

Workforce Development: Constructing the Future



EMERGING TOPICS IN ECONOMIC DEVELOPMENT

TUESDAY, JUNE 3, 2025

Emerging Topics Series

This educational series brings relevant learning and training opportunities to those active in Wisconsin's economic and community development sector.



Thank you to our Sponsors!



Through our membership network, community partnerships, and program areas, we facilitate effective, cross-sector collaboration, meaningful connections, and strengthen capacity in Wisconsin's community and economic development sector.

Our vision is that the members and communities we serve are inspired and thriving, with equitable access to investment and opportunity.

Today's Agenda



- ❖ Welcome | Introductions
- ❖ Session Overview & Program Highlights
 - Milwaukee Community Land Trust
 - Revitalize Milwaukee
 - Ezekiel Community Development Corporation
- ❖ Other Resources & Announcements
- ❖ Thank You & Wrap

Let's Get Acquainted!



1. State your name & who you're with.
2. Share one thing your grateful for today.

Today's Moderator
**Lamont
Davis**

Executive Director

milwaukeeclt.org


MILWAUKEE



COMMUNITY LAND TRUST

Labor shortage crisis in the skilled trades

What can be done?

- ❖ The construction industry is booming, with projects popping up everywhere.
 - ❖ BUT, there aren't enough skilled construction workers to meet growing demand.
 - ❖ The Associated Builders and Contractors (ABC) predicted the industry needed 439,000 more workers in the U.S. in 2025 alone.
 - ❖ Wisconsin faces a shortage of 140,000 workers.
 - ❖ The population is getting older – 80% was over 55 years old (a “silver tsunami”).
 - ❖ And the number of prime-age workers (age 20-54) continues to decrease.
 - ❖ Economists expect this labor shortage to spread as skilled tradesmen 'age out' and retire.
- 


Labor shortage crisis in the skilled trades

What can be done?

- ❖ Approximately 60% of all open jobs do not require a degree and the largest need is hands-on work.
- ❖ In Milwaukee, workforce development in the trades focuses on building a skilled workforce through initiatives that:
 - *Aim to equip individuals with the skills needed to fill job openings.*
 - *Focus on in-demand fields including electrical, carpentry, plumbing and roofing.*
- ❖ Today, we'll learn more about innovative programs from two UEDA member organizations.

Who will fill in the gap?

Revitalize Milwaukee: **Building Hope**

- A 12-week workforce development training program that teaches individuals construction skills used in lead abatement.
 - Upon graduating from the program, qualified individuals will be eligible to find work with existing crews doing home repairs and lead abatement.
 - Offers hands-on training in: Hand tools, power tools, framing, windows, doors, trim, siding, soffit and fascia, aluminum wrap, drywall, lead abatement, basic employability skills, basic construction safety.
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- A solid teal horizontal bar spanning the width of the slide, located at the bottom of the content area.

Jackie Weber

Workforce Development
Coordinator

revitalizemilwaukee.org





WELCOME!

***URBAN ECONOMIC DEVELOPMENT
ASSOCIATION OF WISCONSIN, INC.***

Revitalize Milwaukee

6/3/25



“A Day in the Life”

Building Hope: Revitalize Milwaukee's
Workforce Development Program



Jackie Weber
Workforce Development Coordinator
Building Hope Instructor

Started Employment with Revitalize Milwaukee: 2023

An Introduction to Jackie

- **2000**
 - Began my journey as a union apprentice working on Miller Park
 - Framing, dry wall, and more
 - Among hundreds of workers on-site, I was one of only about eight women which proved to be a positive experience
- **2004**
 - Earned my Union Journeyman Carpenter status and continued my work in offices, hospitals, and stores, applying my expertise in framing, drywall, cabinetry, counters, stairs, doors, and more



- **2008**
 - The economy took a downturn, union work became scarce, prompting me to shift gears
 - Transitioned into renovating houses and managing rental properties, where I honed my expertise in residential carpentry
 - In working with older homes, I was presented with unique challenges, sharpening my problem-solving abilities and deepening my understanding of structural renovations
- **2012**
 - Started teaching construction for Renewal Unlimited and their Fresh Start Program
 - Taught up to 8 students at a time where we built a house from the foundation up
- **2015**
 - Operated my own carpentry business for six years
- **2023**
 - Joined the Revitalize Milwaukee team and was instrumental in developing the “Building Hope” program which was launched on December 19, 2023

