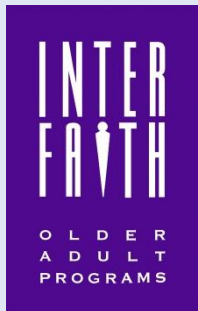




Wisconsin Seasonal Workforce Coalition (WSWC)

David Karst, VP of Human Resources, BUYSEASONS
Pat Delmenhorst, Manager, WSWC



Milwaukee Area Workforce
Funding Alliance

April 26, 2011

Wisconsin Seasonal Workforce Coalition (WSWC)

- Employer-created in February 2009
- Formalized with United Way funding - July 2009
- Workforce Intermediary between 25 employers and 36 Community Workforce Agencies
- Model pipeline project between Interfaith Older Adult Programs, YWCA and WRTP

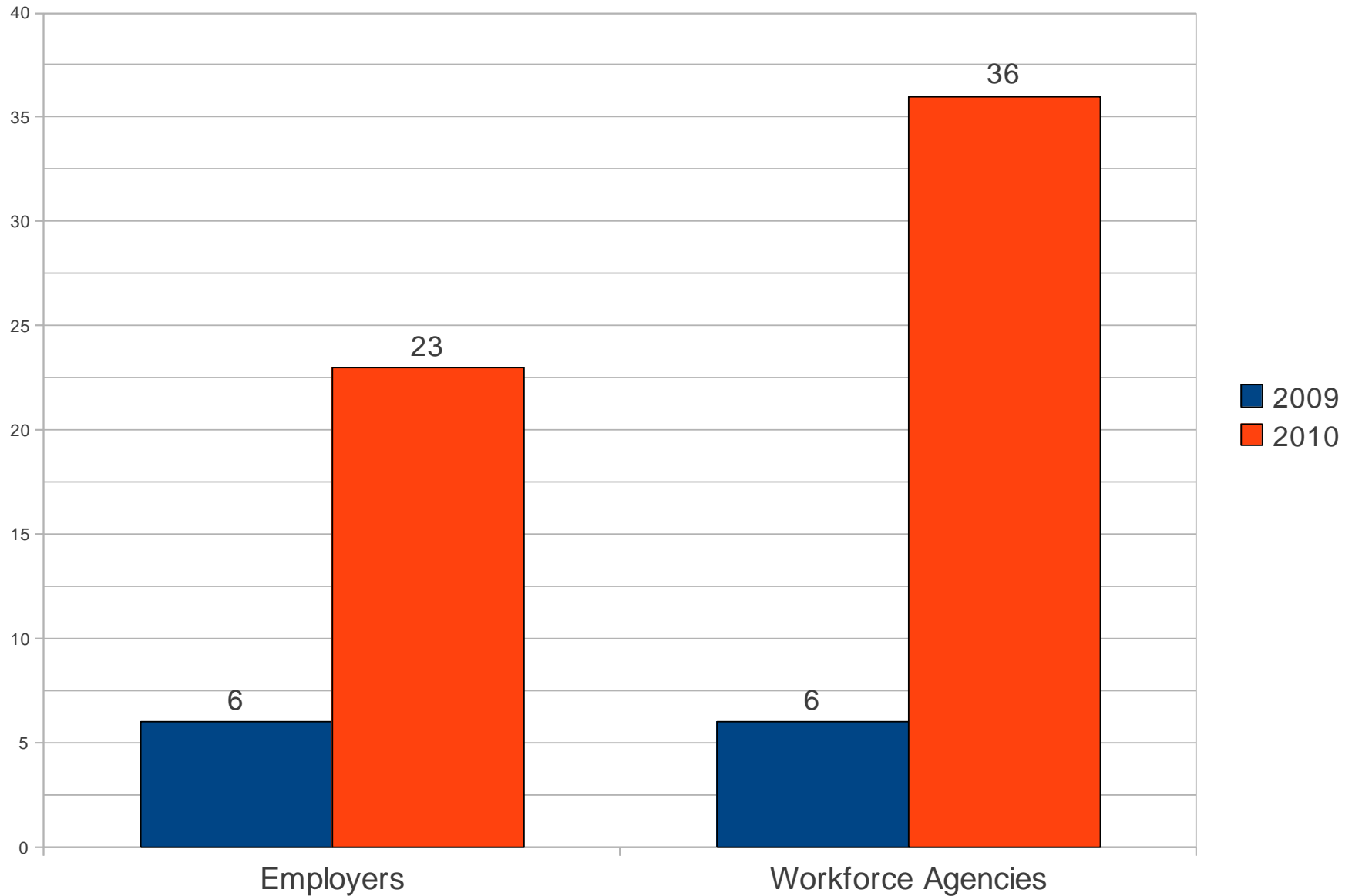
"Seasonal Employment

=

Future Opportunities"

