

# Common Council City-Clerk's Office of Workforce Development



Milwaukee Council Members - 2019



**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



**Robert G. Donovan**  
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



**T. Anthony Zielinski**  
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



# Common Council City-Clerk's Workforce Development Office



**Achievements in 2019**



# 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 & Wauwatosa

# Create Awareness About Job Training & Placement Opportunities



## I. Youth Employment & Violence Prevention:



**Nine** of the **38** DCMKE Network Members are Milwaukee Promise Zone Partners



Invited to **27** Community Job Fair Events



Coordinated **7** Council Job Fairs



Connected with Over **260** Recruiters




Door to Door Job Fair Promotion in **7** Aldermanic Districts reaching **493** Retail Businesses

# Create Awareness About Job Training & Placement Opportunities




## I. Youth Employment & Violence Prevention:

 Maintained & increased DCMKE Members by 153% from **288 to 729** (153%)

➤ **475** Job Seekers | **135** Admins | **119** Promoters

 **1,596** Job Seekers tracked on our traditional Access Dbase: **1,274 in 2019 alone** | **896** of the 1,274 sourced from 2019 Council Job Fairs

 Published **702** DCMKE Jobs & Training Opportunities an increase of **166%** from last year's 263 postings

# Create Awareness About Job Training & Placement Opportunities

## I. Youth Employment & Violence Prevention :



6 Council Member Job Fair **Employer Surveys**

- ❖ **77% Completion Rate** | Estimated Completion – 2 mins
  - i. Overall, the event met my organizational needs.
  - ii. Overall, the event was well planned and organized.
  - iii. Was the event too long, too short or about right?
  - iv. Approximately how many attendees who visited your table were hired?
  - v. Approximately how many attendees who visited your table do you plan to contact for hiring consideration?
  - vi. Approximately how many attendees who visited your table may need referral to a job training program (at organizations such as AmericaWorks, Maximus, UMOS, SDC)?
  - vii. What did you like about the event?
  - viii. What would you like to see improved about the event?



# Create Awareness About Job Training & Placement Opportunities

## I. Youth Employment & Violence Prevention:- Council Job Fairs

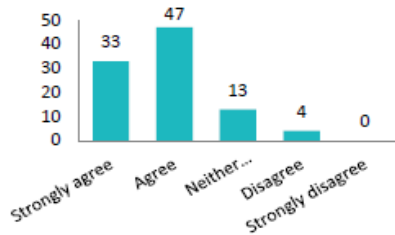
⌚ **304** Employer invites elicited **266** actual attendances of Council Job Fairs for a rate of **87.5%**

⌚ Job Fair Survey Response Rate averaged at **40%**

⌚ An **estimated average** of **220** job seekers were anecdotally reported by employers as hired **onsite**

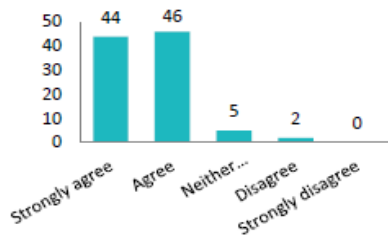
## Anonymous Employer Feedback Survey Analysis | 2019 Summer Job Fair Season

Overall, the event met my organization's needs.



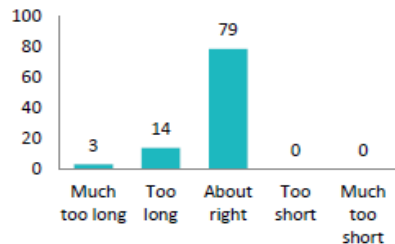
# of Responses: 97

Overall, the event was well planned and organized.



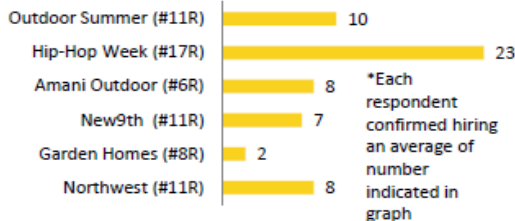
# of Responses: 97

Was the event length too long, too short or about right?

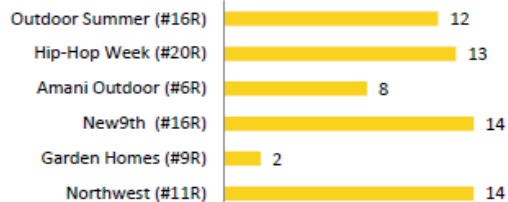


# of Responses: 96

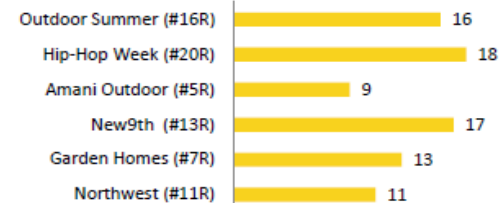
Approximately how many attendees who visited your table were hired?\*



Approximately how many attendees who visited your table do you plan on contacting in the future for hiring consideration?\*

