



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

MILLENNIAL TASK FORCE

CHAIR: MARQUAYLA ELLISON

Jezamil Arroyo-Vega, Nick Carnahan, Angela Damiani, Jordan Donald, Tenia Fisher, Jeremy Fojut, Adam Gabornitz, Michael Hostad, Amelia Kegel, Noel Kegel, Elizabeth McLaren, Kacee Ochalek, Jason Rae, Ger Thao, and Tiffany Henry

Staff Assistant: Chris Lee, 414-286-2232

Legislative Liaison: Alex Highley, 414-286-8661

Thursday, June 11, 2020

8:00 AM

Virtual

This will be a virtual meeting conducted via Go To Meeting. Should you wish to join this meeting from your phone, tablet, or computer you may go to <https://global.gotomeeting.com/join/378041845>. You can also dial in using your phone United States: +1 (571) 317-3112 and Access Code: 378-041-845.

1. Call to order.

The meeting was called to order at 8:10 a.m.

2. Roll call.

Present 10 - Carnahan, Damiani, Donald, Ellison, Fisher, Gabornitz, Hostead, Ochalek, Thao and Henry

Absent 4 - Rae, Arroyo-Vega, Kegel and McLaren

Excused 2 - Fojut and Kegel

Individuals also present:

*Bernadette Karanja, City Clerk's Office - Workforce Development Division
Alex Highley, Legislative Reference Bureau*

3. Review and approval of the previous meeting minutes.

The meeting minutes from May 26, 2020 were approved without objection.

4. Presentations.

A. University of Wisconsin-Milwaukee Upward Bound

Appearing:

Christina Garza, University of Wisconsin-Milwaukee Upward Bound

Ms. Garza gave an overview. UWM's Upward Bound program is federally funded, housed within the TRIO precollege programs, assists 1st generation and low-income high school students from high school to college graduation, and has a 6-week summer program. There will be about 110 participants. In the summer program students will attend academic classes, get experience, and acquire skills. Afternoons will have different activities, such as having career speakers. Travel trips are also done; however, this year's trip to New York was cancelled due to the Covid-19 pandemic. Many freshmen and sophomore college students are overwhelmed and are unsure of their majors. The program helps show and expose students to possibilities in which majors interest them. The program also gives students socio-cultural skills to be successful. Other Upward Bound programs include Math & Science and Veterans. Eligibility for Upward Bound includes being a 1st generation or low-income student and enrollment at a target area high school. Students are able to earn stipends from work study opportunities. Tutoring is provided on campus. Transportation and bus tickets are provided. The website (<https://uwm.edu/trio/high-school-programs/upward-bound/>) has further program details, and students can apply online.

Members inquired about student demographics, targeted schools, obstacles to preparing and retaining students, tracking of student participants after graduation, and program funding.

Ms. Garza replied. Recruitment and student demographics are based on applicant enrollments, vary year to year, and are different among the different Upward Bound programs. For UWM Upward Bound Hmong students make up the majority (due to a large Hmong population at nearby Riverside High School and from multiple siblings participating), followed by African Americans, Latino, and other. The Math & Science program serves 75 students with the majority being African American followed by Latino and Asian. Target schools include Bay View, Hmong American Peace Academy, Marshall, Milwaukee High School of the Arts, Riverside, South Division, Washington, Wisconsin Conservatory Lifelong Learning, and other schools within the target school service area. There is difficulty to recruit from some schools. UW-Whitewater (Juneau, Custer, Vincent), Marquette University and colleges from Racine and Kenosha also recruit and target schools from Milwaukee. Federal support and funding for the required Upward Bound curriculum is adequate; however, there is lacking support and additional funding to further support 1st generation and low-income students. Lack of finances is a main reason students quit school. There are student support services that can help. There needs to be more scholarships, such as from the alumni community, to invest in students and to help bridge gaps. Monies to assist students culturally and socially outside of the program scope have to come elsewhere via other partnerships. Work study positions are an example. There is no formal tracking of students beyond graduation; however, there is 6 years of tracking of students from their enrollment to their Bachelorette degree. Upward Bound makes a lifelong impact, and many alumni stay connected with each other and the program. Many alumni stay connected through social media and may come back to the university to speak to current students. She herself has recently helped a low-income student to buy food for the student's family during the Covid-19 pandemic. She has started conversations about the current environment dealing with racism and disenfranchisement.

Members concurred that more scholarships (such as from the African American alumni community) are needed, Upward Bound has helped some members who were a part of the program, and that students need more support and funding outside of the

scope of Upward Bound.

B. Marquette University Educational Opportunity Program

Steven Robertson, Marquette University Educational Opportunity Program
Maggie Cinto, Marquette University Educational Opportunity Program
Kiarra Reid, Marquette University Educational Opportunity Program

Mr. Robertson, Ms. Cinto, and Ms. Reid gave an overview. Marquette's precollege programs consist of Educational Talent Search (ETS), Upward Bound (UB), and Upward Bound Math and Science (UBMS). EOP originated out of civil unrest about 50 years ago during the time of Dr. Martin L. King, Jr., is celebrating its 50 years of existence, and was led by Dr. Arnold Mitchem. Himself, Ald. Ashanti Hamilton, and other successful alumni still in Milwaukee had participated in UB. The precollege programs work, help with exposure, and are transformative. UB students are four times more likely to finish college than students of the same background who are not in UB. UB has 161 students, UBMS has 73 students, and ETS has 503 students.

