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TO: Councilmember Latisha Johnson

FROM: Terri A. Weems, Group Executive, Workforce Development and Detroit at Work (DAW)
Dana Williams, President, Detroit Employment Solutions Corporation (DESC)

DATE: April 7, 2025

CC:

Please respond to our questions regarding the budget for the Detroit Employment Solutions.

1. Detroit at Work offers job training and career assistance for a variety of fields.

a. How many residents was DAW able to assist in finding employment in FY 2025?

Annually, we place four to six thousand jobseekers. In addition to job placement, via our in-person, telephonic, and online services, the Detroit at Work system has assisted over 30,000 residents with a variety of other services including but not limited to obtaining a job, retaining a job, or advancing in their current job. We also support them in their training and employment pursuits through services such as career coaching, literacy skilling, technical courses, job application, and barrier removal. For additional information see attached DAW System Report that is sent to Council quarterly.

b. How many vacancies has DAW been able to fill due to this work?

Detroit at Work has an employer database comprised of about 4,000 employers, and typically half of them are active on an annual basis. So far this FY25 program year, we have placed over 2,800 residents into jobs all over the city with a diverse set of employers from our large hospital systems, to major construction projects, and from automotive suppliers to neighborhood restaurants.

c. What is the breakdown of job type and how much do these jobs pay?

Detroit at Work customers have been placed into various positions at an average wage of nearly \$25 per hour. Some of the placements we are most proud of are below:



Equal opportunity employer/program. Supported by the State of Michigan, Department of Labor and Economic Opportunity. A Michigan Works! Agency and proud partner of the American Job Center network. Auxiliary aids and services available upon request to individuals with disabilities. 1-800-285-WORK. TTY: 711.

Good Jobs for Detroiters

JOB	COMPANY	ANNUAL SALARY
Plant Technical Manager	Lear Corporation	\$124,800
Controls Technician	Industrial Automated Systems	\$89,440
Audio Technician	Ford Field Management, LLC	\$72,800
Production Worker	Stellantis	\$72,800
Carpenter	Denn-Co Construction	\$70,720
HR Finance Assistant	The Godfrey Hotel	\$49,920
Account Specialist	JP Morgan Chase	\$49,920
IT Help Desk	CSI Consultants	\$47,840
Mental Health Technician	Detroit Medical Center	\$43,680
Pharmacy Technician	Henry Ford Health Systems	\$37,440

d. What types of training programs does DAW offer and how frequently are they made available?

Detroit at Work offers various occupational training programs regularly across all of the key industries and occupations that have been identified and verified to be high-demand for Detroit, including healthcare, manufacturing, IT, and construction. Courses are published online at detroitatwork.com/training and are updated regularly as our catalog evolves.

2. Detroit at Work is a valuable resource for residents and currently has 9 locations throughout the city. Understanding that internet access can be a barrier to applying for employment, is there a plan to expand further and open additional physical spaces?

Currently, all Detroit residents are within a 3-mile radius of accessing a DAW location, all of which are situated along major bus routes. We are reviewing all of our existing physical spaces to ensure they meet the organization's customer, program, and financial requirements. This review also includes strategies for fundraising for mobile units that could be deployed around the city to meet customers where they are, as well as new and different methods of customer service delivery such as partnerships with more schools, higher education institutions, libraries, recreation centers, and other community spaces.

3. There are currently two DAW locations in District 4.

a. How much engagement has DAW seen at these two locations?

The DAW E. Warren location is operated by Payne Pulliam, a long-standing and well-connected community organization. It is a comprehensive center offering a wide array of services, particularly for our most vulnerable residents. The DAW Conner St. location is smaller and more specific in scope than its eastside counterpart. It is housed within Wayne County Community College District

(WCCCD) and so provides a particular opportunity to support Detroit residents of all ages pursuing academic goals on their way to new or improved employment. In many cases, students need not only insight on career paths and applying for jobs, but also support services to ensure their basic needs are met so they can complete their program and obtain the job they want. Both locations are on track to meet their customer service goals as specified in their current contracts with us.

b. The Conner St location does not currently offer unemployment insurance assistance. Why not and are there plans to add this service?

Our Career Center at Conner St is a partnership with Wayne County Community College District (WCCCD) and is DAW's smallest location. Its purpose is to assist customers in the neighborhood and the students that attend WCCCD. The DAW E. Warren location is fully-equipped to serve customers who are required to register to work under the Unemployment Insurance Agency program. In addition, customers who need to register to work can also utilize our virtual option to complete the process.

4. Detroit at Work hosts multiple job fairs monthly at various locations throughout the city to offer employment assistance to Detroiters. What type of outreach is done to build relationships and connections with different employers?

