prevent participants from accessing this type of short-term training programs.

I can elaborate more on this type of a model if there is an interest to use part of the funds for Education and Training leading to employment placement.

Arturo Martinez, Ph.D.
Associate Dean
Pre-College & Bilingual Education
Office (414) 297-6803
Fax (414) 297-8269
martinas@matc.edu

>>> "Elmer, Linda" <lrelmer@milwaukee.gov> 12/28/2010 3:43 PM >>>
\$425,000.

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Elmer, Linda

From: Jaskolski, Carl [Carl.Jaskolski@milwaukeeewib.org]
Sent: Wednesday, December 29, 2010 3:37 PM
To: Elmer, Linda
Subject: RE: Homework for AAMU members --

Linda:

Thank you for calling the other day to remind me about our homework assignment. You are just like a teacher (smile).

An idea on how to spend the \$400,000 would be to develop 'Commercial Property Services' with built-in training that would provide some form of certification/credentials. An RPP requirement would be a %100 utilization of African-American males from the City of Milwaukee.

If this is unclear, please contact me at 414-270-1760 (work) or 414-581-5189 (cell).

Take care and have a joyous New Year, 2011

Carl

Human Resources Manager
Milwaukee Area Workforce Investment Board
<http://www.milwaukeeewib.org>
2338 N. 27th Street Milwaukee, WI 53210
Phone: 414-270-1760
TTY: 414-270-1848
Fax: 414-225-2372

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12/30/2010

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Because There's No **One Way**
To End Poverty

SDC's CAREER DEVELOPMENT CENTER Proposed Expansion

Submitted to: The African American Male Unemployment Task Force

**Deborah Blanks, CEO
Social Development Commission
December 29, 2010**

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INTRODUCTION

Since 1964, the Community Relations – Social Development Commission (SDC), has been the Community Action Agency for Milwaukee County. The corporate mission of SDC is “Empowering Milwaukee County residents with the resources to move beyond poverty”. SDC serves as a planner, coordinator and provider of human service programs for low-income individuals and families in Milwaukee County. SDC has numerous support service programs and maintains active partnerships with external agencies providing complementary supportive services. SDC serves 75,000 residents annually, more than 15,000 clients utilize SDC’s Richards St. site for services.

PROPOSAL: EXPANSION OF SDC’S CAREER DEVELOPMENT CENTER

SDC’s Career Development Center is located at our North Richards Site and creates both a job retention approach for low income families and a supportive job training and placement approach for low income unemployed parents with existing responsibilities. Equipped with client accessible PCs, and on-site case managers, this web-based network minimizes costs and allows for a larger number of participants to be reached per dollar funded. This preventive/supportive model is especially efficient since 93% of the supportive workforce development, asset building, educational and family strengthening programs at SDC are not new funding. Existing long-standing programs complement Job Training, Placement and Retention for our African American unemployed males through our new Transitional Jobs and W-2 EAA programs.

1. Career Development Center Components

SDC currently operates many of the components of a career Development Center. These existing components are discussed on pages 5 -7 of this proposal. The chart below illustrates the existing components and the new components that are the basis for this proposal

Career Development Center Components	
Existing Components	Proposed New Components
Comprehensive W-2 EAA and other assessment, job placement and retention services	Job Simulation Center
Transitional Jobs program	Advisory Council
Current SDC job training programs	Temporary Job Placement Agency(s) on site
SDC Wrap-around supportive services	Transportation to jobs from site
SDC Network of partner organizations	
Existing relationships with placement agencies	
Existing relationships with employers	
Tracking, outcomes measurement and evaluation	

SDC seeks to apply for \$200,000 to expand its existing Career Development Center space to create a job-simulation work center for short term training. This expansion will provide job simulated opportunities for real-world training experiences to increase the likelihood for success when clients are employed. Participants would be connected to job interviews and potential employment opportunities once participation is completed. Adding this pioneering simulated job space to our integrated service model will enhance job retention goals and employer confidence. SDC will leverage an additional \$115,000 from corporations and foundations to expand the viability of our job simulated environment for a total budget of \$315,000.



2. Job Simulation Work Center

Some potential employment areas served by the center and the training areas focused on in the center are identified below. The Advisory Council would help shape this plan.