Introducing Building Hope



- Potential students were asked, “What do you need to succeed?”
 - A common response was, “I just need a chance”
- First class = 7 graduates
 - One has found employment with Green Homeowners United
- Second class = 4 graduates
 - All four graduated and are presently seeking employment
- Third class = 10 graduates
 - Four are being considered for employment with Revitalize Milwaukee doing repairs for our homeowners
 - One was hired as the Health Services Director at an assisted living facility
- Fourth class = 4 brand new graduates
- Building Hope continues to grow and expand so graduates can find gainful employment or continuing education



A Day in the Life

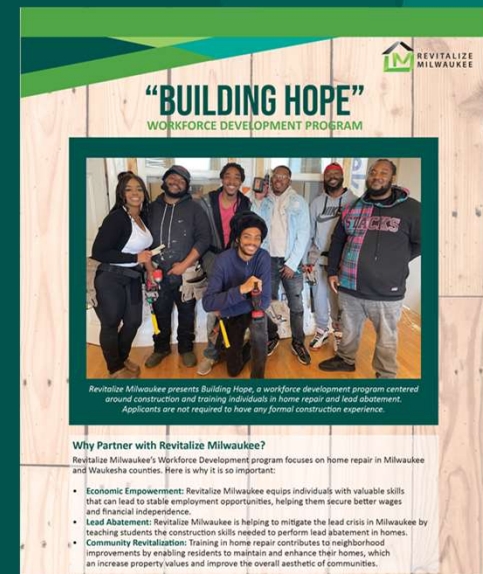


9:00

- Students arrive at 9:00 am to sign-in
- Some may call ahead to share personal challenges that impact their arrival time
 - Transportation is a major hurdle, as only about half of the students have vehicles
 - Many vehicles are unreliable
 - Many have issues of affordable childcare, meetings with parole offices, and personal loss
 - Responding with compassion and understanding harbors a positive connection with the students

Plan for the Day

- I talk about what the day will look like and what they will be working on
- Students may get broken up into pairs or groups depending on how many are present that day



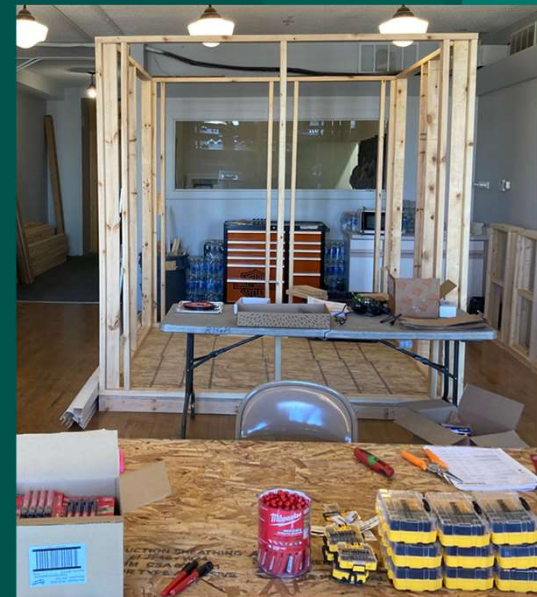
A Day in the Life (cont'd):

Videos and Live Demonstrations

- In starting a new section, there is usually a video and a demonstration of that element
- Example: installing windows involved watching several videos, a conversation about the videos and then a demonstration of a window being installed by Jackie

Gather Tools and Get to Work

- Students retrieve the tools they will need for the tasks of the day and begin the hands-on work of actually installing windows, doors, and more
- *Noisy high energy* - this is when it gets noisy and the power tools are in use and saw dust is flying
- The energy is usually high and the students come alive
- *I circulate among the students and give input* -
When there are questions, I sometimes stop the class so that the whole class can benefit from hearing the solution



A Day in the Life (cont'd):

Noonish: Lunch - The students get 30 minutes for lunch and then we get started again

One Student Helping Another Student

- One student who is catching on quickly to a skill may help another student who might be struggling
- Everyone learns differently - maybe the way a fellow student explains something makes more sense

This has three positive results:

1. I have more time for the rest of the class
2. The student who is having trouble succeeds at the skill
3. The student who is teaching feels a real sense of accomplishment and pride

3:30 pm: End of Day

- Cleanup and putting all the tools away
- Questions before we leave for the day
- Every person deserves an opportunity to learn and grow and thrive
- Building Hope opens doors that have previously been closed to many of our students





Kanika

2024 Building Hope Graduate

In her own words



- I gained invaluable hands-on experience and foundational skills, including the installation of windows, doors, and siding
- Jackie's immersive teaching methods, ranging from practical demonstrations to collaborative projects, enhanced my technical abilities
- I felt empowered to apply these skills to advance my general contracting business and further explore opportunities in property renovation
- I wholeheartedly recommend the Building Hope program to anyone looking to enhance their skill set and seize the opportunity for personal and professional growth.
- ***It's an invaluable resource.***

How You Can Help Building Hope



1. Who do you know? Student or contractor
2. Possible funding
3. Keep us in mind:
 - a. Is there a person in your life who might benefit from our Building Hope program?
 - b. Do you know of any construction crews who are looking for new employees?
 - c. Are you or anyone you know in a position to help fund the program?