As the financial and administrative hub of the workforce development system, Detroit Employment Solutions Corporation (DESC) staff, in service to the Mayor's Workforce Development Board, is responsible for industry-wide engagement, convening employers for purposes of gathering insights that inform the employer-led system, and developing collaborative programs that potentially benefit the entire system and entire sectors. Tapping their personal networks, engaging in 1:1 meetings, leveraging relationships of City of Detroit partners, sponsoring key events, and attending industry and professional association gatherings are some of the ways this team stays connected to Detroit businesses.

This staff also provides talent consulting services to employers and leads talent discussions in economic development attraction and retention activities, which creates additional inroads into Detroit businesses. Further, they establish, in cooperation with Detroit at Work Career Centers, the system-wide employer service delivery model and the strategy that guides it.

DESC also coordinates Business Services across the system connecting Detroit at Work Career Center teams to system resources. DESC also houses the team that develops and deploys work-based learning programs for employers and connects them to grant programs and incentives for training and hiring.

Each Detroit at Work Career Center has a dedicated Business Services team that maintains daily contact with local employers. This staff provides neighborhood-based recruitment activities and community engagement, job development services, and job placement. The Career Centers are also responsible for preparing customers for work by providing connections to training, career coaching, assessments, and barrier removal support.

It is critical that the Detroit at Work system provide consistent and seamless services to employers, which requires exceptional coordination between all of these entities. Frequent communication via phone, in-person, emails, and newsletters, strong digital media presence and active social networks, along with a good data management system (CRM), enable all of this to occur.

5. Executive Order 2020-5 requires that Detroit residents account for more than 51% of the hours worked on publicly funded/rehab projects.

a. Does the DESC track the number of Detroit residents who have completed Detroit at Work training and subsequently secured employment on publicly-funded construction projects?

While we do not track the number of Detroiters employed per project as the Civil Rights, Inclusion & Opportunity Department (CRIO) does at the City, we do track our progress in expanding our local talent in the construction industry. The attached report is shared with both CRIO and Council on a quarterly basis to report on this progress.

b. Has there been any specific challenges associated with getting those trained through Detroit at Work employed at these projects?

To address these challenges and to build a pipeline for more advanced skilled trades occupations, Detroit at Work has developed comprehensive, holistic, evidence-based programs that point to long-term career pathways. Overall, our goal is to provide programs that lead to immediate employment. The residents who come to us are almost solely interested in training as a means to an end – a job that can support themselves and their families. However, we also recognize the necessity and benefits of developing a pipeline for more advanced skilled trades occupations. Our career pathways strategy allows someone to enter and exit at multiple points depending on their needs and goals. We use a combination of state, philanthropic, federal and local funds, including Executive Order compliance fees, to support Detroit at Work training programs. For those with limited work history, no high school diploma and/or basic skills gaps, we provide a range of foundational skills programs. These programs build basic work readiness and academic skills. They are not always tied to a specific industry or job and are instead intended to help increase skills so that graduates can go straight into entry-level employment or additional training. We also support programs that help individuals obtain their high school diploma or equivalent.

Our services help to ensure those interested in training are set up for success. That process is comprised of:

- Individualized career coaching to help set career and employment goals and identify and resolve any barriers that stand in the way.*
- Direct support with transportation, childcare, and work-related uniforms and tools, leveraging both federal funds as well as the Executive Order fee funds earmarked by City Council for this purpose.*
- Essential skills training provided in workshop format and/or on the job; this training builds skills required for success in the workplace in the 21st century.*
- Career exploration services, including exposure to careers in the skilled trades through engaging videos profiling Detroit-based contractors and Detroit residents engaged in training and/or employment, as part of the 10,000 Opportunities Detroit at Work video series.*
- Training programs also include job shadowing and guest speakers so that trainees can directly see and hear from professionals in their chosen field.*

See attached Construction Report that outlines our comprehensive and most recent data of Detroit at Work's impact on construction-related fields, as we report to Council each quarter.

6. Last year, I asked if DESC tracks the outcomes of those who complete the GDYT program to understand the challenges around retaining young talent in Detroit. In your response, you stated that "in 2024, GDYT will strategically survey aged-out participants 25+ to further assess the impact GDYT has on receiving sustainable employment."

a. Has DESC completed the survey? If so, what were the results?

On November 13, 2024, a post-summer GDYT survey was distributed to young adults aged 25 and older to further evaluate the impact of GDYT on their ability to secure sustainable employment. A total of 793 individuals received the survey. However, the response rate was insufficient to properly assess GDYT's impact. Additionally, the GDYT text messaging provider had to be discontinued due to its lack of adherence to texting compliance rules.

On April 4, 2025, DESC contracted a new text messaging service, and a new survey will be sent to 964 individuals who are now 25 years of age or older. To encourage participation, an incentive has been added: respondents who complete the survey will be entered into a drawing for a \$100 gift card. The survey will close on April 30, 2025, and we will review the results shortly thereafter.