Job Simulation Work Center	
Employment Areas (Partial List)	Training Areas (Partial List)
Clerical/Administrative	Cashiering Clerical
General Retail	Customer Service Conflict Resolution
Grocery Stores	Communication Interviewing
Hospitality	Reading Math
Manufacturing	Sequencing Problem Solving
Warehouse	Industry specific Work Place Simulations Computerized Plant Operations (entry level)

3. Advisory Council

SDC would utilize the support of an Advisory Council in developing the specifics of the job simulation center. This Advisory Council would provide up-front input regarding the employment areas to target and the specific skills to concentrate on in the training. Several SDC Board members, John Busby, CEO of Miller Compressing; Reggie Newsome, WI Department of Transportation and Fred Royal, MAWIB could serve on this council as well as representatives from the business community to ensure the center best meets the needs of prospective employees and employers.

4. SDC's Integrated Service Delivery System

SDC utilizes an integrated service delivery system to ensure that clients receive support in a variety of areas to decrease the issues that prevent them from successfully obtaining and retaining a job. These services are provided by SDC and our network of partner organizations and are provided in five major areas as identified below. These services would be available to participants involved in the Job Simulation Work Center.

Integrated Service Delivery System	
Core Service Areas	Specific Services
Education	Early childhood education, GED/HSED education ad testing for high school diploma equivalency.
Job Training and Employment	W-2 access, career development, job training and placement, transitional jobs
Asset Development	Asset Development – Low interest car loan, free tax preparation, financial literacy training, access to bank services, credit management
Support Services	Energy assistance, weatherization, driver's license recovery, domestic violence prevention, child support enforcement advocacy, home visits to seniors, food service to youth, AODA/mental health services and health education and referrals.
Family Strengthening	Family Strengthening – healthy marriage and relationships, fatherhood education, teen/parent communications and deferred prosecution agreements (where applicable).

5. Job Placement Agency(s) On site

SDC maintains positive relationships with job placement agencies and would work to identify one or several who would be interested in establishing a satellite office at the Career Development Center. If the Center is at SDC's Richard St. site, the potential for the placement agency to have a pool of more than 15,000 clients already coming to the site exists. At the same, it promotes a one-stop shop experience for the clients where they can receive a comprehensive set of services at one location.

6. Transportation to Jobs from Site

SDC would work with organizations to identify opportunities to provide transportation to work sites. For instance, the City of Waukesha has established a new transportation service with federal stimulus funds that has the potential of connecting employees from Waukesha and other communities to jobs.

SDC'S EXISTING CORE JOB AND CAREER SERVICE COMPONENTS

To meet the goals of these career service components, SDC's Career Development Center offers a menu of programs to all individuals and specifically caters to the unique needs and barriers of African American Males through:

1. **Transitional Jobs** for W-2 Ineligible individuals and non-custodial parents who receive subsidized career experience with supports;
2. **W2-EAA** for custodial parents who seeking job training, placement and retention.
 - ❖ **BEST** a sub-set of W2-EAA for voluntary career training experience for eligible custodial parents
3. **NAILS** for younger custodial and non-custodial parents (18-24 years) needing a deeper level of comprehensive case management to address their unique barriers resulting in a wage disparity between those who graduate high school and those that drop out.

SDC's Career Development Center is efficiently structured to provide key supports for economic independence by focusing on five core job and career service components:

1. **Assessing Career Needs**
2. **Matching Job Training and Supportive Services by Identified Career Goals, Aptitudes and Barriers.**
3. **Connecting Individuals to Career Paths and Employment**
4. **Tracking and Supporting Job Retention**

1. Assessing Career Needs

Transitional Jobs, W2-EAA and NAILS programs engage clients at point of initial contact with state of the art individualized assessment tools that comprehensively identify barriers to employment, career aptitudes and interests. Resource Center staff, cross trained in all three programs, provide seamless eligibility assessment. Professional consultants are utilized in some areas, such as, psychological assessment and medical and functional capacity evaluations. Assessment tools include:

FOR TRANSITIONAL JOBS

Formal and Informal Assessments	Expected Outcomes
Test of Adult Basic Education (TABE)	Determines math and reading skill level and appropriate ABE or GED curriculum
WisCareers	Identifies career interest and path planning.
Work Experience Summary	Reviews work history to identify job strengths

