

EMPLOY MILWAUKEE MOBILE WORKFORCE CONNECTIONS INITIATIVE

For Milwaukee County



EXECUTIVE SUMMARY

Every day in Milwaukee County, job seekers in high unemployment, high poverty areas are looking for opportunities to enter the labor market and move into the middle class. At the same time, regional employers are searching for skilled workers as unemployment rates hit all-time lows, population growth slows, and Baby Boomers retire in large numbers.

The publicly funded workforce system defined by the Workforce Innovation and Opportunity Act (WIOA) provides access to opportunities for employment, education, training, and support services that individuals need to succeed in the labor market, particularly those with barriers to employment. Local Workforce Development Boards (WDBs), such as Employ Milwaukee, are responsible for oversight of the local public workforce system as well as convening local workforce development system stakeholders and ensuring that job seekers are provided information on the full array of applicable or appropriate services that are available through the local board or other eligible providers or One-Stop partners.

Employ Milwaukee's Community Relations Team maintains and develops relationships and communication with Milwaukee County workforce stakeholders, including job seekers, employers, post-secondary education, K-12 education, community-based organizations, faith-based organizations, government, economic development, and policy makers to ensure coordination of and access to the public workforce system. The Community Relations Team convenes the Coordinating Council, which is a vehicle to routinely engage workforce stakeholders to discuss and coordinate workforce service delivery and policy issues.

The confluence of job seeker/employer needs, a strong public workforce system, and a local WDB that prioritizes community outreach and collaboration sets the stage for this proactive, people-based initiative, "Mobile Workforce Connections". Mobile Workforce Connections (MCW) advances the efforts of Employ Milwaukee's Community Relations Team to *go to people where they gather* to make educational and intentional connections to the public workforce system. Community Relations Team members canvas communities to connect Milwaukee County job seekers to employment and training opportunities while regional employers will benefit as access to skilled workers increases throughout the Milwaukee County labor shed.

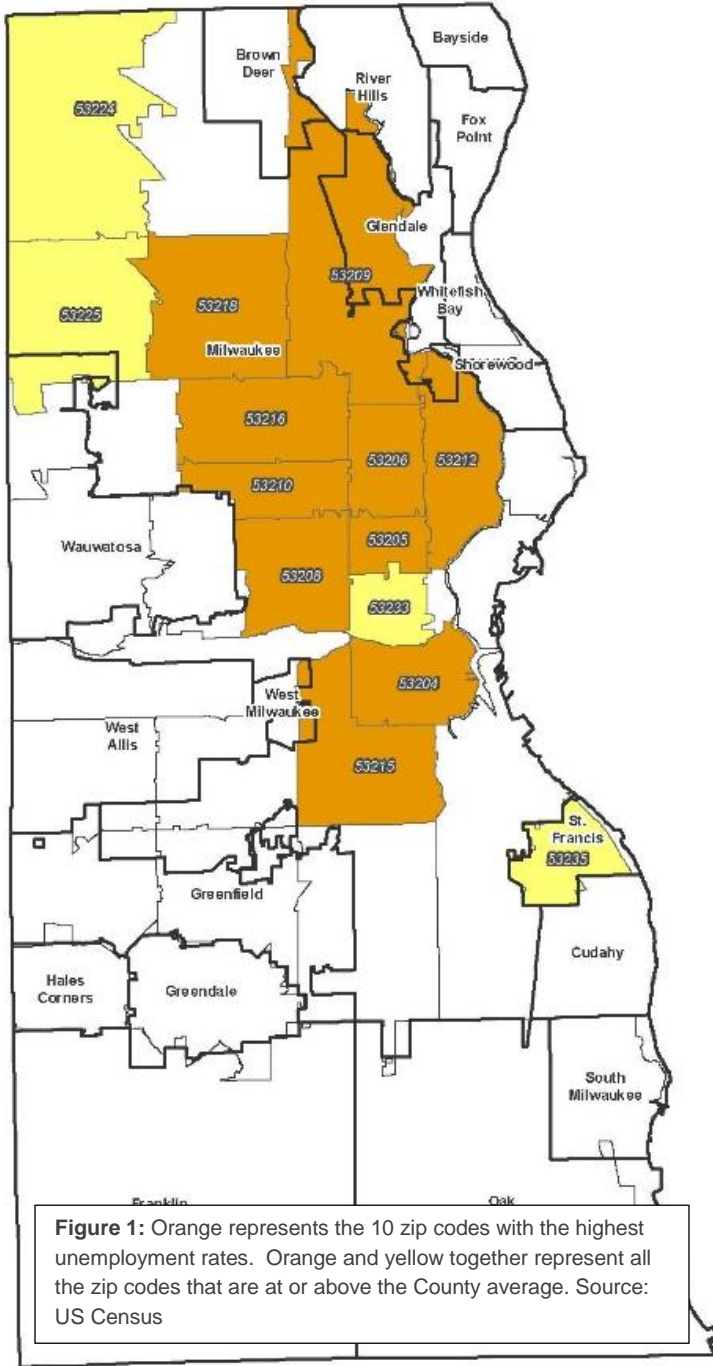
Activities will be carried out using a people-based strategy, with team members equipped with public workforce system information (technology-based, physical locations, network partner and skill development), mobile devices, and strategic collateral materials. Team members will develop partners, onboard and refer individuals to partner services and skill development programs, and provide employer referrals.

