

CLICK2WORK MILWAUKEE

Community & Economic Development Committee December 6, 2017

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yojobe

YOLOBE TEAM

Experience + Passion



**Co-Founder &
CEO**

David Douglas

20+ Years IT Consulting
Serial Entrepreneur



**Co-Founder &
CTO**

Jason Lambert

10+ Years Software Developer
Expert in Large Scale Systems
Development

Young Adult Team

40+ Interns, Hundreds of Volunteers
(over 3 years)

LEADERS

Thank You

Council Members

President Ashanti Hamilton

Ald. Milele A. Coggs

Ald. Russell W. Stamper, II

Ald. Jose Perez

Ald. Chantia Lewis

Ald. Khalif J. Rainey

Ald. Cavalier Johnson

FEEDBACK & SUPPORT - THANK YOU

Organization	Name	Organization	Name
Chairperson Finance & Personnel Committee	Alderdwoman Milele A. Coggs	DWD – Job Center of Wisconsin	Brian Domenoski
Vice Chairperson Finance & Personnel Committee	Alderdwoman Chantia Lewis	Employ Milwaukee	Rob Cherry Anna Mullikin
Vice Chair Judiciary and Legislation Committee	Alderman Cavalier Johnson	WRTP BIG STEP	John Anderson
Executive Assistant to President Ashanti Hamilton	Deborah Moore	Social Development Commission	Diane Robinson Tyrone McKee
Legislative Assistant to Ald. Nik Kovac	Amanda Cervantes	Boys & Girls Clubs	Dave Knutson
City Clerk – City of Milwaukee	Jim Owczarski	Running Rebels	Dawn Barnett Donta Williams
Deputy City Clerk – City of Milwaukee	Richard Pfaff	Goodwill Industries	Dan Depies
Common Council Outreach Liaison	Arlisia McHenry	WestCare	Elizabeth Coggs Tonijanae Momon
Common Council Youth Committee Chairperson	Kalan Haywood	Riverworks	Darryl Johnson
City of Milwaukee – ITMD	CIO Nancy Olson	ProTrade	Rashaad Washington
City of Milwaukee – DER	Flowers Nash	Pathfinders	DeShanda Williams
YWCA	Jamaal Smith	UNCOM	Blake Tierney

COORDINATING COUNCIL

Thank You

COORDINATING COUNCIL MEETING NOV 15, 2017

Organization	Name	Organization	Name
America Works	Carlyle Outten	Milwaukee Urban League	Rose Cherry
Center for Veterans Issues	B.G. Robert Cocroft	Northcott Neighborhood House	Mac Weddle
City of Milwaukee - CDGA	Steve Mahan	ResCare	X'antony Brookens
City of Milwaukee HACM	Maria Rodriguez	Riverworks	Darryl Johnson
Employ Milwaukee	Earl Buford	Ross Innovative	Isadore Parker
Employ Milwaukee	Former Ald. Willie Wade	WRTP/BIG STEP	John Anderson
Employ Milwaukee	Scott Jansen	WI. Department of Children & Families	Dashell Young
YWCA	Paula Penabaker		

OUR WHY

Young Adult Challenges



SOCIAL CAPITAL

Weak
networks



SKILLS GAP

Low
experience



BARRIERS

More
obstacles



UNEMPLOYMENT

High unemployment
rates



COMPLICATIONS

Organizational Challenges

OUTDATED TECH

E-mail still primary communication channel

SILO'ED

Limited sharing of information among organizations

LOW ENGAGEMENT

Awareness and participation rates low despite highly manual efforts

OVERWORKED PROFESSIONALS

Case loads are high

VISION

Daring to be Bold

Improve the lives of our young adult population by dramatically increasing access to the opportunities, resources, and services they need to succeed