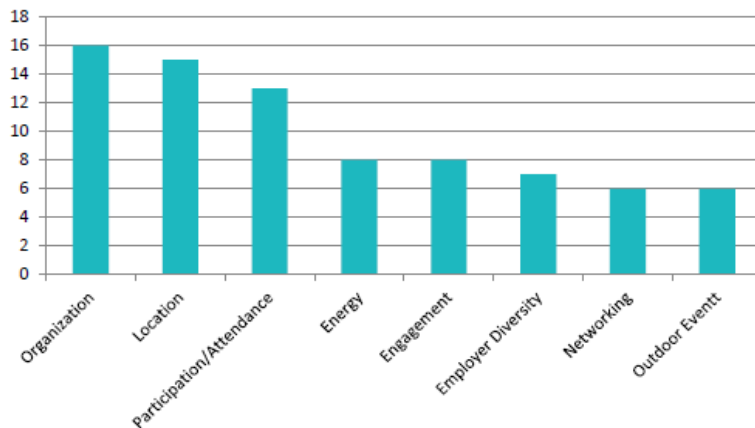


Approximately how many attendees who visited your table may need referral to a job training program?\*



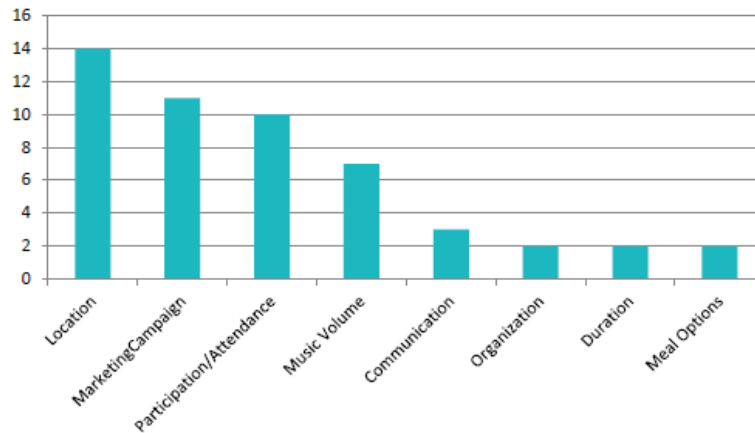
## Anonymous Employer Feedback Survey Analysis | 2019 Summer Job Fair Season

### What did you like about the event?



Survey respondents were given the opportunity to talk about their experience in an open-ended format. The results have been categorized as shown to the left.

### What would you like to see improved about the event?



Survey respondents were given the opportunity to talk about their experience in an open-ended format. The results have been categorized as shown to the left.


- Job Fairs Surveyed:
- Outdoor, 7/11/2019
  - New9th, 9/26/2019
  - Hip Hop Week, 8/22/2019
  - Garden Homes, 10/10/2019
  - Amani Outdoor, 8/29/2019
  - Northwest, 11/7/2019



# Navigate & Provide Expertise on Workforce Development System

## 2. Equitable Sourcing for Businesses of Color:

Appointed by President Hamilton to:

