



# ONE MADISON



## Transformational Leadership for...

Education ★ Employment ★ Empowerment

## 2013-14 Strategic Priorities



Urban League of  
Greater Madison

LIVE | LEARN | WORK

Best  
IN THE  
Midwest



# ONE MADISON

## Our Mission

The mission of the Urban League of Greater Madison is to ensure that African Americans and other community members are educated, employed and empowered to live well, advance professionally and contribute to the common good in the 21st Century.

## Our Vision

To make Greater Madison the “Best [place] in the Midwest” for everyone to live, learn, and work by 2020.

## Our Agenda

ULGM will continue to realize its vision through a comprehensive strategic empowerment agenda that includes the deployment and expansion of programs and services, advocacy, partnerships, and coalition building within the following three Strands of Empowerment. Through these strands, we will build a stronger bridge between education and work; provide more pathways for young people and adults to secure a quality education, employment and grow professionally; and help transform Greater Madison into a place where everyone can succeed, thrive, and enjoy raising their families.

*Live:* Ensuring that citizens reside in healthy and safe communities that provide equal opportunities for social engagement, cultural expression, and healthy living. In October 2011, we announced our efforts to establish the South Madison Promise Zone Initiative. Through this effort, we and our partners seek to transform a low-income community with a legacy of limited community resources, high percentages of unemployed and underemployed adults, and high rates of underachievement among young people into a model oasis of opportunity, cultural exchange and success for children, adults and families who reside there. We will support and engage in other similar initiatives as well.

*Learn:* Building a pipeline of high quality cradle-to-career educational services that impact the entire family, eliminate the achievement and education gaps, move all children towards high performance, and prepare youth and adults for career success. Presently, the Urban League of Greater Madison is one of Dane County’s largest providers of programs aimed at increasing student achievement in core academic areas and preparing them to realize their college and career dreams. ULGM accomplishes this through school-based academic tutoring, college and career exposure, planning and preparation programs, youth leadership skill development activities, and much more.

*Work:* Making Greater Madison the best place for African Americans and others to work in the Midwest. The ULGM is already one of Greater Madison’s premiere providers of career development training and job placement assistance for unemployed and underemployed adults. We will work to expand our employment training options and business partnerships to serve more of this population. We will also address the needs for career advancement, professional development and job search needs of diverse management and executive level talent in the Greater Madison region.



## Our 2013-2014 Goals

**Goal 1: Education** – To ensure children and adults in the Greater Madison area secure the education necessary to thrive in a technology-driven knowledge economy defined by creativity, service and innovation.

**Goal 2: Employment** – To ensure that African Americans and others of working age are able to identify, train for and secure employment in stable and emerging industries.

**Goal 3: Community Development** – To ensure that children, adults and families of color are adequately empowered with the ability and opportunity to transform their own communities, participate in and benefit from adult and youth activities available across our service area, and contribute to the common good of the Greater Madison region through volunteerism, service and charitable giving.

**Goal 4: Sustainability** – To ensure that the Urban League has the financial resources to accomplish its mission, and to ensure that those resources are managed and used with the greatest of integrity and timeliness.

## Our Tactics

The Urban League of Greater Madison will achieve its Best in the Midwest 2020 vision through the following vehicles:

1. Programs & Services
2. Partnerships
3. Advocacy
4. Coalition Building

## Our Priorities

We will focus on 4 priorities within the context of our Best in the Midwest Agenda over the next 24 months:

1. Early Childhood Education Centers
  - Early Childhood Education
  - Parenting Skills
  - Job Training
  - Career Advancement
  - Advocacy
2. Scholars Academy for Grades 1 – 8
  - Before and After School
  - Extended School Day
  - Character Building/Teamwork
  - College & Career Field Trips
  - Play Time & Sports
  - Parent Destination Planning
3. Advance Employment Services
  - Work Readiness Training
  - Industry Specific Training/Career Pathways
  - Featured Employer Job Seminars
  - Diversity & Inclusion Initiatives
4. South Madison Promise Zone
  - Education Equity
  - Technology Access
  - Post-Secondary Scholarships
  - Healthy Community
  - Economic Development



## Training & Employment Services

**Foundations Work Readiness Academy:** The core of our adult workforce division, this program offers 100 hours of work readiness and career development training for unemployed and under-employed adults and youth with employment barriers. Those who complete training receive one year of individualized coaching and case management.