7. What type of employment support does DESC provide to small businesses located in commercial corridors across our neighborhoods that often have challenges attracting and retaining employees?

a. Can we come up with a program to provide more direct support of neighborhood corridor businesses with addressing their employment challenges?

Detroit at Work has always been connected to our neighborhood commercial corridors because of the deep nature of the community involvement of the career centers, DESC's partnership with the City's Department of Neighborhoods and Housing & Revitalization Department, the team's connection to the Detroit Economic Growth Corporation (DEGC) and the District Business Liaisons, and intentional outreach to associations in the small business ecosystem. And of course, these relationships grew during the tough times of the COVID-19 pandemic when so many of our local businesses were struggling to manage human capital. In fact, we stood up a hotline, held informational sessions, and enacted a 'ready to hire' campaign to support them specifically.

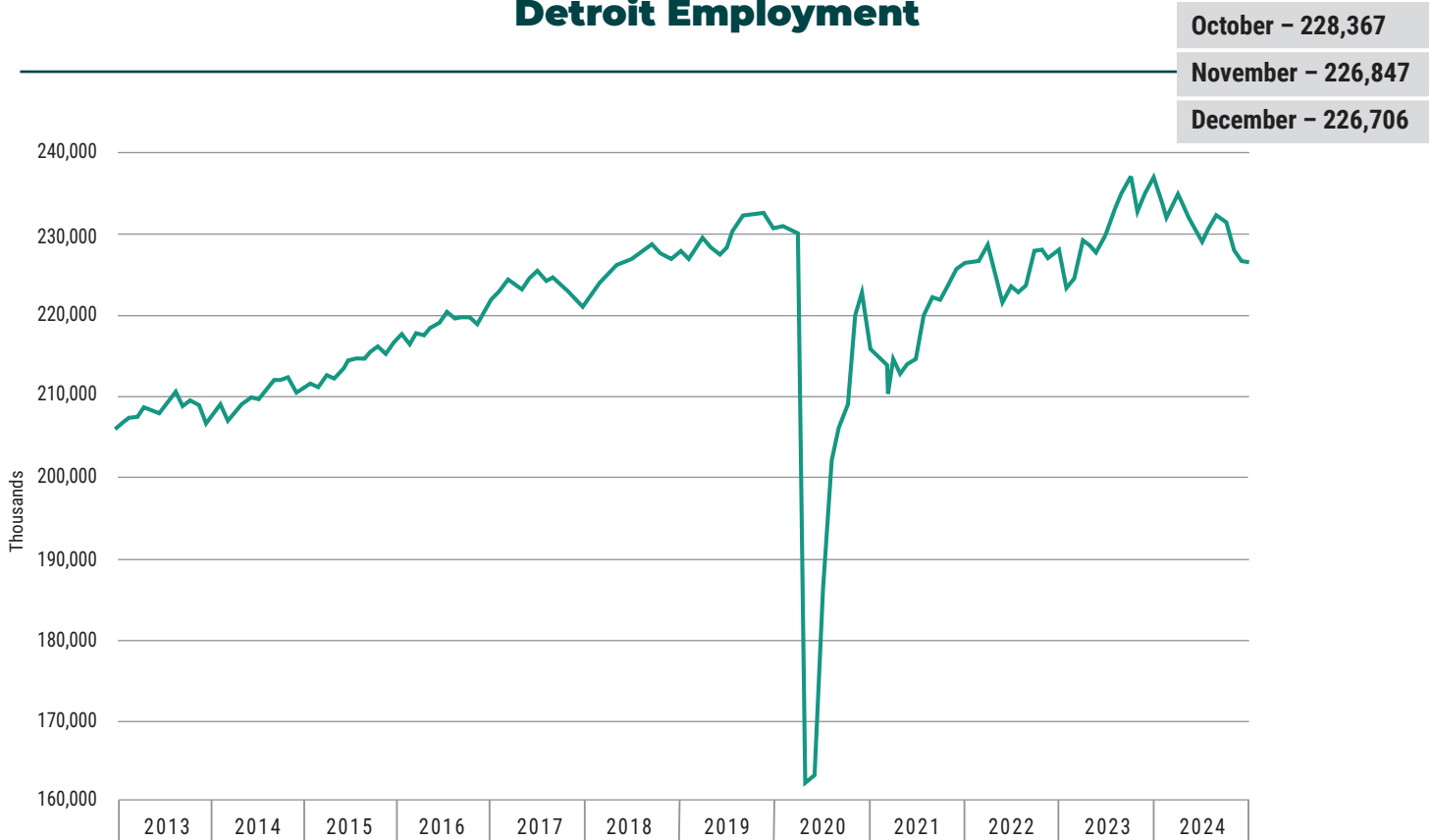
Today, multiple times per year, we still host and/or participate in 1:1s and roundtables with neighborhood business owners through those affiliations or on our own. This has led to multiple pilot programs that we have run with them innovating on training delivery and hiring talent. And through our regular interactions, we offer them consulting on their business culture, recruiting practices, and compensation models. In addition to our standard services of talent recruitment and training programs.