 The Disparity Study Independent Review Committee

 The RPP Review Committee

 The 53206 Task Force

 Appointment to the Trade & Economics Sub Committee



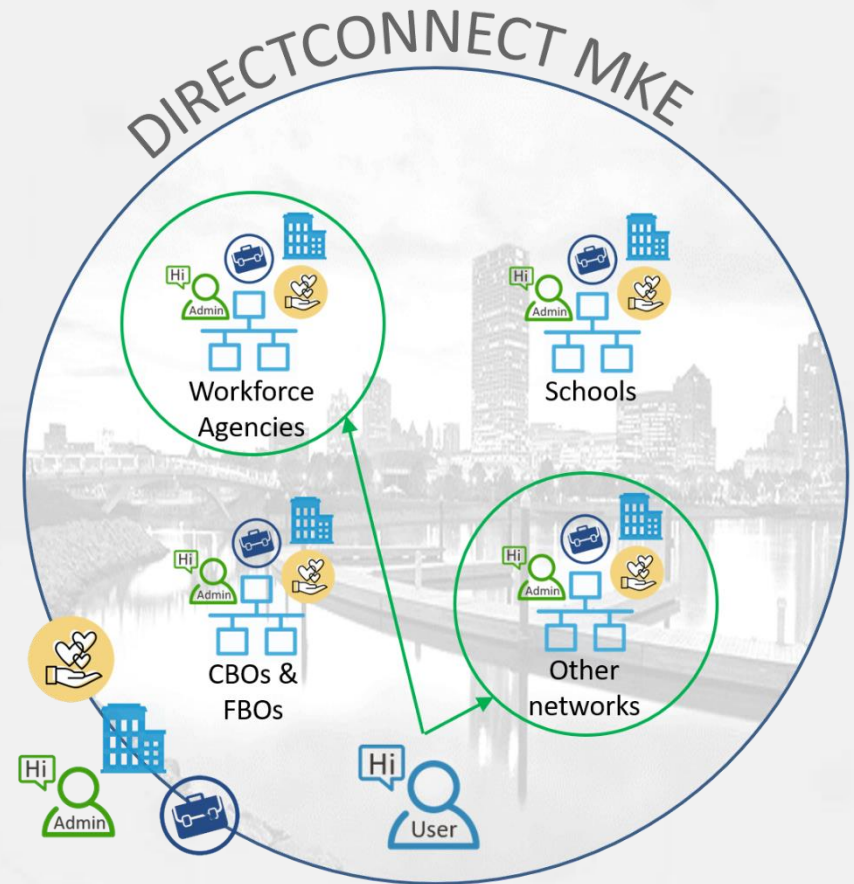
 Board Member - Northwest Side CDC

\* \* \* \* \*

# 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**



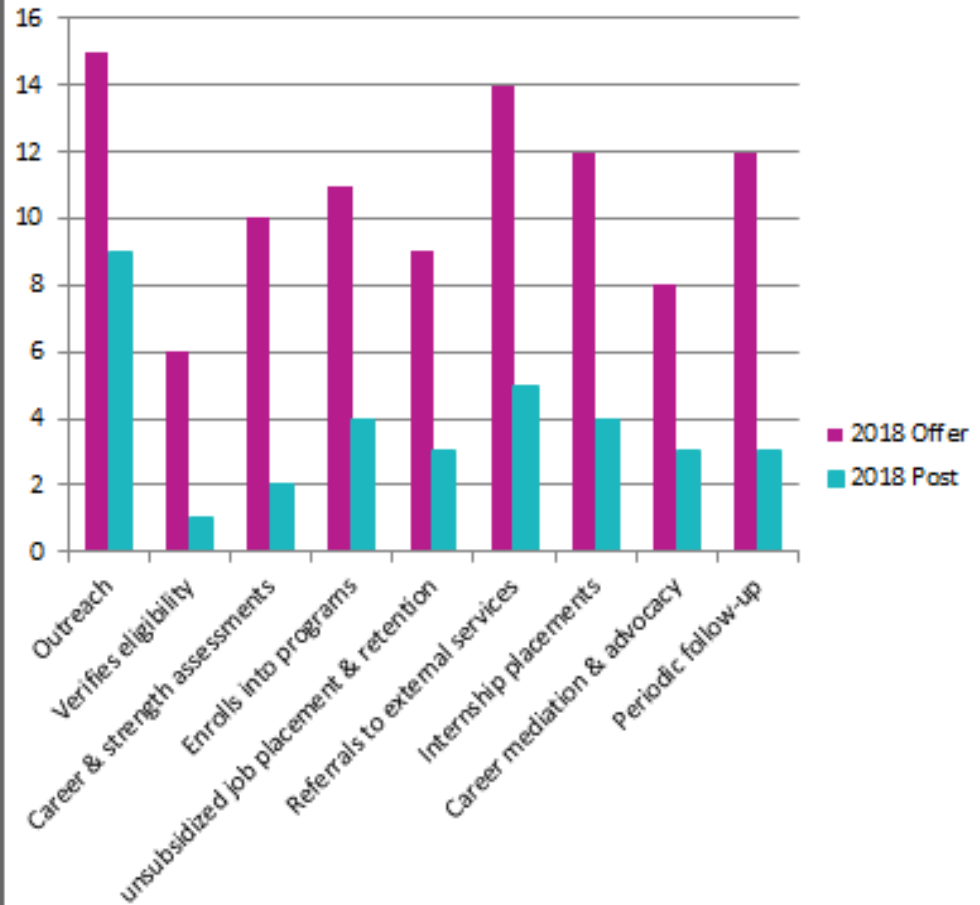
# Create Awareness About Job Training & Placement Opportunities

## 3. Closing Informational Gaps in Employment:

-  Yolobe enhanced DCMKE Design, Debugged Glitches, Began Phase II & Administered for about 2,203 hours **(\$330,000)**
-  Membership **increased 135% from 288 to 729** Job Seekers, Admins & promoters
-  Increased Networks from **30 to 39** (30%) | Admins Increased from **96 to 135** (29%) | **702** Published Job & Training Opportunities – up from 263 > (166%)
-  E-notify subscriptions up from **74** in 2017 to **665** in 2018 to **921** in 2019

