

# TALKING POINTS FOR F&P COMMITTEE HEARING – JANUARY 12<sup>TH</sup>, 2021

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## INTRODUCTION

### *SLIDE 1: COVER PAGE*

Good afternoon Chairperson Michael Murphy, Vice Chairperson Scott Spiker, and Committee Members. Bernadette Karanja, Common Council, City-Clerk's Workforce Development Coordinator.

Thank you for giving us the opportunity to briefly share, for your consideration, efforts accomplished in 2021 along with a proposed acceptance of Yolobe's Gift of Service valued at \$2,053,200. The resolution accepting this donated gift is in your files. \$2,053,200 is the balance value of Yolobe's contribution between 2018 and 2021. An initial contribution of \$1,530,000 was Council recognized and approved by resolution between 2017 and 2018.

I am joined by Jason Thompson, Workforce Outreach Specialist, and our Donor, David Douglas, CEO & Co-Founder of Yolobe, Inc., who will tag team with me in this reporting.

Yolobe's Director of Strategic Initiatives Andree Dolan; Sydney Gear, Marketing & Communications Manager; Aziz Abdullah, Head and Co-Founder of InPower, Inc; and his fellow co-founders Raven Eggson and Emani Taylor have joined us virtually representing 860 Brands. Also from Europe joining us virtually are Yolobe's awesome Tech Team Members; Kashif Khan, Diogo Guimarães and Ali Khan.

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## ***SLIDE 2 – PICTURE OF COUNCIL MEMBERS***

The Common Council City Clerk’s Office of Workforce Development is Milwaukee’s Clearing House for workforce development and plays a vital role in supporting equitable access to employment by coordinating, collaborating, collecting and distributing job training, skills enhancement and hiring information; while providing policy support, on behalf of our Honorable Council Members and their constituents.

## ***SLIDE 3: DUAL PERSPECTIVE***

The Office of Workforce Development utilizes a dual strategy from a big picture and tactical perspective in combating unemployment and boosting neighborhood Economies.

## ***SLIDE 4: SEVEN POINT VISION WORK PLAN***

When this office was established, in 2017, Members of the Common Council created a 7 point vision work plan for Milwaukee’s Workforce Development which included: (**Read the slide**)

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## ***SLIDE 5: PICTURE MOSAIC***

About 65% of our time is committed to our Tactical Perspective where we meet with community residents (face to face, via phone calls and digitally) to connect them to employers and employment service agencies right in their neighborhoods. A big thank you to Alderwoman Coggs who initiated this concept 3 years ago.

*In 2021, the Office of Workforce Development responded to the 7-Point Vision Work Plan in various ways as indicated in the upcoming slides:*

## ***SLIDE 6 – YOUTH EMPLOYMENT & VIOLENCE PREVENTION***

*Slides 6 & 7 demonstrate our collaborative outcomes, relative to our efforts in Youth employment & Violence Prevention. **(Read Slide)***

- 8 New Networks were created in 2021 including: -

### **Employment Service Agencies:**

1. Word of Hope (@wordofhope) | 3/18/21
2. Assure Consulting and Employment (ACE) (@assureconsultin) | 2/19/21
3. St Ann Intergenerational Center for Independence (@stanncenter) | 1/13/21
4. Boys & Girls Clubs of Greater Milwaukee (@bgclub) | 1/13/21

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## Employer Registrations:

1. Stainless Foundry & Engineering, Inc | 8/11/2020
2. Harley-Davidson | 3/26/2021
3. Tri City National Bank | 10/6/2021
4. Allied Universal | 6/2/2021
5. Dakonte Product Group, Inc. | 6/2/2021

- Invited to 8 Community Resource Fair Events:

**MPS/UWM Student Job Fair** – on March 10<sup>th</sup> 2021 | **Greater Milwaukee Spring Virtual Job Fair** was on April 27<sup>th</sup> 2021 | **Juneteenth** was June 19<sup>th</sup> 2021 | **Heal the Hood** July 17<sup>th</sup> 2021 | **Bronzeville Week** was August 19<sup>th</sup> 2021 | **“The Comeback” Re-Entry Conference** August 26<sup>th</sup> 2021 | **Compete Milwaukee Enrollment Event** November 22<sup>nd</sup> 2021 | **Maximus Job Fair** Dec 16<sup>th</sup> 2021

