

**Cooperative Activities Undertaken by the City of Milwaukee and  
Milwaukee Area Workforce Investment Board  
July 1, 2011 – December 31, 2011**

**A. M.O.R.E Ordinance and other recruitment efforts:**

1. No activity under M.O.R.E. ordinance to date.
2. MAIWB continues discussions with Ossie Kendrix, Manager of the Emerging Business Enterprise Program regarding the Northend project.

**B. Partnerships:**

1. Urban Forestry

The Urban Forestry Program is a collaboration of the Department of Public Works (DPW), Community Development Block Grant Office (CDBG) and MAWIB to increase diversity in urban forestry occupations.

- First Cohort
  1. March –Oct, 2010
  2. 24 low income Milwaukee residents enrolled in paid training
  3. 13 completed training
  4. 12 placed
  5. Placement Wage = \$12.76-\$14.28
- Second Cohort
  1. March-Dec. 2011
  2. 17 participants enrolled
  3. 8 completed training
  4. 5 placed
  5. Placement Wage = \$13.50-\$14.00
- Employers who hired trainees:
  1. Dorshak Tree Service
  2. Crawford Tree and Landscape
  3. Hoppe Tree Service
  4. Asplundh
  5. American Tree Experts
  6. Rodriguez Landscape
  7. Cedarburg Landscape

- 8. Naturescape
- 9. Triada

## 2. Growing Milwaukee

The Growing Milwaukee program ended in December, 2011. MAWIB hopes to identify other funding that will allow this program to continue with a new group.

All youth participated in a paid work experience and gained academic and occupational skills to prepare them to enter the green workforce and/or higher education upon completion of the 12-month program.

Growing Power and MAWIB had a completion ceremony on October 26, 2011 for 13 youth who completed the "Food Specialist" curriculum.

Eleven participants are in subsidized employment until January 8, 2012. Growing Power will offer full-time employment to all 11 participants at the end of the subsidized employment.

### Final Report: Growing Milwaukee

Enrollment – 28 (11 in-school, 17 out-of-school)

# of Youth with Literacy/Numeracy Gains – 16

# of Youth Receiving GED/HSED – 3

# of Youth Enrolled in Post-Secondary Education – 2

# of Youth Receiving Occupational Certificate – 13

# of Youth Receiving Certificate of Program Completion – 13

# of Youth currently in Subsidized Employment - 11

# of Youth in Unsubsidized Employment – (11 will be hired by Growing Power)

## **C. KIOSK Project:**

MAWIB is a partner in the recently awarded Broadband Stimulus Grant led by the City's Information and Technology Management Division. This funding will add 5 more KIOSK locations in libraries.

### Recap of KIOSK Project

In May 2009, MAWIB installed the initial five kiosks. KIOSK function with minimal or no staff involvement. Users can easily

navigate through each service link but additional assistance is available, if needed. Content includes information and resources for the following:

- Employment
- Economic Support
- Housing
- Education
- Healthcare
- Disability
- Veterans
- Libraries.

#### Kiosk Locations

- Atkinson Library, 1960 W. Atkinson Ave.
- Forest Home Library, 1432 W. Forest Home Ave.
- Martin Luther King Library
- Washington Park Library, 2121 N. Sherman Blvd.
- Mill Road Library, 76 and Mill Road
- Center Street Library, 2727 W. Fond Du Luce Ave.
- Villard Avenue Library, 3310 Villard Ave.
- Hillside Terrace Center, 1419 N. 8<sup>th</sup> Street
- Silver Spring Neighborhood Center, 5460 N. 64<sup>th</sup> Street
- Bayshore Career Works Center, 5800 N. Bayshore Drive
- Goodwill Workforce Connection Center, 3903 N. Richards St.
- Goodwill Workforce Connection Center, 6055 N. 91<sup>st</sup> Street
- Milwaukee Christian Center, 2137 N. Greenfield Ave
- Milwaukee Area Workforce Investment Board, 2342 N. 27<sup>th</sup> Street
- Wisconsin Department of Corrections, 4160 N. Port Washington Rd

#### **D. Earn & Learn Update:**

MAWIB coordinates the Earn & Learn Community Work Experience Program with the City of Milwaukee to place youth into a 6 week work experience during the summer.

- The goal for 2011 was to place 1,000 youth in subsidized summer employment opportunities.
- MAWIB received over 1,800 applications.
- 1,050 youth were placed in subsidized employment at 67 worksites.

## **Report to the Common Council Community & Economic Development Committee**

---

- 921 students successfully completed the summer work experience; a retention rate of 88%.
- Strong partners provided additional funding (Earn & Learn Foundation, Wisconsin Department of Workforce Development, and Spotted Eagle High School) helped MAWIB meet its goal.
- The City of Milwaukee sponsored a 2011 Earn & Learn Recognition Ceremony where the Mayor recognized the leading partners, funders, and collaborative agencies that helped to make the 2011 Earn & Learn program a success.
- Mayor Barrett established a community foundation to help support employment in Summer 2011 and to help with sustainability of the Program. Many corporate donors make contributions to the fund and several also provided private sector job opportunities.