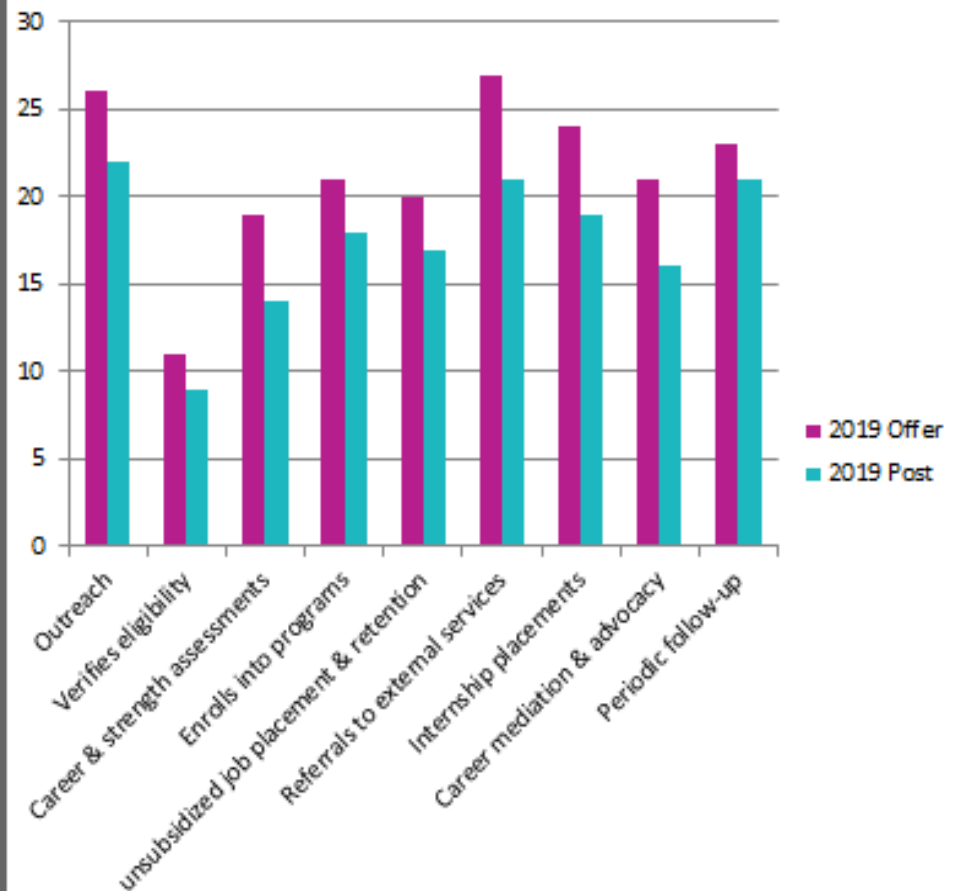
### 3. Closing Informational Gaps in Employment: Informal Site Visit Survey Responses: 2018

Activities Offered by CBO vs Posted by CBO on DCMKE Platform (2018)



### 3. Closing Informational Gaps in Employment: Informal Site Visit Survey Responses: 2019 Admin Offer/Post Response Rate increased by 46.7%

Activities Offered by CBO vs Posted by CBO on DCMKE Platform (2019)