**Healthcare Administration Training Academy:** Prepares individuals for administrative and clerical careers in the health care industry. Participants receive training in Medical Terminology, Health Care Customer Service, Health Care Privacy, Epic Software training and more. Participants earn up to 11 Madison College credits.

**Customer Service Academy:** The Customer Service Academy provides 160 hours of training based on the internationally renowned Disney Customer Service Institute. Program graduates develop a sense of pride and passion for delivering exceptional customer service individually and in teams.

**Information Technology Academy:** The Information Technology Academy trains individuals for entry level IT positions. The training includes 180 hours of instruction and hands-on experience in topics including a survey of IT careers, computer hardware, networking, operating systems, software applications, customer service, and more.

**Foundations Food Service Academy:** Conducted in partnership with the Catholic Multicultural Center, the Academy readies participants for a job in food service with specialized training in kitchen safety and sanitation, food handling, knife skills and other food preparation techniques.

**Foundations For Fatherhood Program:** The Fatherhood program provides employment assistance, parenting skills development, and help managing child support obligations for fathers at risk of incarceration.

**WorkSmart Access Point** (*A partnership with the Workforce Development Board*): Access Points serve as smaller, more accessible satellite to Job Centers. As an Access Point, we give job seekers increased access to computers to search and apply for jobs, apply for food or housing assistance, and learn about career training opportunities.

## Diversity & Inclusion Leadership

Our workplace diversity and inclusion strategy is designed to train and develop a diverse workforce at all levels, provide diversity and inclusion coaching and support to employers, and ensure equitable access to career ladder employment for everyone in our community. The key components of our strategy include:

**Job Training and Career Education:** Foundational work readiness and career development training for unemployed and underemployed adults; Industry-specific training in stable and emerging sectors including health care, customer service, information technology, manufacturing, trades, and food service.

**Employment Services:** Individualized job search and job placement assistance for training program graduates; Retention and advance support and coaching for training program graduates; Featured Employer Job Seminars, where employers and interested applicants get connected and; and promotion of job opportunities and referrals.

**Diversity, Inclusion & Retention Services:** Workplace Diversity & Leadership Summit; Diversity and inclusion training and development for HR professionals, managers, and C-suite Executives; Customized support to aid employers in the recruitment and retention of diverse candidates from entry-level to executive.



## Middle School Programs

**Schools of Hope Middle School Academic Tutoring:** One-on-one and small group literacy and mathematics tutoring that helps students improve their academic performance and readiness for high school, college, and career. As a key part of the United Way's Agenda for Change, the Schools of Hope program operates in 12 middle schools in the Madison, Oregon, and Sun Prairie serving over 1,000 students annually.

**21st Century Careers Program:** After-school and summer programming that provides low-income and potential first-generation college students with opportunities to explore career and college pathways. Through a comprehensive curriculum, youth receive academic support, explore college and career options, visit college campuses, and learn job skills through summer career awareness internships. More than 90 percent of students who participate indicate that they are now see college as more likely in their future.

**Youth Resource Centers (a partnership with MSCR):** Through a partnership with Madison School & Community Recreation, we help operate Youth Resource Centers in 8 MMSD schools. Each center provides tutoring and homework clubs, special interest clubs, leadership development opportunities, and recreational activities for hundreds of students each day during the high-risk after school hours.

**Scholars Academy:** Launched in January 2013, the Scholars Academy will prepare students to succeed in a college preparatory curriculum when they enter high school through an extended school day, enrichment, parent engagement and instilling the core values of excellence, leadership, pride and service. The Academy provides academic support, enrichment, and physical activity in a two-hour extended school day format at two MMSD middle schools. Licensed teachers provide reading/language arts and math instruction that is closely aligned to the regular curriculum. The Academy also provides mentoring, guest speakers, field trips, and other enrichment opportunities that foster a culture of academic achievement and personal responsibility that will carry over into the students' regular school day.