STAY IN TOUCH:

Jackie Weber: jackie@rtmilwaukee.org


To learn more about Revitalize Milwaukee , visit www.revitalizemilwaukee.org

Who will fill in the gap?

Ezekiel CDC: **HOPE (Home Ownership, Partnership, and Employment)**

- ❖ Train individuals in the skilled trades.
- ❖ Provide expanded opportunities for minority contractors.
- ❖ Assist first-time homebuyers with purchasing properties.

To date, Ezekiel has trained more than 400 in the construction skilled trades, rehabbed 200 homes, and sold 20 homes to first-time homebuyers.



Jim Gaillard

Vice President

ezekielhope.org





Questions?

JUNE IS NATIONAL HOMEOWNERSHIP MONTH!



- In 1995, National Homeownership Week began as a strategy of President Clinton's administration to increase homeownership across the nation.
- In 2002, President George W. Bush expanded the observance to the entire month of June.
- Those that work in this sector (HUD, Realtors, Counseling Agencies, community-based organizations, etc.) offer events & programming related to homeownership.

Key Themes:

- The American Dream: *Homeownership is often seen as a key part of the American Dream.*
- Financial Benefits: *Owning a home can lead to building wealth and long-term financial stability.*
- Community and Belonging: *Homeownership can foster a sense of community and belonging.*
- Advocacy: *It's a time to raise awareness about homeownership-related issues and advocate for policies that support it.*

TAKE ROOT MILWAUKEE



- Take Root Milwaukee (TRM) launched in 2010 and is coordinated as a program of UEDA.
- TRM works to preserve and promote sustainable, diverse neighborhoods by leveraging the work of its members and partners to encourage and maintain homeownership.
 - *Revitalize Milwaukee, Ezekiel CDC, and MCLT are all members!*

Goal:

To ensure people are aware of and have access to free or low-cost products and services that help Buy, Fix, or Keep a home.

Visit TakeRootMilwaukee.org for a list of events in June.

This year's educational events will feature sessions on working with a contractor, home insurance, and legacy planning.

Join us at upcoming TRM events

Dos & Don'ts of Hiring a Contractor

Saturday, June 14, 12:00-12:45pm

Concordia 27, 801 N. 27th St.

In partnership with Near West Side Partners during their Housing Resource Fair

Legacy & Generational Wealth Building through your home

Wednesday, June 25, 5:30-7:00pm

Rooted & Rising Community Room, 3910 W. Lisbon Ave.


In partnership with Rooted & Rising-Washington Park

What's Important to Know about Home Insurance

Wednesday, July 9, 6:00-7:30pm

VIA CDC, 3524 W. National Ave.

Held during VIA's monthly neighborhood meeting, in partnership with Community Insurance Information Center (CIIC)



OTHER RESOURCES



- **Innovative Educational Solutions (IES) Institute:** Offers various credentialed courses in manufacturing. They are a State of Wisconsin Employment Training Provider Listing (ETPL). They focus on unskilled persons from disadvantaged backgrounds - i.e. veterans, justice-involved, etc. (iesinstitute.org/)
- **JobsWork MKE:** Offers workforce readiness and life skills training, entry level or transitional employment, skills advancement training, post-employment support. (jobsworkmke.org)

Visit the Resource Table!

- Bank On Greater Milwaukee Resource Guides

Join us at upcoming UEDA events

Membership Brown Bag Lunch & Learn

Wednesday, June 18 | Noon-1pm

Featured topic: Bank On Financial Inclusion Map with Data You Can Use

Emerging Topics Series Session 2

August 6 or 7 | 9-11am

Featured topic: Supporting local businesses through construction with City of Milwaukee DCD & VIA CDC

Annual Community Gathering

Tuesday, September 9 | 4:30-6:30pm

Our annual membership meeting! Help us recognize a volunteer & community partner, network with friends and colleagues.





UEDA

Thank you for your time and interest!

Urban Economic Development Association of Wisconsin

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