JOB/CAREER ASSESSMENT FOR W-2 EAA & NAILS PROGRAM

Formal and Informal Assessments	Expected Outcomes
Basic English Skills Test (BEST) Plus	Identifies English language comprehension.
Case Staffing	Review all relevant information and discuss appropriate W-2 Placement.
Vocational Evaluations	A core service offered is a mental health assessment. The evaluation responds to the request for diagnostic information and psychometric data. As a general practice, the assessment includes the evaluation of emotional, mental health; learning disability, cognitive, academic achievement; and adaptive, functional estimates, and vocational functioning.
Psychological Assessments	Refer to Vocational Evaluation Outcome above.
Medical Capacity Examination	Provides information regarding the applicant's medical status.
Functional Capacity Evaluation	Determines if work restrictions, job modifications, or reasonable accommodations are necessary to prevent further injury; to determine the extent to which impairments exist, or the degree of physical disability for compensation purposes; or, to predict the ability to perform work following acute rehabilitation or a work-hardening/work-conditioning program.
AODA Screenings	Provides information on significant life events, education, employment, AODA screening, and recommendations

2. Matching Job Training by Identified Career Needs

A series of job activities and support services drawn from SDC's 29 in-house programs are customized and matched to the aptitude, barriers and career preferences assessed for each individual in step one. If staff identify services unavailable in-house, a service referral is made.

Many of this referral services are available at all five Milwaukee County job-centers where SDC is co-located. In addition to those customized activities all individuals go through the following job training activities:

- Keeping Employment Your Scope (K.E.Y.S) Workshop (group setting)
- Vocational Assessments
- The Job Club (group setting with individualized activities)
- Employment Counseling (individualized)
- Independent Living Skills & Career Mapping Workshops (for NAILS Participants)

3. Connecting Individuals to Career Paths

This connection is developed through a systematic implementation of a job support processes beginning with (1) Employment counseling, (2) job search (3) job placement and (4) job retention. These are available at SDC Career Development Center on Richards Street and at all five WEA job-centers in Milwaukee County.

Employment Counseling

Employment Counseling is an individualized one on one interaction designed to deal with obstacles to work readiness and retention. Employment Counseling will also provide suggestions on how to maintain a balance between personal life and work. A personalized face-to-face interview is conducted with the applicant and an initial career plan is developed.

Job Searches

SDC Job Developers work with employers and review local labor market information to determine industry/business with relevant occupations/jobs that align with the skills/aptitudes, interests, developmental needs of jobseekers. Staff provide technical support and guide applicant as they review career, personal and professional development resources.

Job Placement

SDC offers placement services through On-Sites Employment Recruitment. On-site recruitments will be held at each EAA co-located site and at SDC's Career Development Center. SDC Job Developers will collaborate with each WEA Employment Team and SDC's Program Managers to coordinate employer contacts and to specify days for job fairs and on-site recruitment.

Job Developers will invite a variety of employers to WEA Job Centers, and SDC's Career Development Center where they conduct face to face interviews to recruit candidates for employment, accept applications, provide informational sessions and recruit candidates for employment.

4. Tracking and Supporting Job Retention

In the **W-2 EAA Program**, the Keeping Employment Your Scope (K.E.Y.S) Workshop is job retention focused. During the workshop, applicants complete a survey that captures employment types and career interests. The skills learned enhance job retention. Overall the workshop develops the applicant's ability to determine the most appropriate skills for enhancing their long term career goals and immediate employment needs. Newly employed participants join SDC's Job Club which has an open entry-open exit is tailored to meet an applicant's individual needs in a group setting.

The SDC model follows the Azrin Job Club interactive model. The Job Club is a key component which provides group and individualized attention and its purpose is to keep clients informed, motivated, and connected. A similar approach is used with the young men in the **NAILS Program** 90% of whom are on deferred prosecutions and includes job retention focused case management model.

In **Transitional Jobs** a unique opportunity exists for advocating and encouraging individuals to maintain contact with their Job Coach right through their six month career experience and beyond permanent placement. SDC's Training Center has adopted this unique retention model. Retention will be reinforced through the payment of a job retention bonus paid to Transitional Jobs eligible participants that will be paid at 30, 60 and 120 days or retention.