Eligible students are those that are low-income and first generation. UB participants are about 53% women and 47% men based on gender and 56% African American, 35% Hispanic, 9% Asian, 8% Caucasian, and 1% American Indian/Alaskan Native based on ethnicity. UBMS participants are about 49% women and 51% men based on gender and 63.5% African American, 36.5% Hispanic, 9% Asian, and 17.5% Caucasian based on ethnicity. ETS participants are about 52.5% women and 47.5% men based on gender and 76% African American, 16% Hispanic, 2.5% Asian, and 3% Caucasian based on ethnicity. Target area schools are based on targeted Census Tract zip codes and include Riverside, Bradley Tech, North Division, South Division, Marshall, Hamilton, St. Augustine, and Milwaukee Academy of Science.

MU precollege programs are unique in that they are project research-based and involve community engagement. The programs expose students to different social capital, do regional and national college tours, and give students opportunities for free travel trips outside of Milwaukee. Participants tend to stay and find college more affordable. A recent initiative is an effort to integrate social justice into the curriculums.

Member Fisher said that she is a MU alumni.

Members inquired about the number of participants who graduated.

Mr. Robertson, Ms. Cinto, and Ms. Reid replied and added comments. For UB secondary school retention and graduation is at 99%, postsecondary enrollment is at 85%, and postsecondary completion (6 years) is at 69%. For UBMS secondary school retention and graduation is at 93%, postsecondary enrollment is at 81%, and postsecondary completion (6 years) is at 79%. For ETS secondary school retention and graduation is at 93%, postsecondary enrollment is at 55%, and postsecondary completion (6 years) is not known or available. There is effort to create a precollege hall of fame. UB is national. Students are appreciative of UB. Many alumni have come back to talk to students. Alumni do stay connected. College graduates are given opportunities to be tutor counselors and student workers. Efforts are being made to be cutting edge to find additional resources and connections such as acquiring work study, apprenticeship, internship, and STEM opportunities. Some UB class examples are IT, engineering, and medicine.

C. Direct Connect Milwaukee

Ms. Karanja gave an overview. The Workforce Development Division was formed three years ago and is housed in the Common Council - City Clerk's Office. DCMKE is a digital workforce pipeline platform and network for prospective job seekers and employers to connect. The platform is supported by the mayor and Common Council, was heavily invested by and supported by David Douglas, and was built by Jason Lambert of Yolo. Objectives of the platform are to combat young adult challenges (skills gap, career readiness, barriers, unemployment, outdated tech, overworked professionals, etc.), provide expertise, increase awareness of training and placement opportunities, increase engagement, help connect and improve access to employment services, share event information, learn about job seekers, build social capital or youths or young adults, break silos, share successes with local professionals, build a network of trust, and transform disconnection into success. The platform had a soft launch and is now at full capacity to do a full launch soon.

The platform is social media oriented, interactive, can be used on mobile devices, is secure, and has smart A.I. Users can create profiles that can be shared with employers, can create their own pathways, select their own networks, and can work with employment specialists. There are informal site visits and surveys. From 2018 to 2019 there has been an increase of 48% in employment agency activities attributable to DCMKE. The platform currently has 38 networks (employment agencies), 207 supportive service agencies, 530 job seekers, 139 admins, and 119 promoters. Job seekers are tracked. There is competition with other career websites, but DCMKE is more comprehensive than the competitors. Task force members should be promoters for DCMKE. Perhaps precollege programs can participate in the platform, and she can be in contact with Marquette University and UW-Milwaukee.

Chair Ellison said that she is familiar with DCMKE and that the task force should be an ambassador to DCMKE.

D. Other

Ms. Garza said that perhaps the task force can bring someone in to discuss investment in homeownership and lease-to-own programs, such as with Verbhous, as a retention tool to help people stay in the City.

5. Assessment and analysis.

These items were not discussed.

- A. Milwaukee Department of Employee Relations workforce data*
- B. Population migration*
- C. Reasons Millennials and Gen Z leave or stay in Milwaukee*
- D. Any other research requests?*
- E. Other*

6. Set priority items and recommendations.

These items were not discussed.

- A. Goals*
- B. Actionable Objectives*
- C. Measurable Expected Outcomes*

D. Other

7. Next steps moving forward.

A. Task force meetings and structure

This item was not discussed.

B. Set next meeting dates and times

The next meeting date, time, and venue to be determined offline.

C. Agenda items for the next meetings

Members said that the next meeting should have no presenters and for there to be internal discussion about priority items, development of a foundation, and members' ideas (Members Meeting Ideas document) thus far.

Members said that the current civil unrest pertaining to systematic brutality, racism, discrimination, inequality, and social injustice (which extends beyond the police and public safety) should not be forgotten, extends into the workforce, and should be included as focus item for the task force to address going forward. Long term solutions are needed and anti-racism should be a recommendation. Police cadet training programs need to incorporate the Blueprint for Peace, which is lacking. The City has good stories and resources, and there needs to be better promotion and awareness of them.

Ms. Karanja added that government can help scale up existing resources.

D. Other

There was no other discussion.

8. Adjournment.

The meeting adjourned at 10:05 p.m.

*Chris Lee, Staff Assistant
Council Records Section
City Clerk's Office*