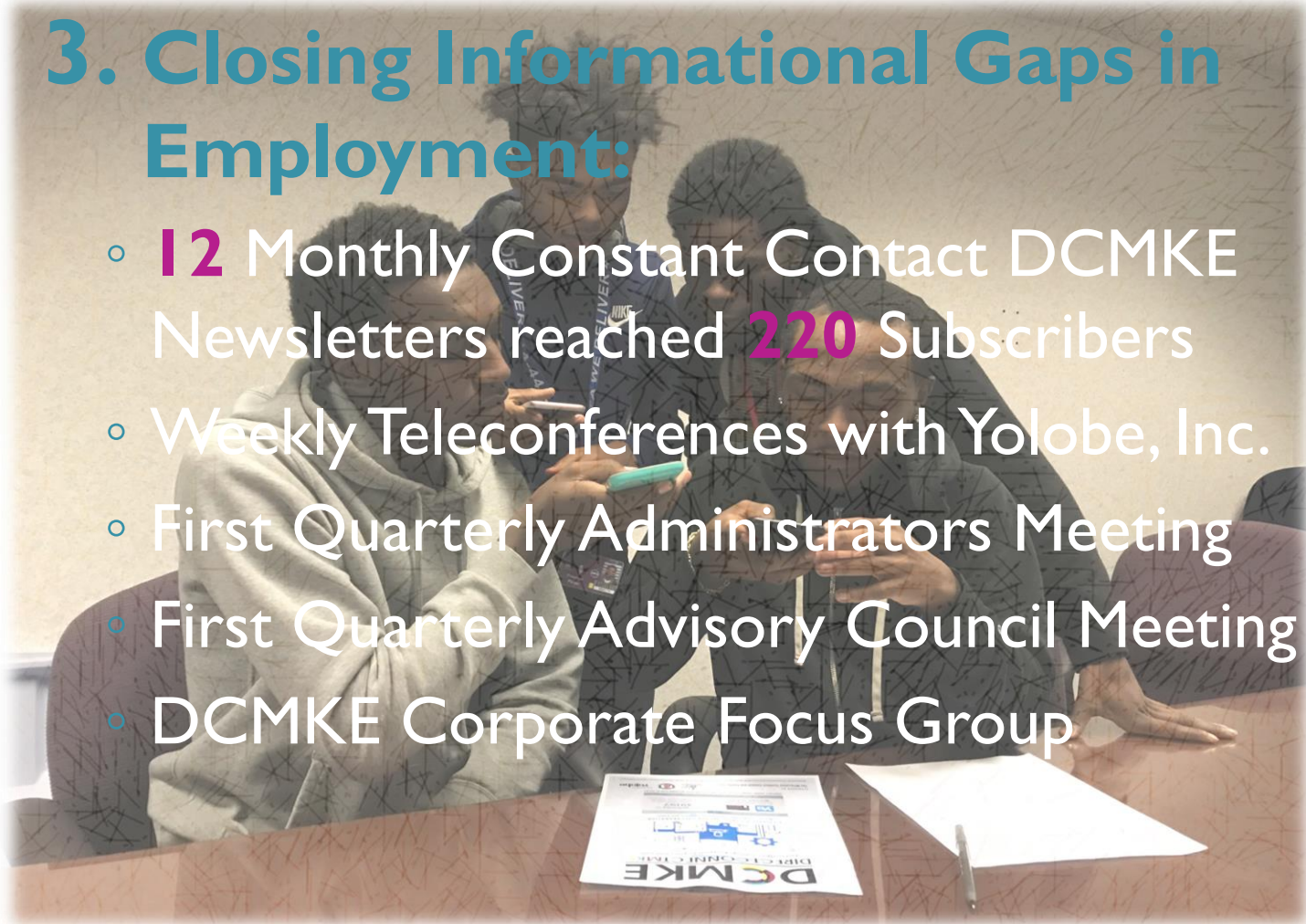




# Create Awareness About Job Training & Placement Opportunities

## 3. Closing Informational Gaps in Employment:

- **12** Monthly Constant Contact DCMKE Newsletters reached **220** Subscribers
- Weekly Teleconferences with Yolobe, Inc.
- First Quarterly Administrators Meeting
- First Quarterly Advisory Council Meeting
- DCMKE Corporate Focus Group





# Create Awareness About Job Training & Placement Opportunities

## 3. Closing Informational Gaps in


**Employment: 12** Partner Events Including:

**Two** Metcalf Mobile Food Truck Days | BigServe Health Fair & More | Milwaukee Urban League MPL Teen Job Fair | MPL 3<sup>rd</sup> Annual Job Expo | BID/NID Community & Business Resource Fair | Manpower Men's Job Fair | Medical Mission at Home – Ascension

# Create Awareness About Job Training & Placement Opportunities

**4. Neighborhood Revitalization: 324** Job Seekers signed up at **26** Council Member Community Events Including :

 **Eleven** Events @ Our Savior Lutheran Church

 **Events** @ Heal the Hood | Juneteenth | MPD

Ambassadors | Garfield Festival | Matilda Youth

Empowerment | New Hope Missionary Baptist

Church | Bronzeville | 3<sup>rd</sup> Annual Community

Health Fair | Big Serve Kick-Off & Closing |

Compete Milwaukee Intake Day



# 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

7<sup>th</sup> 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:



Published a report on City of Milwaukee's Brain Drain which influenced creation of a Millennial Task Force sponsored by Ald. Johnson, Ald. Rainey, Ald. Coggs, Ald. Stamper & Ald. Zielinski



# Navigated & Provided Expertise on Workforce Development System

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

**Wauwatosa:** Meeting with Dave Steele of Regional Transit Leadership Council to discuss future plans for MCTS Title VI; and any solid viable actualization of the Transit Gap



# Navigated & Provided Expertise on Workforce Development System

## Updating the Common Council Vision Work plan

- ❖ Employer Support

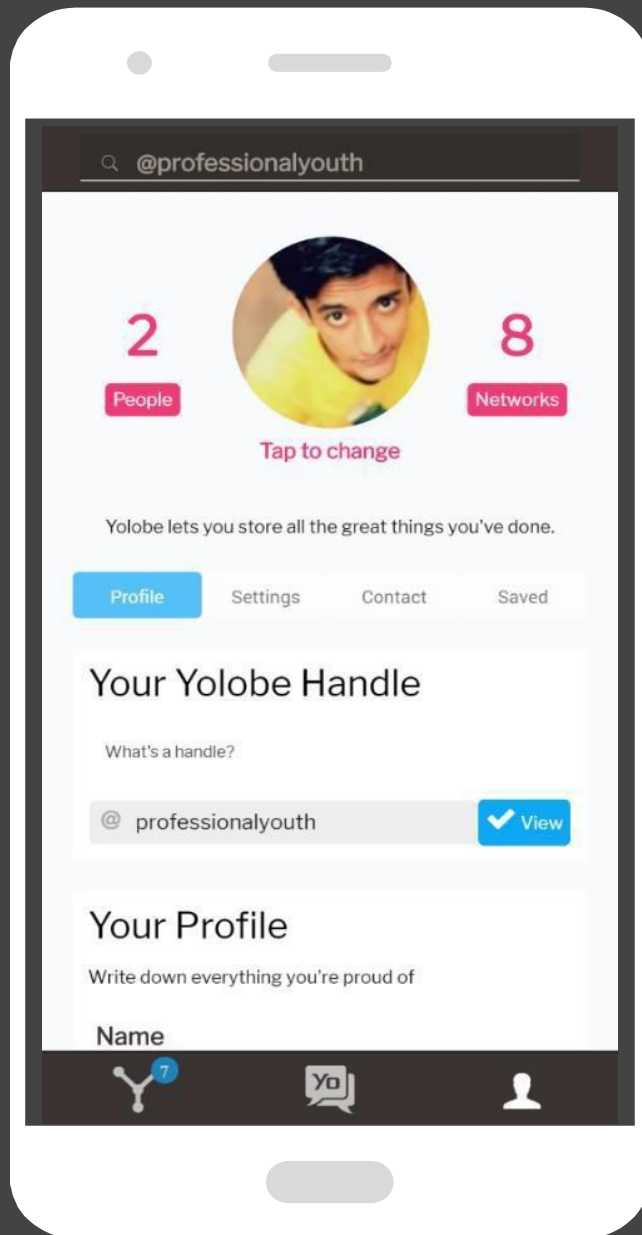
  - ✓ Michels | Paratech | Bell Ambulance | Harbor District