5. Advocacy For The Unemployed

SDC's Policy & Research Division focuses on poverty-related public policy issues, and coordinates or develops research to support our effort in voicing public concern on economic disparities. A report issued in April 2011 titled "An Understanding of The Structural Issues Impacting Black Male Joblessness in Metro Milwaukee" discusses the importance of racially conscious policies and the resilience of black males overall. SDC use of credible and up to date research creates the spring board strategized advocacy and public hearings on the issue of African American Male Joblessness.

SUMMARY of REQUEST: SERVICE GAP NEEDING \$200,000 FOR A PIONEERING SIMULATED WORK ENVIRONMENT AT SDC's CAREER DEVELOPMENT CENTER

SDC is looking to expand its Job Training Center into a vacant 2,300 square foot simulated work environment. Site options for consideration include:

- (1) The vacant space adjacent to our Career Development Center on North Richards Street which has the capacity to accommodate sixteen to twenty active work stations, for a variety of simulated work environments.
- (2) Vacant space available from Lena's Food Market, Mercy Memorial Baptist Church or through a Goodwill Industry initiative.

This unique Simulated Work Environment expands SDC's capabilities to provide training on quality corporate and community based service systems and a myriad of other network technical training opportunities that are as close to on-site work experience as possible. SDC is very well positioned to competitively deliver on workforce development and employment. By expanding our Career Development Center into a simulated work environment model, we respond to the first and second criterion of LID funding at a minimum cost:

Reuse of vacant, blighted property or physical expansion into either: the West Wing of N. Richards Site, Lena's Food Market site, Mercy Memorial Baptist Church or a potential new Goodwill Industries sites. These sites are located in areas needing an infusion of economic expansion which will generate city tax revenues (2nd criterion) while creating jobs (3rd criterion).

SDC has solid job placement relationships with key private sector employers in Milwaukee County through our W-2 EAA, Transitional Jobs and NAILS programs. With an allocation of \$200,000 SDC will have seed funding to staff and manage the simulated work environment and provide leverage to secure Memoranda of Agreements with private sector employers who will guarantee placement for African American Males, job-prepared at our Work Simulated and Integrated Career Development Center. SDC will also leverage private foundation dollars and federal or state dollars to maintain viability of the program beyond CDBG funding.

In conclusion, SDC will provide AAMU Taskforce with a benchmark well tested and proven job training, placement and retention model for African American Males seeking employment in all areas including traditionally male oriented careers.

BUDGET

LINE ITEM DESCRIPTION	AAMU LID FUNDING	PRIVATE OR CORPORATE FUNDING	BUDGET NARRATIVE
2 FTE Staff Salaries	\$62,000		Staff hired at \$14.90 per hour for a base salary of \$31,000 per person
Staff Benefits	\$38,000		Calculated at 38% of base salary
Space Rental	\$75,000		Based on rate for expansion at N. Richards St. into an additional 2,500 square feet (may not be in Milwaukee); thus other options are provided.
Work Supports	\$15,600		To provide job related clothing and safety gear @ an average of \$50 per person for a total graduation of more than 300 people per year
Office Supplies, Furniture & Equipment		\$28,000	To furnish the Simulated work environment, provide desk tops where necessary and office supplies.
Stipends	\$9,400	\$37,000	Incentives for participants to become engaged in training to offset some expenses.
Construction of Simulated Areas		\$50,000	Simulated work environments will be branded where possible with corporate props from corporations leveraging dollars for this effort. In-kind Labor costs from participants trained by SDC in carpentry will be used to build props.
TOTAL	\$200,000	\$115,000	\$315,000



Elmer, Linda

From: Pam Fendt [PFendt@liunagroc.com]
Sent: Thursday, December 30, 2010 12:16 PM
To: Elmer, Linda
Subject: LID idea

Two ideas for consideration:

1. Use funds to perform renovation and weatherization on city foreclosed homes as training and temporary employment program. This could help create more marketable homes for eventual resale as well as construction opportunities for unemployed Black males.
2. Use the funding to create more Transitional Jobs slots through the New Hope/state TJ infrastructure.

Pam Fendt
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