www.seasonalworkerswi.org

WSWC Membership Growth



Employer Partners

- BUYSEASONS
- UPS
- Marcus Hotels & Resorts
- Honey Baked Ham
- FedEx
- H&R Block
- Hatch Staffing
- Diggers Hotline
- Design Specialities
- Interfaith, Personal Care Plus
- Randstad
- Spheion
- Milwaukee County Parks & Zoo
- Quad Graphics
- Staff Up America
- Time Warner Cable
- Stowell Associates Select Staff
- The Assurance Group
- Triada
- US Cellular
- Westaff
- WE Energies
- Home Instead Senior Care

Community Workforce Agency Partners

- Boys & Girls Club
- Bryant & Stratton College
- Center for Self-Sufficiency
- Center for Veteran's Issues
- DeVry University
- Interfaith Mature Worker Resource Center
- The Kaiser Group
- Lao Family Community
- Milwaukee Center for Independence
- Milwaukee Earn & Learn
- Multicultural Community Services
- WI Community Services
- MATC
- Waukesha County Business Alliance
- Goodwill Industries
- MAWIB
- Interfaith
- Creative Employment Opportunities
- Lutheran Social Services
- Maximus
- Milwaukee Area Dept. of Workforce Development
- Milwaukee Careers Cooperative
- WRTP
- Waukesha Women's Center
- YWCA of Greater Milwaukee
- Policy Studies, Inc.
- Spring City Corner Clubhouse
- Social Development Commission
- US Probation Office
- Milwaukee God Squad
- Opportunities, Inc.
- Project Return
- Samaritan Project
- UMOS
- United Way of Greater Milwaukee
- Waukesha Workforce Development Center

WSWC Events

- Quarterly General Membership Meetings with Employer topics of interest – Legal Best Practices for Contingent Workforce
- Quarterly Workforce Agency Meetings with job development & placement topics – July 13, 2011 at UWM School of Continuing Education
- Future Opportunities Luncheon – June 16, 2011
 - Recognition and scholarships for seasonal workers
- Future Opportunities Conference – “Building a Future Workforce Through Contingent Employment”
- Spring & Summer Job Fest - next event, August 3, 2011