The Chief Marketing Officer (CMO) who leads the Community Relations Team has targeted July of 2017 for launch of the MCW initiative. The annual budget for the initiative is approximately \$200,000. Objectives include increased awareness of the public workforce system, registrations on the Job Center of Wisconsin, participation in the WIOA, network partner, and skill development programs, job placements, and satisfaction from employers.

BACKGROUND

Employment Conditions

The economy of Milwaukee County is diversified and challenged, with more than one-third of zip codes having unemployment rates *lower* than the state's average, while one-third having unemployment rates 1-4 times *higher* than the state's average¹. High unemployment rates are mostly concentrated in the City of Milwaukee; however, suburban communities such as Brown Deer, Glendale, and St. Francis also have elevated rates. (See Figure 1)



Employer Demand

In Milwaukee County, almost every industry has shown annual job growth, except for the manufacturing and financial and insurance sectors, which experienced multiple layoffs between 2011-2014 but still have strong growth in subsectors, especially those linked to regional economic clusters². As of June 26, 2017, there are 9,091 job postings for Milwaukee County in the Job Center of Wisconsin. (See Figure 2)

Public Workforce System

On July 22, 2014, President Obama signed the Workforce Innovation and Opportunity Act (WIOA), comprehensive legislation that reformed and modernized the public workforce system. The publicly funded workforce system envisioned by WIOA is designed to increase access to, and opportunities for, the employment, education, training, and support services that individuals need to succeed in the labor market, particularly those with barriers to employment. It aligns workforce development, education, and economic development programs with regional economic development strategies to meet the needs of local and regional employers.

The public workforce system is designed as a one-stop delivery system to provide a "one stop" at which any employer, worker or job seeker may access resources and information. The one-stop delivery system is comprised of a network of both comprehensive and affiliate American Job Centers that provide career

¹ U.S. Census

² Wisconsin Department of Workforce Development; WDA 2 LMI Databook; Longitudinal Employer-Household Dynamics (LEHD), Quarterly Workforce Indicator (QWI).

services to job seekers (finding jobs, building basic educational or occupational skills, earning a postsecondary certificate or degree, and/or obtaining guidance on how to make career choices) and talent sourcing services to businesses and employers seeking skilled workers (candidate recruitment, job fairs, on-the-job training, etc.). American Job Centers can be physical locations or technologically linked access points such as the Job Center of Wisconsin (<https://jobcenterofwisconsin.com/>) and Skills Explorer <http://skillexplorer.wisconsin.gov/Search.aspx>).