- ❖ A seat 2<sup>nd</sup> year running at Employ Milwaukee's Coordinating Council

- ❖ Economic and WD Asset Reporting for Aldermanic Districts as requested



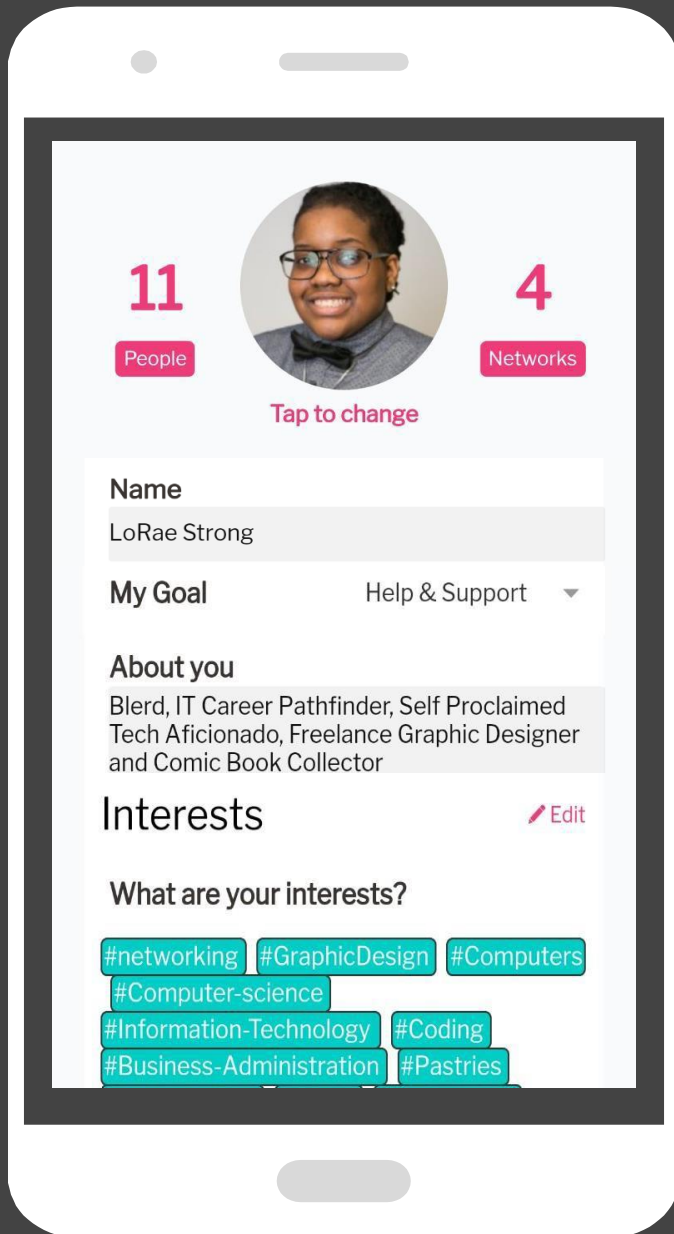
# Have we met our 2019 GOALS?



1. **Concluded Wave 1 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 2019 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.**

# CHALLENGES & LESSONS LEARNED

In Bridging informational, spatial, and perception gaps

- Without an operational budget in the first 24 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.
- Corporate Focus Group Affirmed our Phase I