We know that small businesses are at the core of employment in Detroit, and we look forward to optimizing our programs with them to meet their talent needs. With this sector of business, we find that customized solutions work best for them. Each one is so unique! Any employer can get started with us by calling (313) 962-WORK, or by the links on this website: www.descmiworks/business-services.



Quarterly Progress Report Job Training and Employment October-December, 2024

Detroit Employment



Workforce Activity

14,130 Total Customers Served
2,656 Total New Customers Served at Career Centers

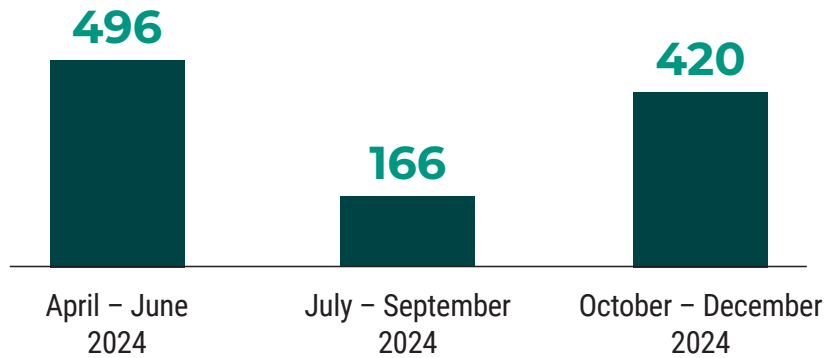
DETROIT AT WORK CAREER CENTERS / PATH LOCATIONS

WORKFORCE SERVICES PROVIDED

1,082 Provided Career Advising
8,317 Utilized Career Center Resource Room
420 Enrolled in Workforce Occupational or Foundational Skills Training
2,711 Attended Career Readiness Training







Occupational or Foundational Skills Training



Career Readiness Training



Workforce Training by Targeted Industry for Detroit at Work Career Center Program Enrollees

	HEALTHCARE	172
	INFORMATION TECHNOLOGY	65
	SKILLED TRADES AND CONSTRUCTION-RELATED	44
	TDL AND MANUFACTURING	138





Marketing Communications


Metrics for all activities (Facebook, IG, LinkedIn, Email and Website traffic) were higher for December 2024 than for the same period the previous year.

Taking the year as a whole, reach was up on Facebook (17%) and Instagram (119%), and only lower on LinkedIn because we did not use bought media on that platform this year. Website page views were also up (27%) vs 2023. Email sent was up slightly (6%), but our email open rate remains excellent at almost twice the industry standard. The number of events attended during the year rose from 304 to 344 (13% increase).

SOCIAL MEDIA

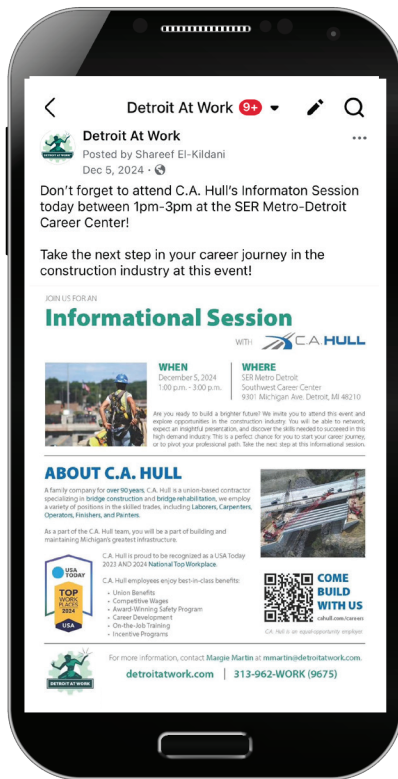
 Facebook	Reach	Engagement
Last Month (December, 2024)	145,842	4,377
Previous Month (November, 2024)	116,128	6,098
YTD (January – December, 2024)	2,135,151	124,418

 Instagram	Reach	Engagement
Last Month (December, 2024)	24,482	652
Previous Month (November, 2024)	18,429	660
YTD (January – December, 2024)	213,335	11,402

 LinkedIn	Impressions	Engagement Rate
Last Month (December, 2024)	4,868	5.80%
Previous Month (November, 2024)	5,901	6.20%
YTD (January – December, 2024)	77,905	N/A