Figure 2: Milwaukee County Job Openings

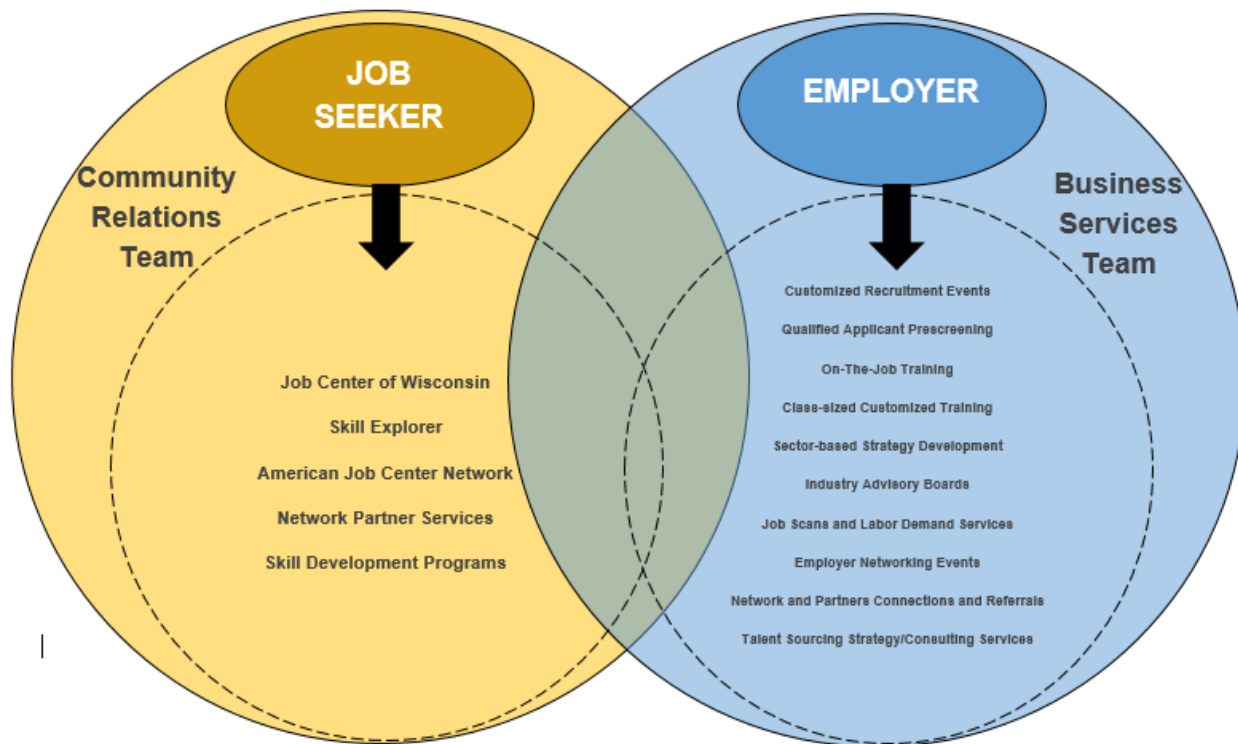
Occupational Category	View Jobs
Architecture and Engineering Occupations	446
Arts, Design, Entertainment, Sports, and Media Occupations	117
Building and Grounds Cleaning and Maintenance Occupations	184
Business and Financial Operations Occupations	724
Community and Social Services Occupations	203
Computer and Mathematical Occupations	792
Construction and Extraction Occupations	116
Education, Training, and Library Occupations	146
Farming, Fishing, and Forestry Occupations	2
Food Preparation and Serving Related Occupations	431
Healthcare Practitioners and Technical Occupations	1630
Healthcare Support Occupations	285
Installation, Maintenance, and Repair Occupations	302
Legal Occupations	27
Life, Physical, and Social Science Occupations	167
Management Occupations	860
Military Specific Occupations	2
Office and Administrative Support Occupations	778
Personal Care and Service Occupations	97
Production Occupations	396
Protective Service Occupations	118
Sales and Related Occupations	892
Transportation and Material Moving Occupations	376
Source: Job Center of Wisconsin; 6.26.17	

To provide structure and oversight for the state’s one-stop delivery system, the State of Wisconsin Council on Workforce Investment (CWI) defines local Workforce Development Areas (WDAs) to align the local labor supply with demand. Each WDA has an authorized local Workforce Development Board (WDB) appointed by Chief Elected Officials (CEOs) in accordance with the WIOA and State criteria. WDBs conduct oversight for local youth workforce investment activities (Title I youth), local employment and training activities (Title I adult and dislocated worker), and the one-stop delivery system in their respective WDA.