Years
1-2

Regional leader
2x improvements on key metrics

Year 3+

National leader
5-10x improvements on key metrics

SOLUTION

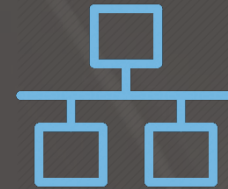
Social Media Opportunity Platform



**MOBILE
FIRST**



**YOUNG ADULT
FOCUS**



**NETWORKS
OF TRUST**



**CAREER
READINESS**



**SOCIAL
CAPITAL**



**OPPORTUNITY
DISCOVERY**

HOW IT WORKS

Workforce Workflow Model



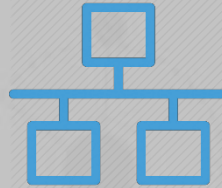
COMMUNITY

Network Model



USERS

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



NETWORKS

- Cities & municipalities
- Workforce agencies
- Schools and districts
- Faith and community based organizations
- Youth organizations
- Post-secondary institutions



PROVIDERS

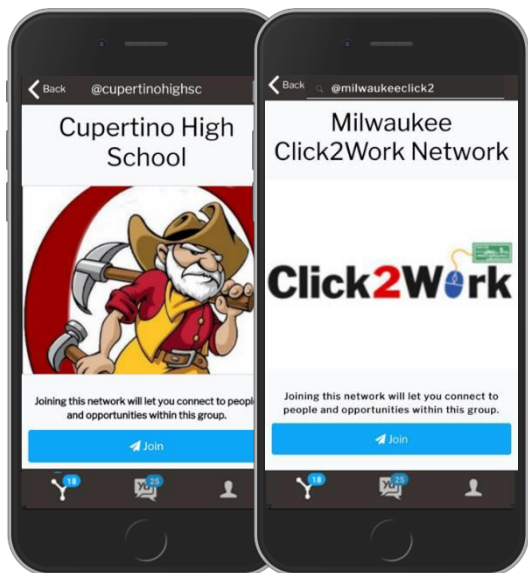
- Employers
- Training and education providers
- Professionals / community
- Mentors & tutors
- Colleges & universities

CONNECT

@click2work Everywhere

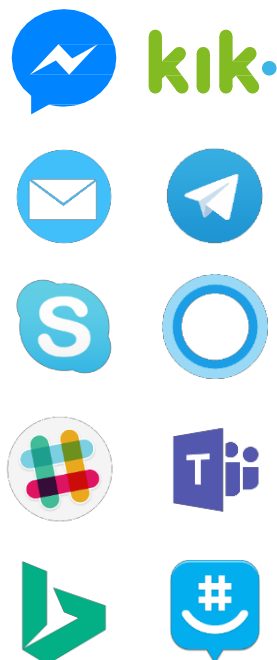
6000+ developer hours spent tuning a platform that works