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Instagram icon



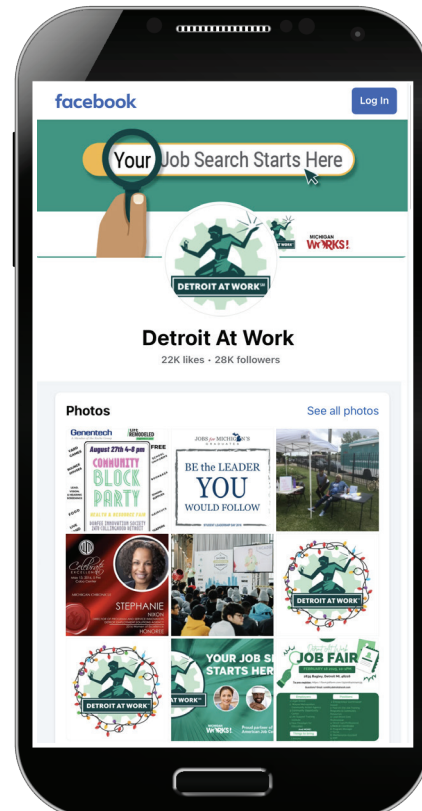
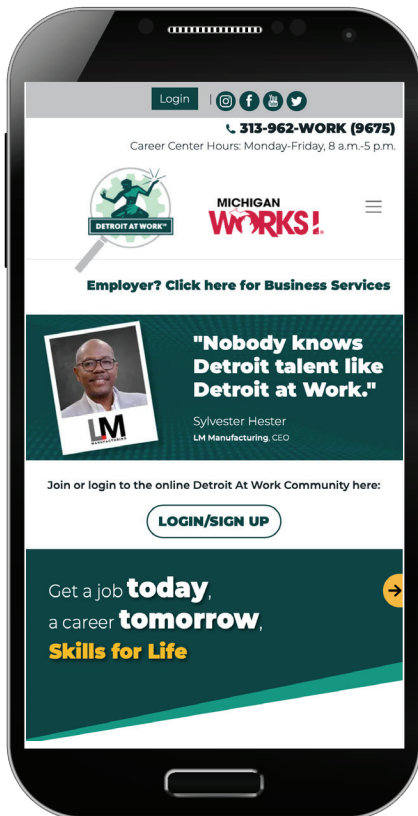
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Website Analytics

	New Visitors	Returning Visitors	Unique Page Views
Last Month (December, 2024)	27,976	6,930	107,235
Previous Month (November, 2024)	31,937	29,487	108,163
YTD (January – December, 2024)	350,133	306,611	1,285,168
This Month Top 5 Pages	Detroit at Work Homepage, Training, Ready to Hire, Jobs/Jobs-Listing, Jobs		
This Month Top 5 Sources	Google/Organic Search, Direct Visit, LocaliQ, Facebook, City of Detroit's Website		





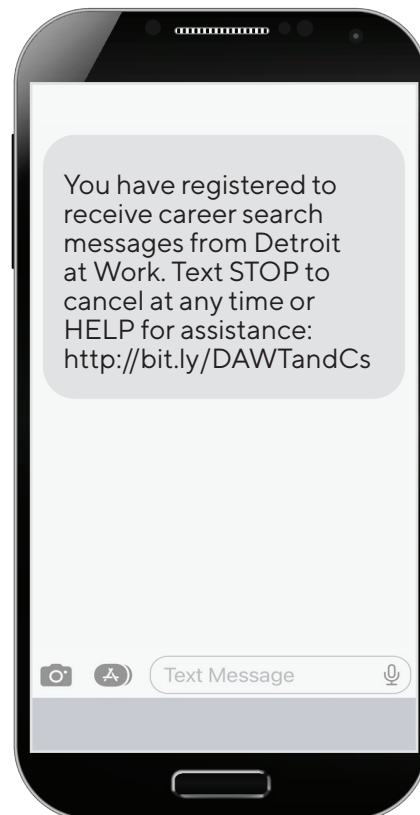
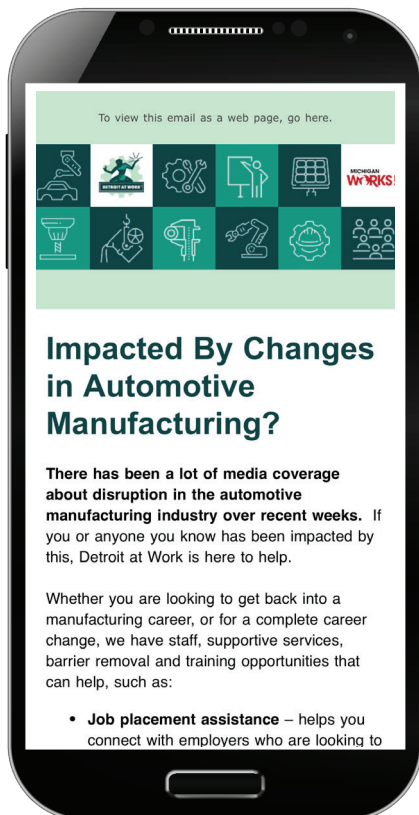
Email