## High School Programs

**Schools of Hope High School Academic Tutoring:** The Urban League operates the Schools of Hope High School tutoring program as part of United Way's multi-pronged Achievement Connections strategy to increase high school graduation rates. Similar to the middle school level, the program provides one-on-one and small group academic tutoring to more than 500 students annually at 6 high schools in the Madison, Middleton, and Sun Prairie school districts. The program mobilizes more than 250 volunteer tutors annually who use a computer-adaptive tool to guide customized skill-building tailored to the individual tutoring needs of each student.

**College Readiness Academies:** ACT Exam preparation and college readiness guidance that helps potential first-generation college graduates realize their post-secondary aspirations. Each academy includes 32 hours of ACT exam preparation focused on the development of academic skills in English, Math, Reading, and Science along with test-taking strategies, practice tests, college advisement and individualized coaching. The academies also provide college entrance information to students and their parents, such as guidance with the FASFA, help understanding high school course selection, and strategies to be competitive in the college application process. Last year, 203 students received assistance preparing for this important college readiness benchmark. For 173 students, it was their first exposure to the exam. Those who successfully completed saw an average 2 to 4 point gain, which is greater than the 1.5 gain that ACT has reported students generally achieve in more popular, expensive programs.



## **Workplace Diversity & Leadership Summit and Awards Luncheon**

**May 20, 2013 · Monona Terrace**

The *Workplace Diversity & Leadership Summit* is Wisconsin's premiere gathering of professionals committed to workplace diversity and inclusion. The annual Summit attracts H.R. professionals, managers, workforce development experts, emerging leaders, and senior executives. Professionals gather to explore local, state, and national best practices and learn how to foster diversity, spur innovation, and experience growth. This year's Summit will also offer a fun and interactive "diversity, inclusion, and retention mixer." It will also engage more leaders in work started last year with 12 CEOs who are working with the Urban League to identify and implement effective strategies to strengthen diversity, inclusion and retention efforts in their workplaces.

## **Best in the Midwest Gala**

**Fall 2013, Date to be determined**

The *Best in the Midwest Gala* will celebrate and highlight the work of the Urban League and honor partners and contributors that are helping us transform Greater Madison into the best place in the Midwest to live, learn, and work. The event will feature presentation of the Whitney M. Young, Jr. Equal Opportunity Award - one of the "nations" most prestigious public service awards given by Urban Leagues across the nation in honor of the man who opened up corporate America, government and employers to diversity.

## **Martin Luther King, Jr. Youth Holiday Observances**

**Sunday, January 19, 2014**

**30<sup>th</sup> Annual Martin Luther King, Jr. Youth Recognition Breakfast**

The *Martin Luther King, Jr. Youth Recognition Breakfast* celebrates students' academic achievement, extracurricular involvement, and service to their community. The highlight of the Breakfast is the presentation of MLK Scholarships and Outstanding Young Person Awards to nearly 200 exceptional students who are nominated from nearly all public and private middle and high schools in Dane County. The Breakfast is one of the oldest and most well attended family observations of the King Holiday in Wisconsin. A sell-out event annually, over 800 parents, students, teachers and school administrators, elected officials, and community leaders people attend the Breakfast each year.

**Monday, January 20, 2014**

**15<sup>th</sup> Annual Martin Luther King, Jr. Youth service day**

Each year, Americans across the country answer that question by coming together on the King Holiday to serve their neighbors and communities. As part of United We Serve, the President's national call to service, the MLK Day of Service calls for Americans from all walks of life to work together to provide solutions to our most pressing community issues. Our unique approach promotes learning and leadership through hands-on educational activities and volunteerism. In 2013, more than 300 middle and high school students from all across Dane County participated. The event is a partnership between the Urban League, the Martin Luther King, Jr. Coalition, and the Wisconsin Institutes for Discovery. Numerous other youth-serving organizations, schools, and church groups assist with planning and attend the event.



# LEADERSHIP

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## Investing in the Community

Our mission is to improve the quality of life and economic conditions of African American, Hispanic and the elderly populations.



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