



Business Insights Report

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Analysis Summary

Overview

The **Milwaukee Fellows** is an initiative dedicated to supporting academically talented African American young men in Wisconsin, to prepare them for successful graduation and career excellence through providing resources and guidance. As the initiative grows successfully, MKE Fellows explores expanding beyond Wisconsin as well as potentially include African American women in the program.

This report outlines the rationale behind selecting two major U.S. cities—**Chicago, Illinois**, and **Houston, Texas**. This decision had come through assessment of key variables that are directly aligned with the program's objectives, including:

Population of Black Students: The cities chosen must have a significant population of African American students to ensure the program can have a meaningful impact within the local community.

High School Graduation Rates: Cities with low high school graduation rates among African American youth were prioritized, as they present the greatest need for intervention and support.

Internship and Career Opportunities: Cities must have opportunities for success post-graduation through internship and job opportunities. Industries which recruit students pursuing 4-year degrees are crucial to the success of the program and its fellows.

Nonprofit Collaboration in the Education Sector: The **Milwaukee Fellows** rely on local collaboration and support. Cities with active nonprofits in the education sector, particularly those with experience working with underserved communities, were favored to facilitate collaboration and resource sharing.

Chicago, IL and Houston, TX are predicted to be successful expansion locations after thorough evaluation of the aforementioned variables.

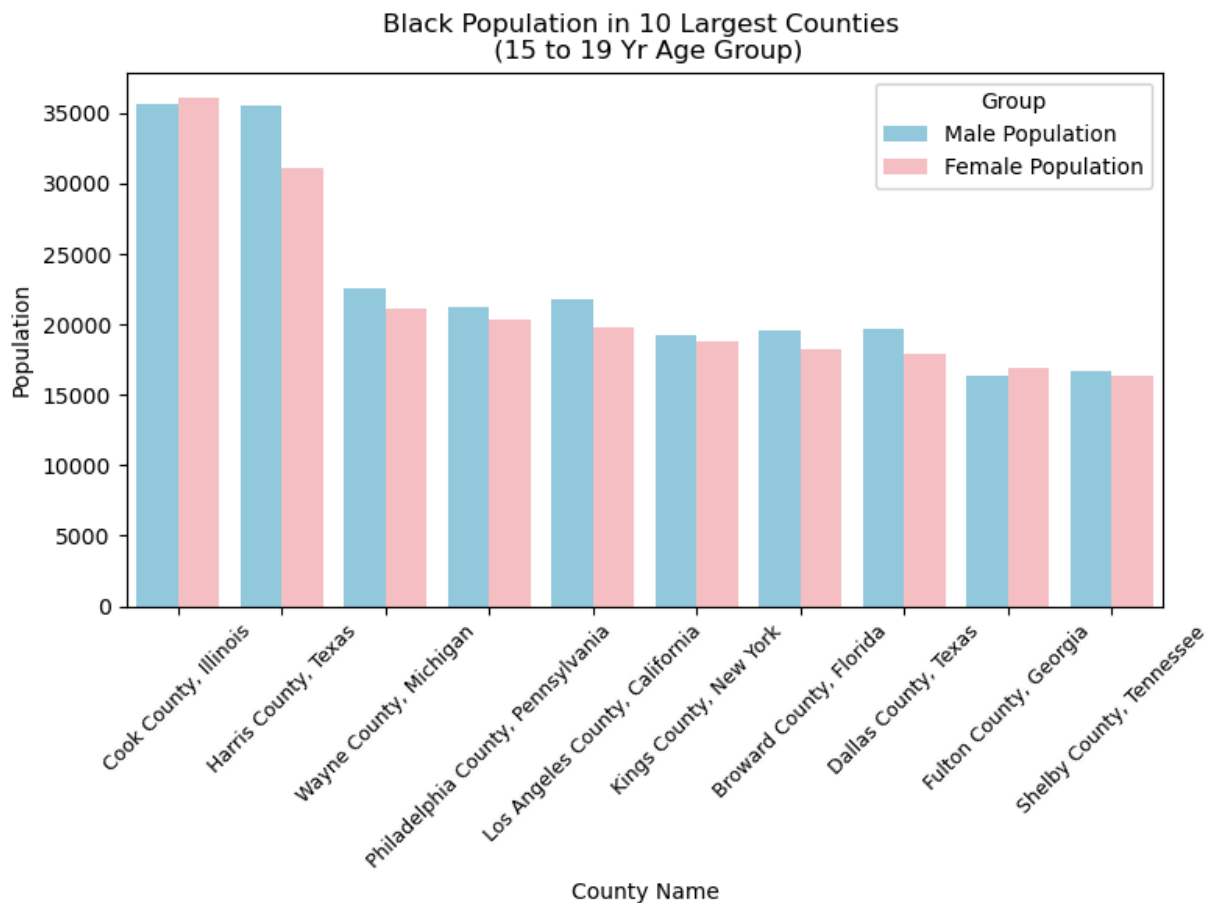
- Both cities exhibit significant African American populations, face challenges in high school graduation rates, offer ample career opportunities, and have established nonprofit networks in the education sector that can serve as valuable partners. This

report will assess each of these factors in detail, analyzing how Chicago and Houston align with the program's mission and goals, and provide recommendations for a successful rollout in these cities.

