



CITY OF MILWAUKEE

City Hall, 200 E. Wells Street, Milwaukee, WI 53202 • www.city.milwaukee.gov

FOR IMMEDIATE RELEASE

July 11, 2018

President Hamilton

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Alderwoman Coggs

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Council leaders to unveil DirectConnectMKE workforce social media platform

Common Council President Ashanti Hamilton and **Alderwoman Milele A. Coggs** will unveil **DirectConnectMKE** -- a new multifaceted city workforce development social media platform -- during a special launch event **tomorrow (Thursday, July 12) from 8:30 a.m. to 9:45 a.m.** at Employ Milwaukee, 2338 N. 27th St.

President Hamilton and Alderwoman Coggs will be joined by other Council members and project partners during the news conference. After the Official Launch ending at 9:45 a.m., invited DirectConnectMKE (DCMKE) administrators will be attending 1.5 hour sessions (in four cohorts of 12-15 people each) to review the platform's features and create their online profiles.

Since March 2017, subscribers throughout Milwaukee's emerging neighborhoods have had a centralized electronic resource through the City of Milwaukee's E-Notify system to stay up to date on job openings, career fairs and vocational training opportunities. Created by Council Members Milele A. Coggs, Ashanti Hamilton, Russell W. Stamper, II, Khalif J. Rainey, Chantia Lewis and Cavalier Johnson and with support from the Common Council, the vision of expanding this e-notify system into an interactive social media mobile accessible platform has become a reality. We are happy to announce the launch of DirectConnectMKE Social Media Platform on July 12th 2018! www.directconnectmke.com

"And now with DirectConnectMKE we are expanding into an interactive social media mobile accessible platform that we believe will reach thousands of additional young adult job seekers," said Alderwoman Coggs, chair of the Finance and Personnel Committee.

Participating in and downloading the application at www.directconnectmke.com will be free for youth, young adults and agencies, with low monthly pricing for agencies that need premium features. Youth, young adults and employment service experts have described DCMKE as "exciting," "unique," "beneficial," "positive," and "productive." The DCMKE application will also provide employers increased access to trainees and potential talent.

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“The platform will target unemployed and underemployed young adults in Milwaukee with vital information on job training and placement opportunities. This is a ground-breaking and beneficial positive new platform for individuals to tap into,” President Hamilton said.

Interested organizations should email devcoord@milwaukee.gov or leave a message with the City Clerk’s Workforce Development Office 414-286-3552. Community and business leaders are encouraged to inquire as soon as possible.