VIA APP

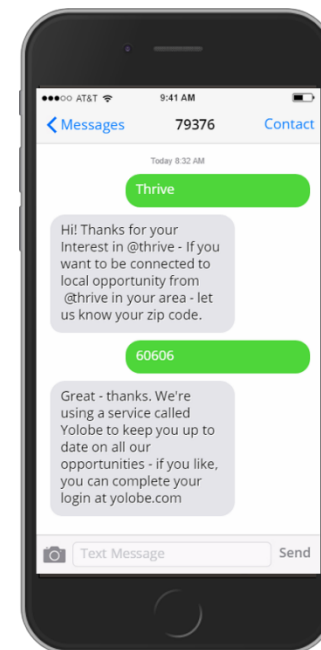


50 Updates with new features over 18 months

VIA SERVICES



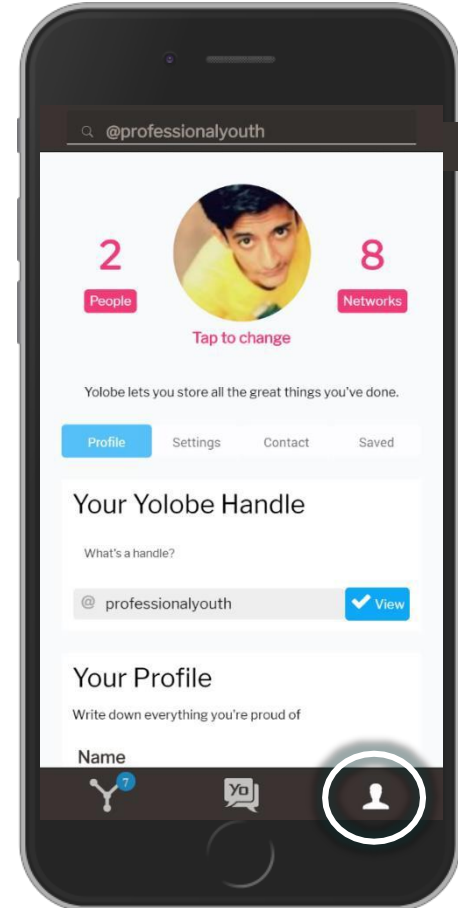
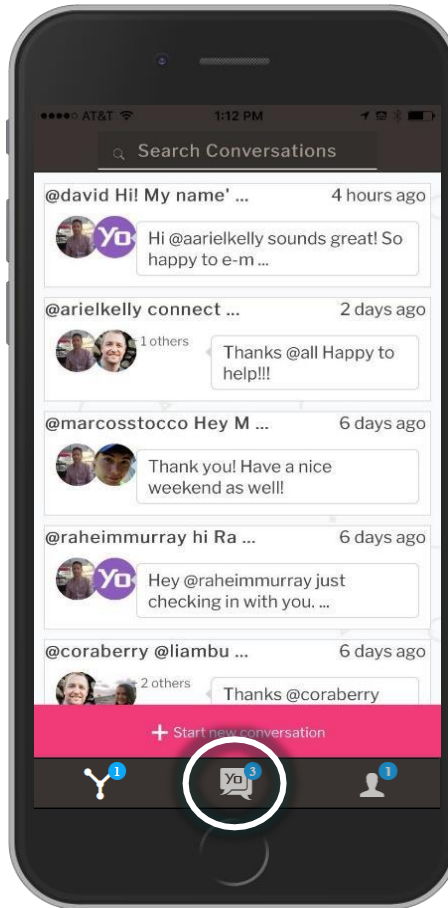
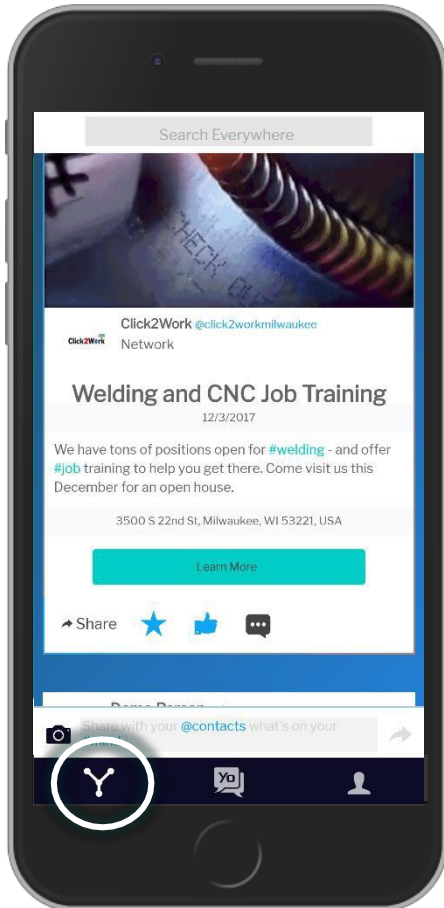
VIA SMS



PRODUCT

Instagram for Opportunity


Jobs, training, resources and more with media rich relevant experiences



PROFILES

+Networks +People = +Opportunity

17
People



7
Networks

Tap to change

Name
Kiva Smith Jr.

My Goal Full-time work ▾


About you
"A real go-getter" Hi my name is Kiva i graduated from Mount Carmel High...

Interests [Edit](#)

What are your interests?