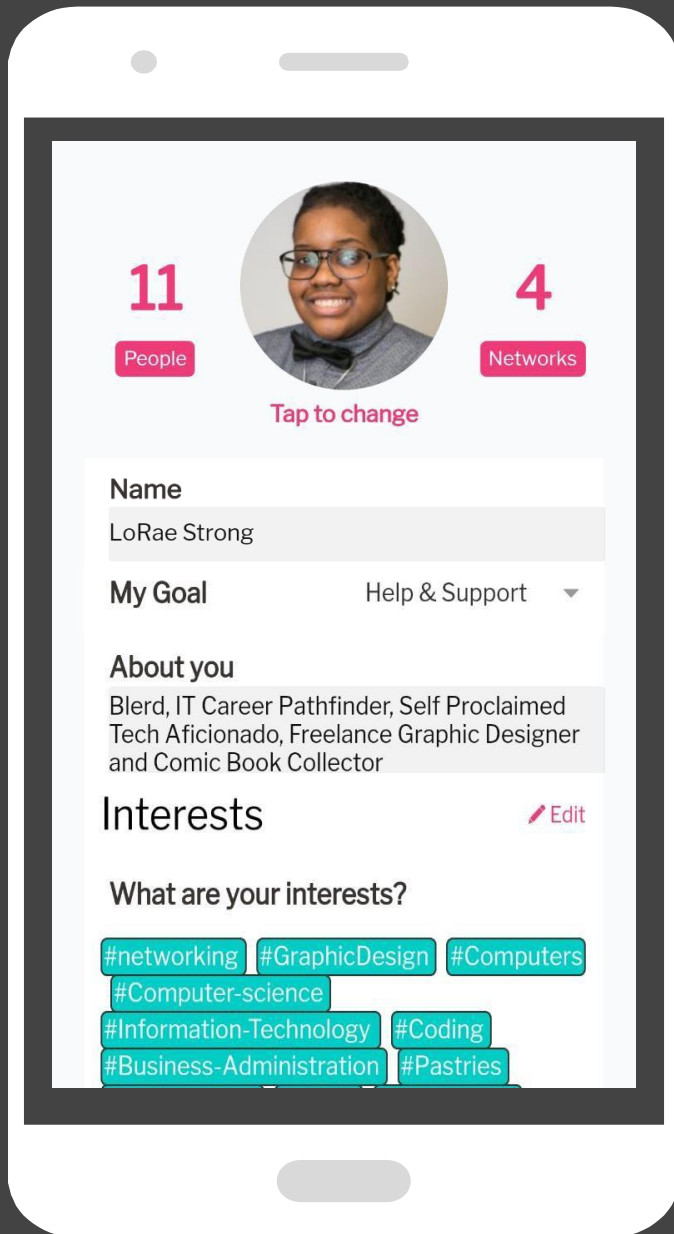
**Findings**

# CHALLENGES & LESSONS LEARNED

In Bridging informational, spatial, and perception gaps

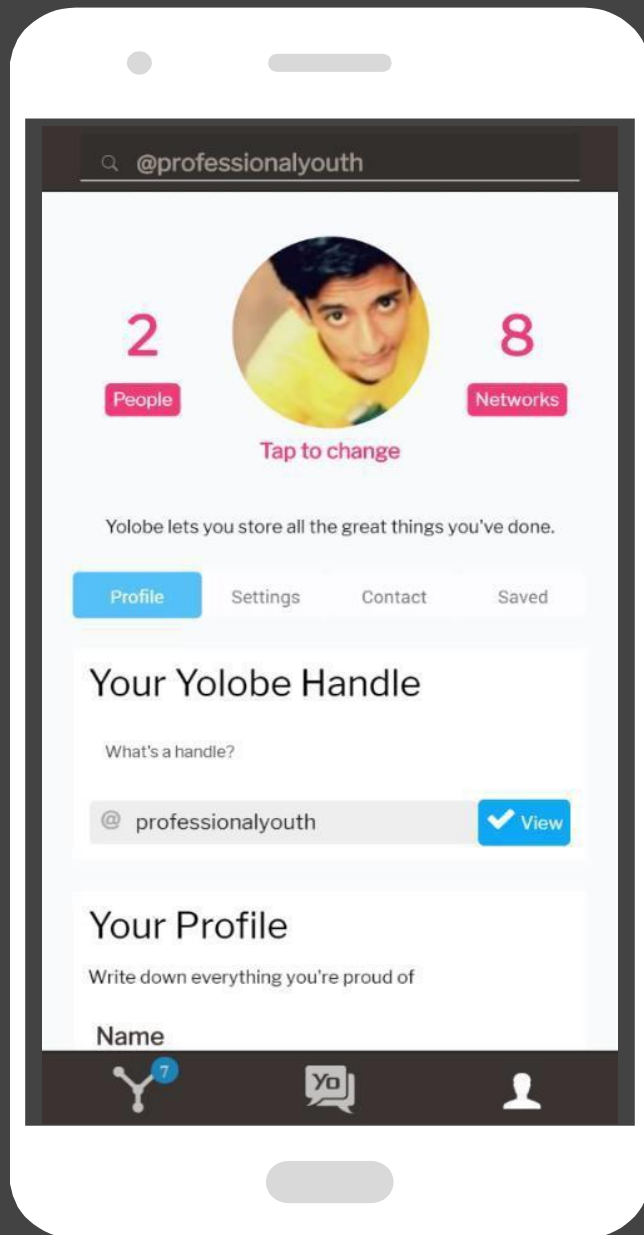
- Continued capacity building to enhance traffic on our Facebook and e-notify spaces will lead to higher user conversion rates on our DCMKE Website.
- Expanding to include corporate sponsorship and fiscal support is a necessary and viable option