This slide also indicates outcomes from our four 2021 Virtual Job Fairs:

July 15<sup>th</sup> 63 employers | Aug 19<sup>th</sup> 73 employers | Sep 23<sup>rd</sup> 63 employers | Oct 27<sup>th</sup> 57 employers. **In 2019 we reached 896 job seekers. In 2020 we reached**

**2,750. A 306% increase! In 2021 we reached 2,307 job seekers – a 16%**

**decrease from 2021. This was the third year** in which we had job fairs held

strategically in Aldermanic Districts with low income zip codes. Special thanks to Ald. Coggs for initiating this concept. Thankfully our advertising budget by a 2020 budget amendment ensured we remained present in the community with discounted support from Abdul Aziz, Radio Caliente and 98.3 FM.

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## **SLIDE 7: YOUTH EMPLOYMENT & VIOLENCE PREVENTION**

***(I will invite Jason to Cover Slide7) Jason's efforts in the last year (as was in the year before) are evident in this slide. Jason played a significant role in activities I just mentioned. Jason?***

⌚ Of the 4,705 we have reached out to: 2,186 job seekers were via phone and 4,528 (latter duplicated) via DCMKE campaigns.

## **SLIDE 8: YOUTH EMPLOYMENT & VIOLENCE PREVENTION**

**Admin and Employer Engagement Challenged by COVID. *(Read Slide)***

**2019 Employer response was 87.5%.** Activity with Administrators in 2021 increased slightly from 2020. After a gradual increase in 2018 & 2019, and a dip in 2020, 2021 was challenged as:

- (1) In-Person Site Visits were not an option;
- (2) Our new DCMKE web site was under construction
- (3) We lost a full time management trainee. This position was later re-classified for a Workforce Grant Specialist position which remains vacant.
- (4) We didn't have an adequate advertising budget
- (5) Some active Admins changed jobs and
- (6) A number of Admins were non-responsive – as work at home appeared to hamper the optional use of DCMKE

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## ***SLIDE 9: EQUITABLE SOURCING FOR BUSINESSES OF COLOR***

In Navigating and providing expertise on WD System I am grateful to Common Council President Johnson for assigning me to the 2020 Racial Equity & Inclusion Leadership Team and to former President Ashanti Hamilton for assigned me to the

- ⌚ 2018 Disparity Study Planning Group,
- ⌚ The 2019 Disparity Study Independent Review Committee
- ⌚ The 2020 Disparity Study Evaluation Team

I am equally grateful to be a member of the Milwaukee Better Bldgs Workforce Accelerator

## ***Slides 10 to 14 – Closing Informational Gaps in Employment***

**SLIDE 10:** The next five slides outline our effort in responding to **Work Plan Vision #3** which is closing informational gaps in employment. We use digital, print media and face to face strategies to respond to this gap which includes upgrading and increasing DCMKE usability, face to face informal site visits with DCMKE Networks; monthly Constant Contact Newsletters, weekly E-Notify postings of job opportunities, attending Partner events and more.

**SLIDE 10:** We want to emphasize DCMKE is not just technology – **but people utilizing technology to connect with each other more efficiently in a digital workforce pipeline.**

**SLIDE 11:** With regard to DirectConnectMKE we are committed to maintaining our networks of trust to mentor, job train and hire community residents.

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- ⌚ Membership has increased by 28%
- ⌚ We subscribed to Hootsuite tools to facilitate messaging across various digital message boards.
- ⌚ We now have a five-year domain certification of [www.directconnectmke.com](http://www.directconnectmke.com) and the new website has gone live with this URL. We will demonstrate briefly how this website’s navigation and user friendly features (sourced from user feedback) have vastly increased viewership from several thousands to 24,921 views as of Dec 13<sup>th</sup> 2021 when this report was published.