- #networking
- #Marketing
- #Media
- #Technology
- #graphic-design
- #Computer-science
- #ucan

11
People



4
Networks

Tap to change

Name
LoRae Strong

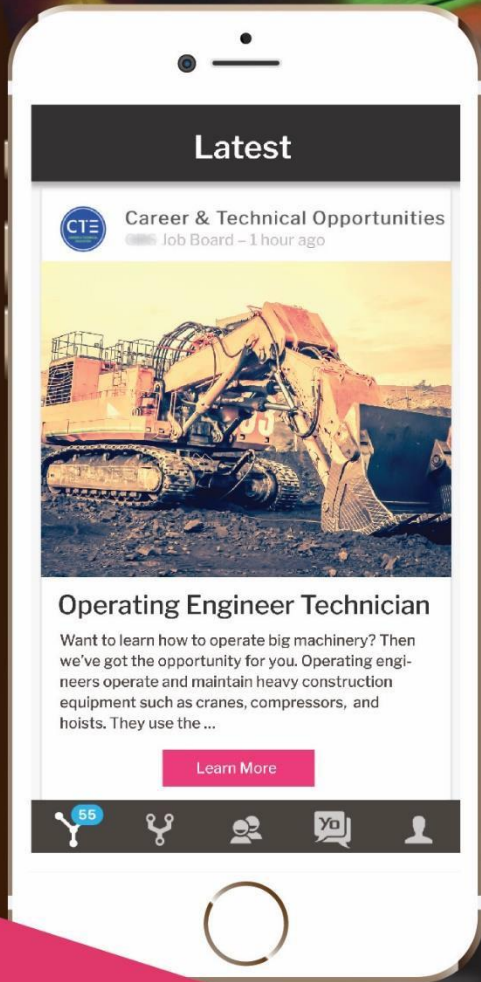
My Goal Help & Support ▾

About you
Blerd, IT Career Pathfinder, Self Proclaimed Tech Aficionado, Freelance Graphic Designer and Comic Book Collector ...

Interests [Edit](#)

What are your interests?

- #networking
- #GraphicDesign
- #Computers
- #Computer-science
- #Information-Technology
- #Coding
- #Business-Administration
- #Pastries



You are **1**
email
away from
connecting
YOUTH ↘
with **OPPORTUNITY**
& investing in
the future of
MILWAUKEE!

Email your
opportunities to:

Click2work@yolobemail.com

2018 Plan

Wave 1

Q1

Q2

Q3

Q4

Go Live

- ✓ Current C2W subscribers
- ✓ Wave 1 training 2/16, 2/23, 3/2, 3/9, 3/16, 3/23
- ✓ Governance team in place
- ✓ Marketing plan
- ✓ Opportunity sourcing

Wave 1

- ✓ Up to 30 organizations (based on overall readiness)
- ✓ C2W marketing launch
- ✓ C2W administrator onboard
- ✓ Monthly governance meetings
- ✓ 2x retrospective for participants
- ✓ Wave 2 training (Q3 dates TBD)

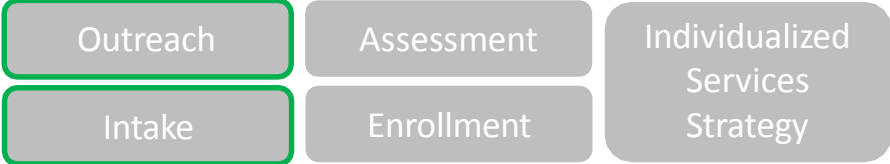
Wave 2

- ✓ Open to other organizations
- ✓ Monthly governance meetings
- ✓ Quarterly retrospective

Wave 1

Feature Scope

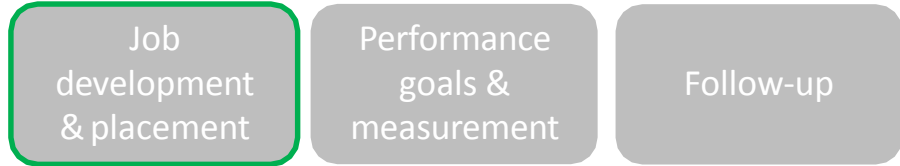
Connect



Learn & Earn



Employment



Indicates higher priority for Wave 1

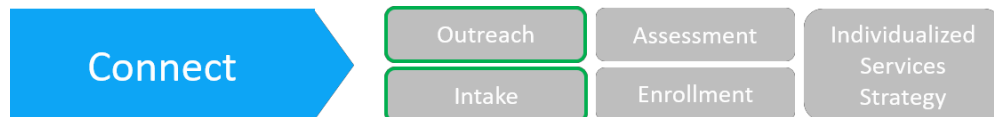
WORKFORCE MODEL

Process Flow



FEATURES

Detailed View



Key Features (Wave 1)

