



FOR IMMEDIATE RELEASE

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Employ Milwaukee's New Mobile Workforce Connections Initiative is Connecting People to the Workforce Resources

--Not every job seeker is comfortable coming to us, so we are bringing the workforce system to them--

MILWAUKEE – Employ Milwaukee’s new initiative, Mobile Workforce Connections, is reaching individuals who are currently not connected to the workforce system. In its first months, the team has connected with more than 600 people. Community Relations team members are canvassing communities to connect Milwaukee County job seekers to employment and training opportunities. Regional employers are benefitting from increased access to skilled workers throughout the Milwaukee County labor shed. Activities are being carried out using a people-based strategy, with team members equipped with public workforce system information, including physical locations, network partner and skill development. Team members will develop partners, onboard and refer individuals to partner services and skill development programs, and provide employer referrals.

“In this time of economic prosperity in Milwaukee and throughout the region, we want to ensure our residents have access to opportunity to develop their skills and connect to jobs across industries,” said Milwaukee Mayor Tom Barrett. “I applaud Employ Milwaukee for the innovation around Mobile Workforce Connections. By simplifying the process to connect to workforce resources and going to where people gather, they will open many doors for Milwaukeeans.”

Employ Milwaukee is the workforce development board serving Milwaukee County, the most populated county in Wisconsin with just under one million residents, nearly one-fifth of the state’s workforce. As the largest of the state’s 11 designated workforce boards, Employ Milwaukee is the administrator of the federal and state public workforce system in Milwaukee County, Workforce Development Area #2.

Employ Milwaukee is the only workforce development board in Milwaukee County and is authorized by the U.S. Department of Labor and designated by the Governor of the State of Wisconsin. **For more information about Employ Milwaukee and Mobile Workforce Connections, visit our website at <https://www.employmilwaukee.org/Employ-Milwaukee/Mobile-Workforce-Connections.htm> or call our Mobile Workforce Connections Team at (414) 270-1772.**



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“We recognize that it can be hard to take that first step in making a life changing decision. Through Mobile Workforce Connections, we want to alleviate people’s fears and speak to them at a location where they are comfortable. It is our goal to connect people to opportunities for employment, education, training and support services,” said Willie Wade, Chief Marketing Officer, Employ Milwaukee.

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.

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