WSWC Efforts

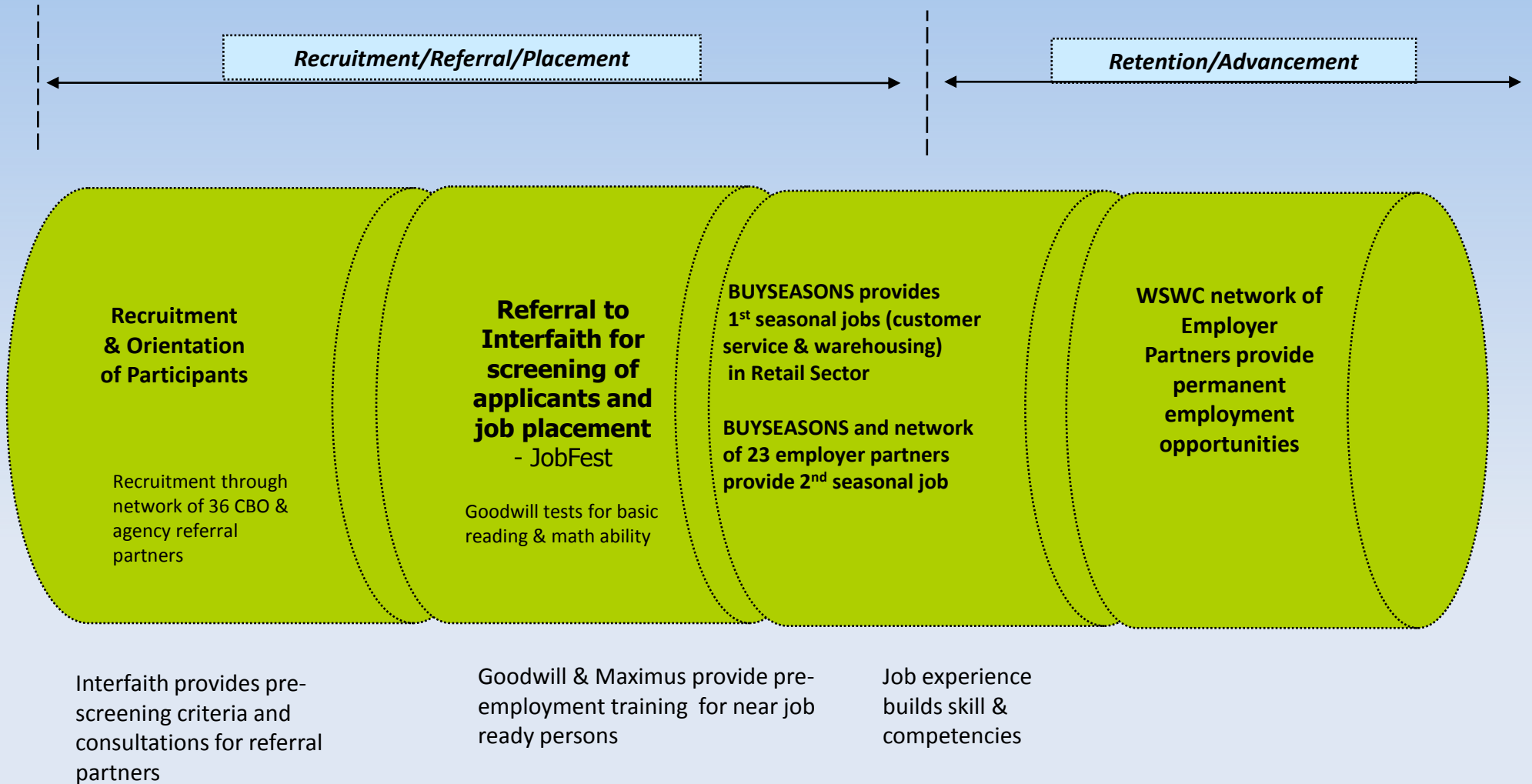
- Outreach to 1500+ & recruitment and placement of 1000+ seasonal associates through Milwaukee & Waukesha Community Workforce Agencies
- Linking seasonal employment opportunities to year-round employment and eventual permanent employment
- Building work history and verification with a certificate of re-hire

WSWC Efforts

- Employer on-site support for candidates
- On-site career development
- Employer on-site interviewing for next seasonal job
- Transportation coordination (200+ candidates)
- Health care insurance workshops (443 candidates)
- Training through Goodwill & Maximus for warehouse and customer service call center (85 candidates)