	Sent	Open Rate	Click Rate	Unsubscribe Rate
Last Month (December, 2024)	109,000	42.56%	1.04%	0.08%
Previous Month (November, 2024)	108,913	34.29%	1.83%	0.05%
YTD (January – December, 2024)	1,480,454	N/A	N/A	N/A



SMS Messaging

	Sent	Received	Opt-Ins
Last Month (December, 2024)	42	40	15
Previous Month (November, 2024)	50	45	20
YTD (January – December, 2024)	537	510	230





Events Attended	DAW Events	Community Events	Total Events
Last Month (December, 2024)	12	10	22
Previous Month (November, 2024)	17	11	28
YTD (January – December, 2024)	184	160	344





BOUGHT MEDIA MARKETING

Social Ads

Detroit at Work JOBS Campaign

f Facebook / Instagram

Run Dates	Impressions	Clicks	CTR	Post Reactions	Post Shares
December 1-31, 2024	328,028	8,960	2.73%	404	222

Post Reactions and Post Shares: 49% came from females and 13% came from age range: 35-44.

Industry benchmark CTR for recruitment, 0.90%

Snapchat

Run Dates	Impressions	Clicks	CTR
December 1-31, 2024	12,498	1,822	6.58%

Industry benchmark swipe-up rate for recruitment, 0.50%

Search Retargeting

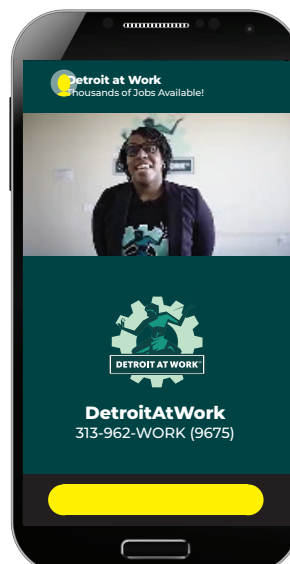
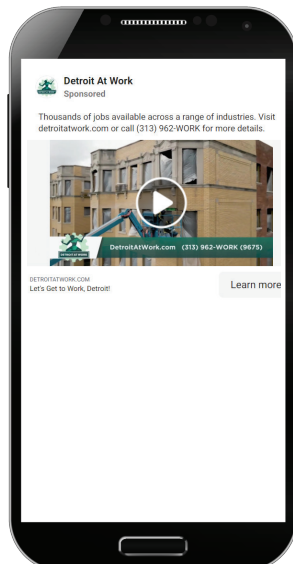
Impressions	Clicks	CTR
67,785	51	0.08%