**This commitment is further demonstrated by Yolobe’s donation of \$2,053,200 between 2018 and 2021 for a total of \$3,583,200 since inception.**

**SLIDE 12 & 18: For the next 7 slides I would like to invite Jason & David to demonstrate the features of our new DCMKE website**

## ***SLIDE 19: IN RESPONDING TO COUNCIL VISION’S WORK PLAN ON LINKING EDUCATIONAL ACHIEVEMENT TO WD,***

1. We are pleased to report that the immediate past Vice Chairperson of this Committee, and the current Common Council President, Incoming Mayor, Cavalier Johnson spear-headed the creation of the Millennial Task Force.
2. Incoming Mayor Johnson wanted to have Millennials who are leaders in their own right, and who represent influential blocks of social economic think tanks in Milwaukee, to convene several task force meetings to hear community recommendations on maintaining local talent.

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3. The Millennial Task Force is 16-member body with a mission to examining Milwaukee’s workforce brain-drain challenge, gather data, and produce recommendations to combat the issue, especially concerning Millennials and Generation Z.

⌚ Despite the pandemic, fourteen meetings were held in 2020 under the leadership of Chairperson Marquayla Ellison.

⌚ 15 recommendations emerged; grouped under 4 key areas on (1) Racial and Criminal Justice (2) Health & Wellness (3) Education (4) Employment & Economic Development.

⌚ Special thanks to Staff Assistant Chris Lee and LRB’s Alex Highly. Chris staffed all of the meetings, ensured we maintained a quorum and recorded all minutes. Alex compiled research to support recommendations made by MTF members.

⌚ The Task force published recommendations and presented their findings to the CED Committee on June 3<sup>rd</sup> 2021.

Members include: Marquayla Ellison | Nicole Behnke | Jordan Donald | Tenia Fisher | Jeremy Fojut | Adam Garbornitz | Michael Hostad | Amelia Kegel | Noel Kegel | Kacee Ochalek | Jason Rae | Ger Thao | Tiffany Henry | Sam Woods.



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## ***SLIDE 20: CREATE TRANSIT LINKS TO JOBS IN WOW REGION***

This vital Work Plan Vision integrates principally, within the other Council priorities in addressing infrastructural access to employment for residents in underserved zip codes.

- ⌚ Essentially, this Vision Work plan advocates for the creation of effective transportation strategies for low income city residents to reach jobs in the suburbs.
- 🕒 It is also aimed at working with the private sector to encourage County and State legislators to prioritize development of transit routes connecting city residents to WOW regions. Nevertheless, with efforts from Alderman Bauman we are on the radar with the Regional Transit Leadership Council.
- ⌚ David Steele is the Executive Director of Regional Transit Leadership Council (no called MOBILISE) whose mission is to unite regional leaders around shared strategies and actions to address S.E. Wisconsin’s transportation challenges and champion equity.
  - We know from David’s presentation to the Millennial Task Force that 50% of jobs in the four-county MKE metro are outside of the reach of a 90 minute bus ride on public transit. *(Source: 2011 Brookings Study)*
  - 75% of job sites in Waukesha County are inaccessible by transit
  - We were therefore happy to learn that our partner David Steele was part of a UWM research group that was awarded a \$1 million grant

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to close equity transit gaps in accessing jobs. (Background Picture by Willie Shaw on Unsplash)

⌚ **SLIDE 19 – [Read Slide](#) | SLIDE 21 – 2021 GOALS [Read Slide](#)**

**– this our fresh Profile look on the App.**

**Slides 22 – 2021 Goals [Read Slide](#)**

## **SLIDE 23**

### **Lessons Learned & Challenges:**

- Rolling-out and on-boarding a Project of this magnitude requires more time than we had planned for. Rather than conducting a full launch of the new website in February 2019, we will promote the new website in 2022 our year of growth – [subject to funding availability based on DER approval of our Workforce Grant Specialist & funding through ARPA](#)

## **SLIDE 24**

- Building **User/skill seeker** Traffic to the site requires a combination of targeted marketing techniques which include Inbound and Outbound Marketing.

- **([Read slide](#))**

**Slide 24 – Special Thanks - [Read Slide](#)**

**Slide 25 – End & QA**