Employ Milwaukee, Inc.

Employ Milwaukee is the Workforce Development Board (WDB) for Wisconsin Workforce Development Area (WDA) #2 serving Milwaukee County. As a WDB, Employ Milwaukee is responsible for a wide variety of activities including oversight of the One-Stop delivery system, procurement and oversight of Title I youth, adult, and dislocated worker services, and convening local workforce development system stakeholders.

WIOA requires Employ Milwaukee to ensure that job seekers are provided information on the full array of applicable or appropriate services that are available through the local board or other eligible providers or one-stop partners. Employ Milwaukee must also develop sector partnerships with employers to develop the talent and workforce needs of key industries of a regional labor market. Employ Milwaukee’s Community Relations and Business Services teams represent the One-Stop system to offer a coordinated set of services through the inclusion of all WIOA stakeholders.



PEOPLE-BASED STRATEGY

The employment conditions, employer demand, and existence of a strong public workforce system led locally by Employ Milwaukee, creates an opportunity to deploy a people-based strategy that reaches in to the community to connect job seekers to employment and training services.

Attachment 1, the *Mobile Workforce Connections Concept Map* provides a visual representation of the resources available through the public workforce system and Employ Milwaukee which will be leveraged and combined to launch the Mobile Workforce Connections (MWC) initiative.

The green boxes represent the resources of the public workforce system, which are grouped in four categories: technology-based services, physical location services, network partner services, and skill development programs. The blue box represents the resources of Employ Milwaukee’s Business Services team and the red boxes represent the resources of Employ Milwaukee’s Community Relations team and Coordinating Council. The orange circle represents the confluence of these resources, which result in the MWC initiative.

Public Workforce System Resources:

TECHNOLOGY BASED SERVICES

- ❖ **Job Center of Wisconsin (JCW)** <https://jobcenterofwisconsin.com/Default.aspx>

The JCW is the Public Labor Exchange for job seekers and employers. Individuals can conduct career exploration, create resumes, post job orders, search for candidates, search for jobs, and access labor market information (LMI).

- ❖ **Skill Explorer** <http://skillexplorer.wisconsin.gov/Search.aspx>

Skill Explorer looks beyond job titles to match individuals with new opportunities related to the skills and training they already have using skill definition, skill assessment and skill development analysis. Features include occupational code – skill set translation, K-12 career exploration by skills, job search by skills and credentials, and information on occupations such as educational and certification requirements, earnings and wages.

PHYSICAL LOCATION SERVICES

- ❖ **American Job Center Network** <http://www.wisconsinjobcenter.org/directory/default.htm>

Job seekers can access case managed services by Employment & Training counselors, facilitated resource room information and training sessions, referrals to workforce and agency partners and programs, assessment tools, individual training accounts, and dislocated worker programs.

Employ Milwaukee conducts oversight for the following comprehensive and affiliated American Job Centers:

- Milwaukee Job Center Central (comprehensive location): 4201 N. 27th Street
- Milwaukee Job Center Southeast (affiliate location): 2701 S. Chase Avenue
- YWCA Southeast Wisconsin Job Center (affiliate location): 1915 N. Dr. Martin Luther King, Jr. Drive
- 4th affiliate location TBD with America Works (affiliate location)
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The authorized WIOA Title I service providers for Milwaukee County are:

Adult and Dislocated Worker services:

- MAXIMUS Human Services, Inc.
- America Works of Wisconsin

Out-of-School Youth Services:

- Dynamic Workforce Solutions
- United Neighborhood Centers of Milwaukee (UNCOM)

In-School Youth Services - provided by Employ Milwaukee staff at the following Milwaukee County schools:

- Milwaukee Public Schools (MPS) Bradley Tech High School
- MPS North Division High School
- MPS South Division High School
- MPS Barack Obama School of Career and Technical Education
- West Allis Nathan Hale High School
- Brown Deer High School

NETWORK PARTNER SERVICES

The One-Stop system includes a network of partners that provide additional assistance for job seekers. These partners include Temporary Assistance for Needy Families (TANF), Food Shares Employment and Training (FSET), Wisconsin Works (W2), Unemployment Insurance, homeless shelters, veteran's assistance, driver license recovery, disability assistance, community based services, adult basic education services, literacy services, financial literacy services, and offender reentry services. Network partners are also Coordinating Council members.