- Available on mobile, web, and SMS
- E-mail, SMS, Facebook authentication
- Public URL for all networks
- Basic profile information: age, bio, interests, zip, telephone, e-mail, picture
- Add barriers to profile

- Search, discover, recommend networks (geolocation & match)
- E-mail and SMS subscriptions
- SMS registration

Post Wave 1

- QR code for event check-in
- Eligibility workflow management



Key Features (Wave 1)

- Post sector based opportunities
- “Network inbox” and dashboard
- Leads can be shared (referred) to needed @organizations
- Labor exchange self-serve and assisted
- Search, discover, recommend opportunities (geolocation & match)

- Shares tracked to see if viewed, and with room for response information

Post Wave 1

- Referral workflow
- Supportive services flow based on identified barriers and needs
- Search for supportive services (child care)

FEATURES

Detailed View

Employment

Job
development
& placement

Performance
goals &
measurement

Follow-up

Key Features (Wave 1)

- Online viewable profile
- Centralized e-mail for opportunity sourcing
- Pre-screening candidates
- Opportunity posting and management (including program eligibility matching)
- Referral to internal and general labor exchange support services like resume workshops
- Basic metrics and reporting

- Messaging for follow-up and ongoing engagement (direct and group messaging)

Post Wave 1

- Application workflow and resume provisioning
- Partner/employer opportunity management
- Integrations with 3rd party opportunity sources
- Responsive network dashboard
- Advanced metrics and reporting

YOUNG ADULT SUCCESS METRICS

Aligned with WIOA

- Placement in employment, education or training 2nd Qtr. after exit
- Retention in employment, education or training 4th Qtr. after exit
- Median earnings 2nd Qtr. after exit
- Credential gain 4th Qtr. after exit
- Measurable skill gain

Roles & Responsibilities

Network (Workforce Agency)

Career Specialists at Network Agencies

- Job Seeker relationship management
- 1:1 communication
- Skills Assessment
- Individualized Employment Plans
- Find Opportunities
- Refer supportive services

Employment Service Specialist at City

- Work closely with all city wide employment service agencies & WI. DWD
- Streamline online announcements for jobs, job training & supportive services
- Job Seeker customer service
- Online TA & Trouble Shooting
- Train & Support career specialists

@click2work

Network Alliance Hub

Basic
Networks

Premium
Networks

Alliance Hub

\$399/month
(when billed annually)

30 network alliance

Features

- ✓ Jobs, internships, and other opportunities
- ✓ Mobile messaging (individual and group)
- ✓ Digests & notifications
- ✓ Full reporting & analytics
- ✓ External connectivity (SMS, Messenger, KiK, Skype, e-mail, +others)
- ✓ Priority e-mail support
- ✓ Lead generation
- ✓ Referral workflow
- ✓ Premium content
- ✓ Consolidated reporting & analytics
- ✓ 3rd party integration
- ✓ Priority e-mail & phone support

NETWORK PRICING

Tiered Pricing

Basic

\$0

Free, forever

Features

- ✓ Jobs, internships, and other opportunities
- ✓ Mobile messaging (individual and group)
- ✓ Digests & notifications
- ✓ Basic reporting & analytics

Premium

\$199

USD/month/network
(when billed annually)

Features

All 'Basic' plus...

- ✓ Provider SMS & e-mail integration
- ✓ External connectivity (SMS, Messenger, KiK, Skype, e-mail, others)
- ✓ Advanced reporting & analytics
- ✓ Priority e-mail support

QUESTIONS

Q&A

yo|obe

Opportunities, Jobs and Community
Connections

everything@email.com

....

Login

Forgot password?

Sign up for a Yo|obe Account

Continue with Facebook

What is Yo|obe?

BRIDGING INFORMATIONAL, SPATIAL & PERCEPTION GAPS