# 2020 GOALS



## Launch Wave 2 by:

1. **Maintaining DCMKE Phase 1 Members and Users including MPZ Partners.**
2. **Expand DCMKE's reach and usage **by another 30%** to include job seekers, career mentors and on-boarding 20 corporate champions.**

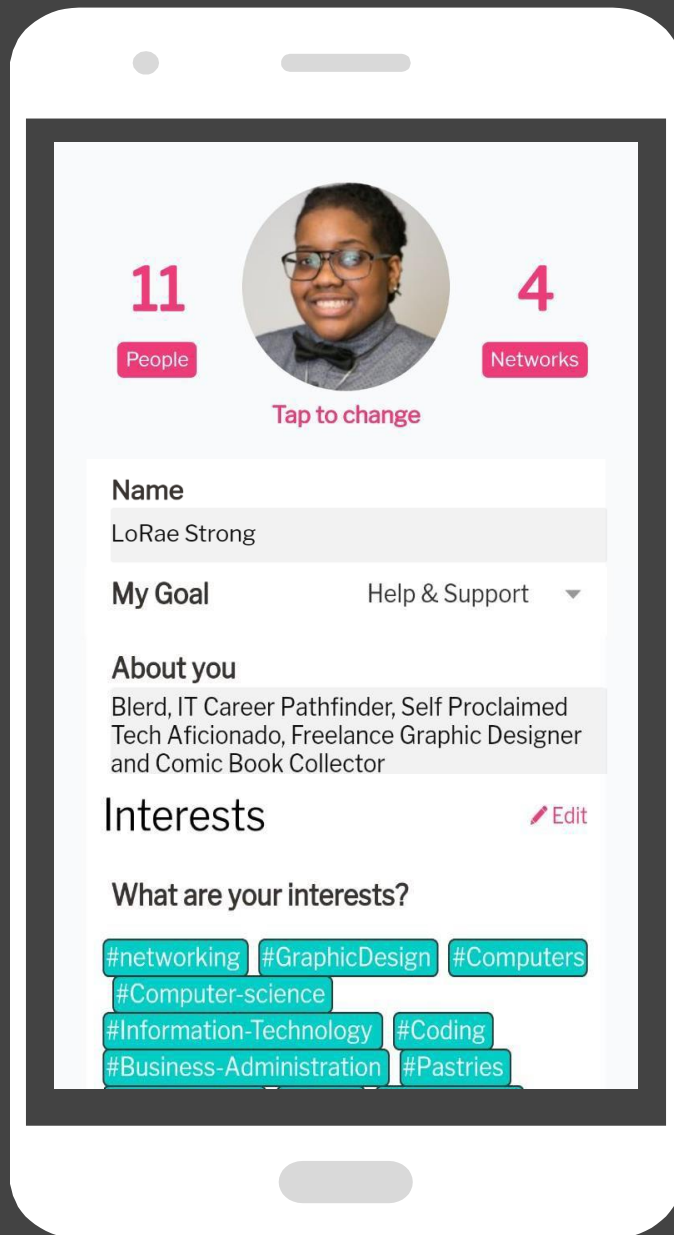


# 2020 GOALS



3. Promote DCMKE using targeted Digital Marketing in highest unemployment zip codes. This is vital.
4. Concurrently organize flyers, canned articles, door to door campaigns, Aldermanic Newsletters & PSAs with Digital Marketing

# 2020 GOALS



5. Update & Respond to Council Members 7 Point WD Vision for City of Milwaukee :
6. Continue new focus on Coordinating Job Fairs with Council Members and Community Partners

# SPECIAL THANKS



## Legislative & City Leaders

- ❖ Council Members of the City of Milwaukee & Staff
- ❖ DPW Commissioner & Staff who Supported Logistics for our Job Fairs & Events
- ❖ DER Director & Staff
- ❖ City Treasurer Jim Klajbor

## Community Leaders

- ◆ Tasha Colbert
- ◆ Kobena Marcus-Collins
- ◆ Tony Kearney
- ◆ Richard Diaz
- ◆ Rev. Dr. Archie Ivy
- ◆ Fredrick Nelson
- ◆ Morris Brazil
- ◆ Natasha Dotson
- ◆ Felicia Williams
- ◆ Pastor Cleavon Williams
- ◆ Kelly Courtney
- ◆ Pastor Raymond Monk
- ◆ Torre Johnson
- ◆ Andre Brown
- ◆ Rev. John McVicker, Sr.

## Business Leaders

- ❑ David Douglas & Yolobe, Inc. Team
- ❑ Ascension
- ❑ DCMKE Corporate Focus Group Members
- ❑ US Bank
- ❑ All 264 Recruiters
- ❑ All 493 Retail Businesses
- ❑ Employ Milwaukee
- ❑ DCMKE E-Notify Subscribers

# Questions

Thank you for having a  
passion for youth & young  
adults

