



CITY OF MILWAUKEE

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

FOR IMMEDIATE RELEASE
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Bill Arnold
414-286-3285

City of Milwaukee has Embarked on a Targeted In-Bound Marketing Campaign to Create Social Capital for Milwaukee's Skill Seekers using DirectConnectMKE (DMCKE); an Interactive-Mobile Accessible Social Media Platform

With the support of the City of Milwaukee and our Honorable Common Council Members, Milwaukee subscribers throughout our emerging neighborhoods have benefitted from DirectConnectMKE, to stay up to date on job openings, career fairs and vocational training opportunities. **Now, with additional funding support from Yolobe, Inc., and the City of Milwaukee, our vision of expanding this smart platform to as many households as possible in our emerging neighborhoods is becoming a reality! We are happy to announce the launch of DirectConnectMKE's Social Media Campaign!**

Special thanks to Honorable Alderwoman Milele A. Coggs for leading legislation in 2018 that created this important workforce development platform.

Aimed at youth and young adults, users are able to securely network with various local workforce agencies, employers and employment service agencies throughout the city. The DCMKE application which was recently upgraded will also provide employers increased access to trainees and potential talent. Participating in and downloading the application is free for skill seekers¹ and employment service agencies.

This promotional campaign managed by **860 Brands**, will provide important information on DCMKE's capabilities and benefits throughout the first and second quarters of 2022 with a special highlight of DCMKE's features on **Demo Day scheduled for March 31, 2022.**

Youth, young adults and employment service experts have described DCMKE as "exciting," "unique," "beneficial," "positive" and "productive."

Interested residents, employers and organizations can email jason.thompson@milwaukee.gov or leave a message with Jason at the City Clerk's Workforce Development Office number 414-286-3357.

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¹ Data rates may apply. Users are encouraged to use free Wi-Fi where available.