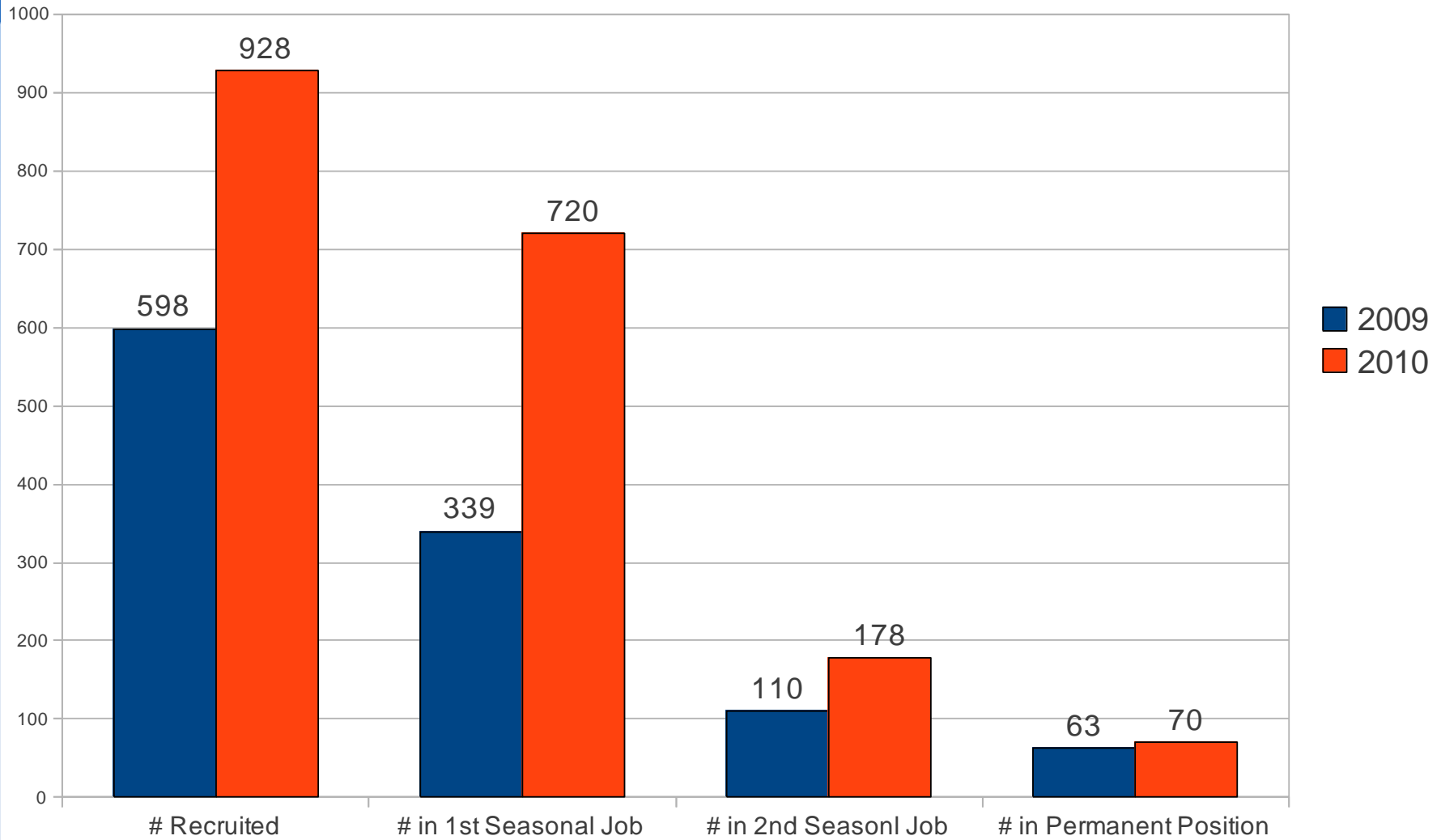
WSWC Model: Workforce Pipeline

Functional Parts



WSWC Outcomes

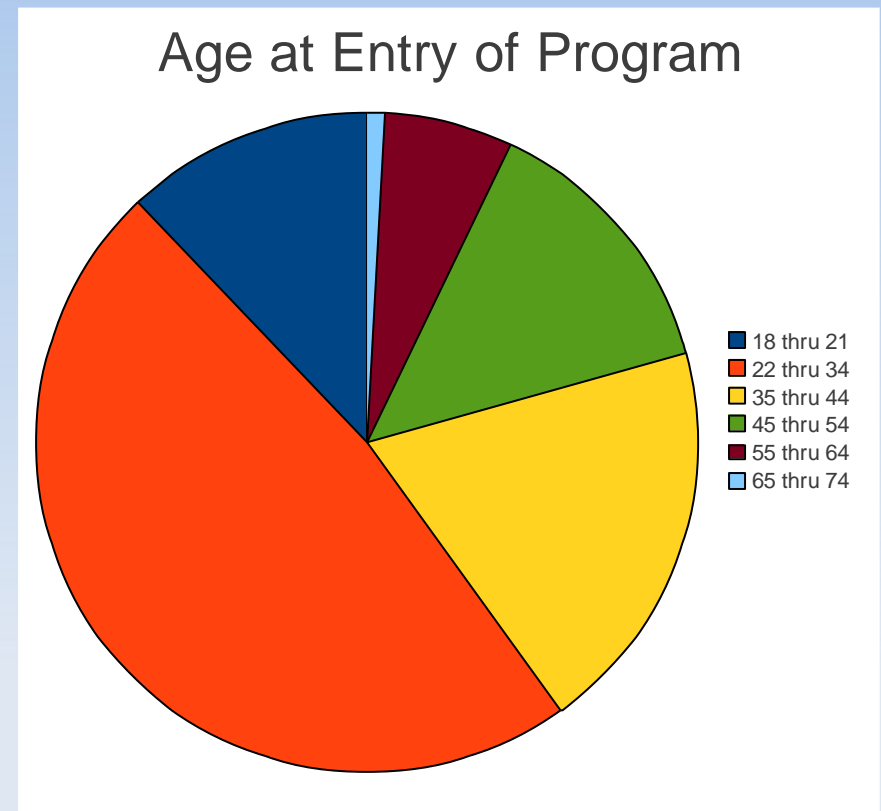
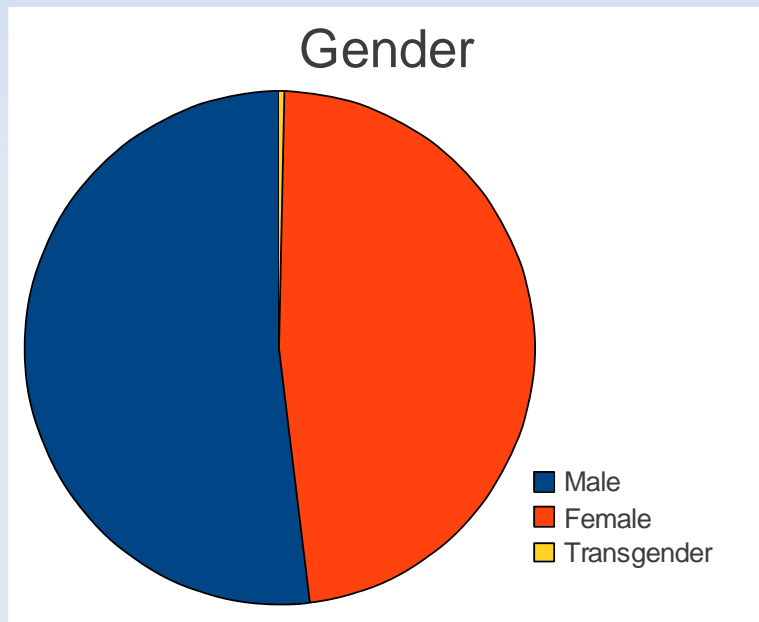
Fiscal Years 2009-2010