CTR benchmark: 0.04 – 0.08%

Site Retargeting

Impressions	Clicks	CTR
89,780	92	0.10%

CTR benchmark: 0.04 – 0.08%





BOUGHT MEDIA MARKETING

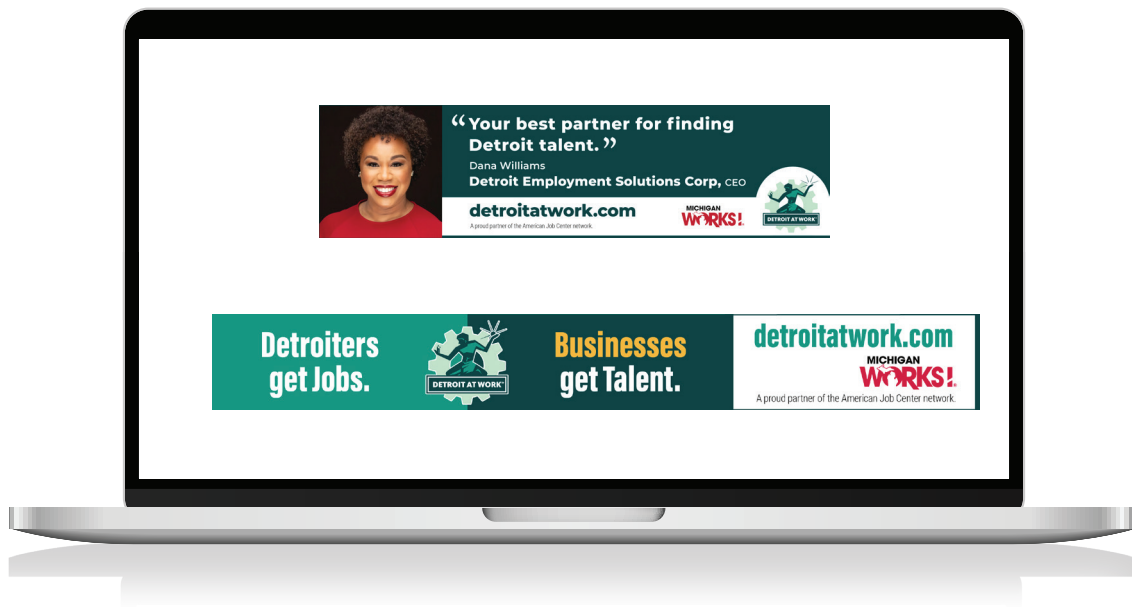
Social Ads

Detroit at Work EMPLOYER ENGAGEMENT Campaign

Geo Fence Digital Display		
Impressions	Clicks	CTR
110,134	144	0.13%

Geofenced locations were Hob Nobble Gobble and Detroit Aglow.

Display Benchmark: 0.04-0.08%





GLOSSARY OF TERMS

Reach – In short, reach represents the number of unique users who viewed your post or page regardless of whether they've engaged with it. It is a useful metric, but should be considered alongside engagement.

Post Engagement – In general, engagement is any action someone takes on your page or one of your posts. The most common examples are reactions (such as likes, comments, and shares), but they can also include saves, viewing a video or clicking on a link.

Impressions – Impressions measure the total number of times a post was visible in a user's timeline or feed. Reach is the count of people who viewed your post at least once. Impressions don't measure if the post was read, clicked, or engaged with. A post could therefore be visible to an individual five times which would be represented as 5 impressions, but because it was only one individual the reach would still be one.

Website New Visitors and Returning Visitors – A new visitor is a visitor who, according to Google's tracking snippet, has never been to your site before and is initiating their first session on your site. Google's tracking snippet, which detects browser cookies, will identify a 'returning user' if a cookie is present, and a 'new user' if a cookie is not present.

Website Unique Page Views – The unique page views in Google Analytics show how many users visited a specific page. This is considered a better metric than simple page views, which is the total number of times any pages were visited, including multiple views from the same user.

Open Rate – Of all emails sent, the open rate is the percentage that were opened by the recipient.

Click Rate – Of all emails sent, the click rate is the percentage of emails receiving a click within the content (for example, clicking a link included in the email)

Unsubscribe Rate – Of all emails sent, the percentage of recipients unsubscribing from the email list.

Opt-Ins – The number of individuals opting in to receive SMS messages from Detroit at Work

CTR – Click Through Rate (CTR) is the number of clicks that an ad receives divided by the number of times your ad is shown (and expressed therefore as a percentage)

Post Reactions – The number of reactions to a particular post (on Facebook, this will include reactions such as Like, Love, Care, Wow, and others)

Snapchat Swipe Ups – The number of users who swiped up a picture ad to view details.

NOTE: Some terms (such as 'Reach' or 'Engagement') are calculated or defined slightly differently by different platforms, so this glossary should be used as a broad guide rather than as a specific list of definitions common across all platforms or media. It should also be remembered that metrics will be driven by the saliency of the elements being communicated (a post about a major job fair with thousands of jobs available is likely to generate greater reach and engagement than a small job fair).

DAW Quarterly Cumulative Construction Report

July 2018 – December 2024



TRAINING

4,516 people enrolled into occupational training

Count	Program Type
46	Automotive Technology
119	Blight/Lead Removal
234	Carpentry
105	Electrical Wiring/Residential
388	Heavy Equipment
116	HVAC
114	Masonry
99	Other
381	Pre-Apprenticeship (Access for all)
2,706	Transportation / CDL
208	Welding
4,516	TOTAL

EMPLOYMENT

Placements = 3,482 | Average Wage = \$31.72/hour

Employers - Transportation:

- AGA Express: Truck Driver
- Amazon Detroit: Delivery Driver, FC-1, Fulfillment Associate, Seasonal, Warehouse Associate
- Atlantic Keys Logistics: Delivery Driver
- City of Detroit: CDL-B Driver, Operator
- Comprehensive Logistics: Forklift Operator, Laborer
- Coyote Logistics: Customer Service Representative, Dispatch Support Representative
- Crown Staffing Solutions (Dearborn): Forklift Operator, Packager, Production/Assembler
- DDOT: Mechanic, Diesel Mechanic, Transportation Equipment Operator, Transportation Operator, Driver, Coach Service Attendant, Customer Service Representative, Customer Service Paratransit Worker
- DHL: Logistics Coordinator
- EJKJ logistics: Delivery Driver
- FEDEX Ground: Packager, Package Handler
- GFL Environmental: Driver
- Hercules Concrete, LLC.: Driver
- Hire Tec Inc.: Car Porters, Quality Inspector
- Malacy Staffing: Hi-Lo Driver
- Piedmont Airlines: Ramp Agent
- PPG Coating: Forklift Operator
- Priority Waste: Driver, Loader, Residential Refuse Specialist
- Ram Produce: CDL-A Delivery Driver
- SMS Staffing Solutions: Transporter
- Student Transportation Service: Bus Attendant, Bus Driver
- Suburban Truck Driving Training School: Driver
- Universal Logistics: Truck Driver, Forklift Operator, Shipping and Receiving Clerk, Warehouse Associate
- UPS: Driver Helper, Warehouse Worker
- Vetbuilt Building Group: Forklift Operator, Hi-Lo Driver
- Western Express: Driver