SKILL DEVELOPMENT PROGRAMS

Beyond standard WIOA workforce services, there are numerous skill development programs in Milwaukee County that would benefit from focused client recruitment including youth apprenticeship (Employ Milwaukee's Career Plus consortium and other county consortia), Registered Apprenticeship, apprenticeship readiness programs, Wisconsin Fast Forward high

demand occupational skills training programs, employer-led training, On-The-Job training, technical college boot camps and credential programs, and state/regional/local initiatives such as new business relocation, economic development programs, and worker recruitment.

Employ Milwaukee Business Services

The Employ Milwaukee Business Services Team works closely with the Community Relations Team through the MWC Initiative to engage employers in developing the workforce for the region – from preparing entry-level workers, to retraining transitioning workers, to upskilling incumbent workers. The Business Services Team helps Employ Milwaukee contribute to economic growth and business expansion by ensuring the workforce system is job-driven, which supports matching employers with skilled individuals.

Local areas can use funds for demonstrated effective strategies that meet employers' workforce needs, including incumbent worker training, Registered Apprenticeship, transitional jobs, on-the-job training, and customized training. WDBs offer training services to help companies remain competitive by updating or enhancing the skills of their current workforce. Workforce boards can reimburse employers, on a limited basis, for the extraordinary costs of training new hires through on-the-job and customized training.

Customizable and flexible Registered Apprenticeship programs match employers' needs to meet employers' changing demands. WIOA promotes greater collaboration between Registered Apprenticeship and the Title I programs in several ways, including recognizing Registered Apprenticeship programs as eligible training providers for the Adult and Dislocated Worker formula programs and recognizing completion of a Registered Apprenticeship certificate as a post-secondary credential. Pre-apprenticeship training is an authorized Youth program activity to help participants meet entrance requirements for Registered Apprenticeship programs.

In addition, the Employ Milwaukee Business Services Team convenes Industry Advisory Boards in local high-demand industry sectors to identify skill needs, conducts customized recruitment events and employer networking events, provides network and partner connections and referrals, and provides talent sourcing strategies and consulting services.

Employ Milwaukee Community Relations Team and Coordinating Council

The Employ Milwaukee Community Relations Team consists of a Chief Marketing Officer, Marketing and Public Relations Manager, Community Relations Coordinator, and Community Relations Specialists. The mission of the team is to maintain and develop relationships and communication with all Milwaukee County workforce stakeholders on the overall strategies and plans to ensure a successful workforce system.

Employ Milwaukee created the Coordinating Council to facilitate the convening of local workforce development system stakeholders. The Coordinating Council is a network of workforce development providers collaborating to improve employer access to skilled workers in Milwaukee County. The organization serves as a critical resource for employers to recruit from a diverse pool of skilled, trained, and qualified candidates. The Coordinating Council includes more than 90 organizations and service providers and is evolving in to a representative body of community coalitions and partnerships organized together around the key areas that impact effective workforce development. These areas include mental health and substance abuse, positive youth development, transportation and driver's license access and recovery, sector-specific training, career skills (soft skills), to name a few. Each coalition or partnership determines a representative to sit at the Coordinating Council table.

Mobile Workforce Connections Education and Recruitment Team

Using the public workforce system as the foundation, the Employ Milwaukee MCW Employment and Recruitment (ER) team will go to people where they gather to make the connection. The connection may be educational where ER team members explain how to obtain employment services at the AJC or demonstrate how to access skill assessment tools or to job search in JCW. The connection may also be intentional where job seekers are connected to hiring events,

recruitment fairs or pre-apprenticeship training classes. ER team members will canvas communities to connect Milwaukee County job seekers to employment and training opportunities while regional employers will benefit as access to skilled workers increase throughout the Milwaukee County labor shed. Organizations may also contact the Community Relations Coordinator to request the presence of Community Relations specialists at their event(s).