* Numbers reflect data collected & tracked by WSWC

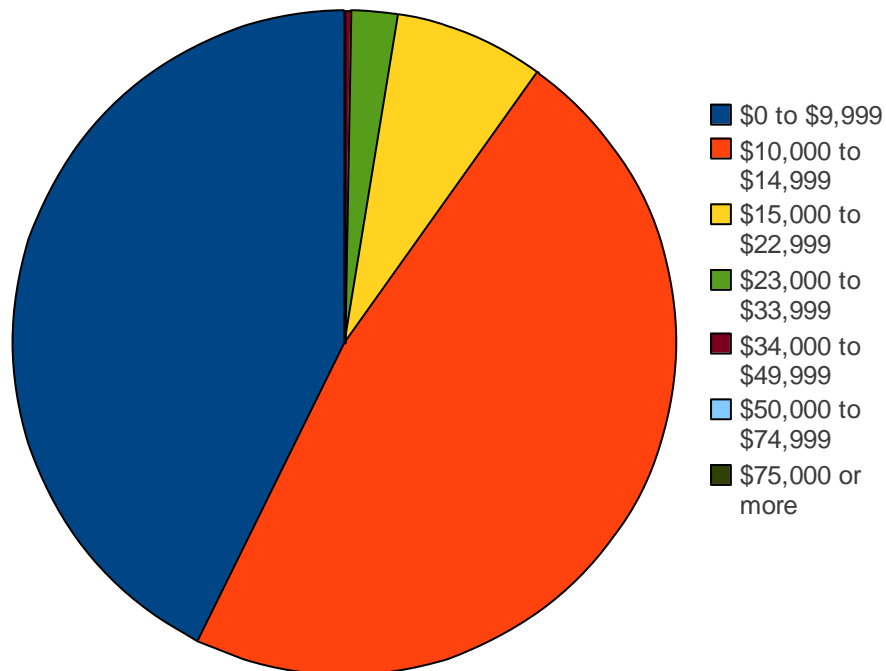
Who does WSWC Serve?

- 89% minority
- 16% ex-offenders
- 15% African American males, ages 18-34



Number of Participants Served

Annual Household Income



- 91% reported income less than \$22,000
- 66% lived in six zip codes with highest level of poverty in Milwaukee County (53206, 53208, 53209, 53210, 53212, 53218)

WSWC Impact

61% increased soft skills and were eligible for re-hire

32% of job-ready applicants projected to be placed into a second seasonal position

20% of job-ready applicants projected to be placed into permanent positions with benefits

To date, the WSWC has placed ...

- 1,059 individuals in 1st seasonal job
- 288 individuals in 2nd seasonal job
- 129 individuals into permanent, full-time positions with benefits

Future Visions

- Efforts to Outcomes to be used with an end goal of more accurate data & tracking of candidates
- Expansion of employer base to include construction, landscaping and "green" jobs
- Training for candidates (WorkKeys, AcuVision)
- Mechanism for staying in touch with candidates
- Website update
- ESL classes for candidates
- Increased transportation options
- Future Opportunities Conference