DAW Quarterly Cumulative Construction Report

July 2018 – December 2024



EMPLOYMENT CONTINUED

Employers – Construction:

- Ajax Paving Industries Inc: Finisher, Machine Operator, Laborer, Paver
- Angel Hands Remodeling & Restoration: Clean Out Laborer
- Backer Landscaping Inc.: Landscaper, Landscape Foreman
- Bloom Roofing Systems: Roofer
- C.A. Hull: Construction Laborer, Carpenter, Concrete Finisher
- City Abatement Services: Abatement Worker
- Comprehensive Logistics: Forklift Operator
- Container and Design Services: Welder
- Dacapo Companies: Laborer
- Dan’s Excavating Inc: Construction Laborer
- Dearborn Mid-West Conveyor: Welder
- Denn-Co Construction, Inc.: Carpenter
- Detroit Training Institute of Technology: Maintenance Worker, Maintenance Electrician, and Service Technician
- Detroit Grounds Crew: Ground Keeper
- Doetsch Environmental Services, Inc.: Sewer Cleaning Technician
- Gallagher-Kaiser Corporation: Welder
- Go Green Contracting: Asbestos Abatement Worker, Laborer
- Great Lakes Contracting Solutions, LLC: Laborer, Cement Finisher
- GS Group: Industrial Hygienist, Construction Worker
- J Milburn Mechanical: HVAC Installer and Technician
- KOH Industry: Clean Out Laborer
- Lear Corporation: Team Member
- Mark Anthony Contracting, Inc.: Concrete Finisher, Laborer
- Marvasos Greenhouses Inc.: Laborer
- Merlo Construction: Laborer, Foreman
- Multifamily Commercial Construction: Carpenter
- MMA Flooring Company: Sander, Finisher
- Payne Landscaping: Laborer
- Pioneer Molding: Maintenance Electrician
- Phoenix Landscaping: Foreman
- PrimeTime Demolition: Demolition Technician
- Ram Construction: Laborer
- RECONN Utility Services: Utility Inspection Technician
- Reliable Landscaping Inc: Landscaper, Manager, Laborer
- Reister Co.: Landscape Designer
- Ric-Man Construction, Inc.: Construction worker
- Royal Roofing, Co. Inc: Roofer
- Sentech Services: Laborer
- Skill Set Construction & Landscaping: Construction Laborer, General Laborer
- The Trusted Professionals: Painter, Building Finisher
- The Professional Group: Ground Worker
- Workforce Development Institute: Apprentice

TYPES OF POSITIONS

<ul style="list-style-type: none">• Apprentice• Asbestos Abatement Worker• Bus Attendant• Bus Driver• Carpenter• Car porters• CDL A delivery Driver• CDL-B driver• Cement Finisher• Clean Out Laborer• Concrete finisher• Construction Laborer• Coach Service Attendant• Customer Service Representative• Customer Service Paratransit Worker• Delivery Driver• Diesel Mechanic	<ul style="list-style-type: none">• Demolition Technician• Driver• Driver Helper• Equipment Operator• FC-1• Finisher• Flagger• Foreman• Forklift Operator• Fulfillment Associate• General Laborer• Ground Keeper• Ground Worker• Hi-Lo Driver• HVAC Installer & Technician• Industrial Hygienist• Laborer• Landscaper• Landscape Designer	<ul style="list-style-type: none">• Landscape Foreman• Loader• Logistics coordinator• Machine Operator• Maintenance Electrician• Maintenance Worker• Manager• Mechanic• Painter• Painter and building finisher• Package Handler• Packager• Paver• Production/Assembler• Quality inspector• Ramp Agent• Residential Refuse Specialist• Roofer• Sander	<ul style="list-style-type: none">• Seasonal Fulfillment Associate• Service Technician• Sewer Cleaning Technician• Shipping and Receiving Clerk• Transit Equipment Operator• Transporters• Transportation Equipment Operator• Transportation Operator• Team Members• Truck Driver• Utility Inspection Technician• Vehicle operators• Warehouse Associate• Welder
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