Population Analysis

Population Overview

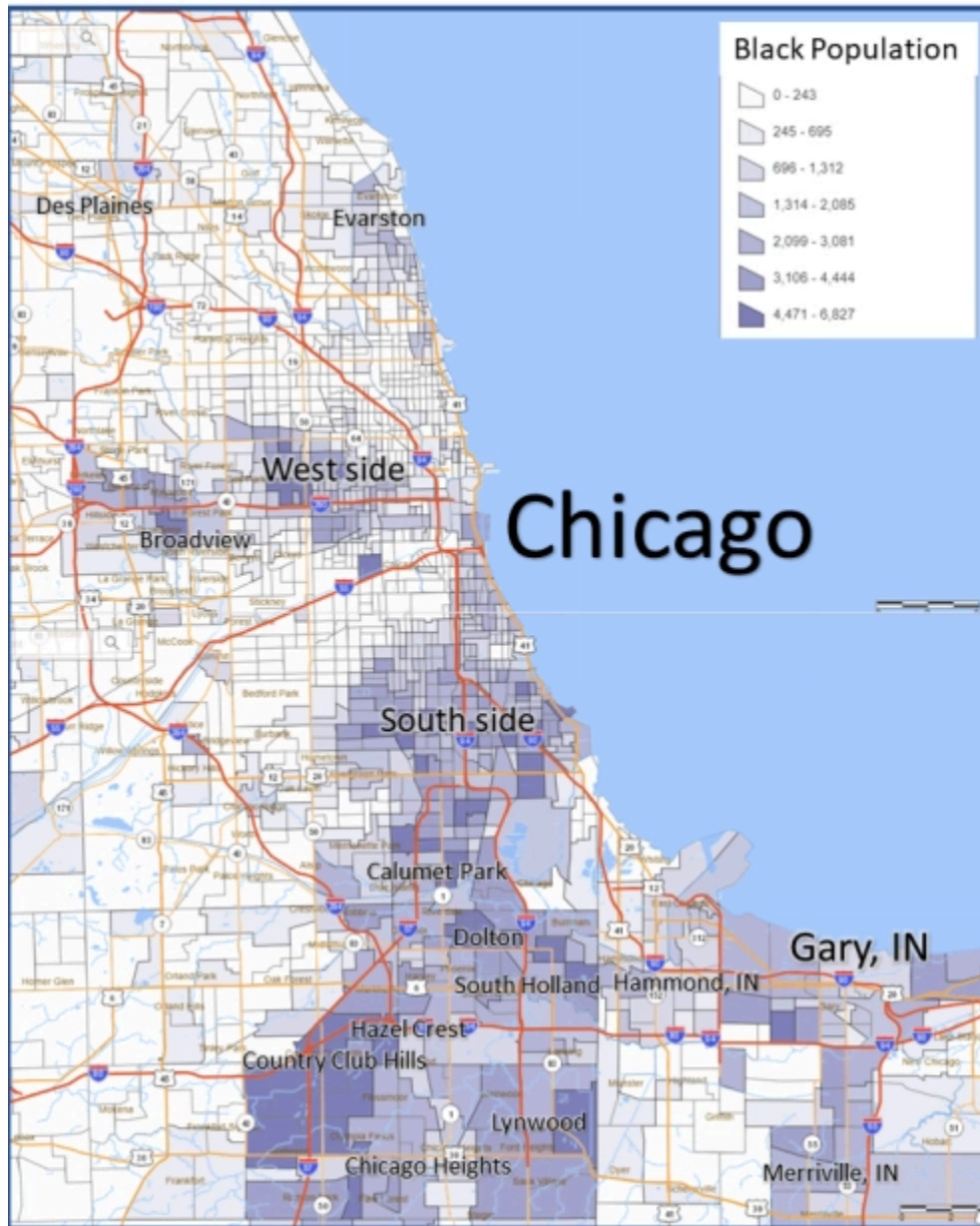
MKE Fellows primarily aims to serve high school students in their Junior and Senior year. Along with being the two cities with the highest black population, Chicago and Houston have the highest population of Black individuals between the ages of 15-19 based on U.S. Census data [citation needed].



For these age groups, this is significantly more than other large cities in the United States including parts of Los Angeles and Brooklyn NY, and this is a central factor in our decision to recommend these two cities. The amount of young Black individuals in these cities presents a possible large target audience for the services that MKE Fellows provides.

High School Graduation and Location

Specifically in Chicago, there are approximately 58,736 Black students across 152 school districts in the Cook County area. Unfortunately, many of these districts face significant educational challenges, particularly when it comes to graduation rates for African American students.



From: <https://blackdemographics.com/>

Case Study

One example is the General George Patton School, which serves a student population that is approximately 93.3% African American. Unfortunately, the graduation rates for Black students are approximately 20% lower than the national average.

The Black student population within these districts averages 93.3%, yet the graduation rate for Black students is approximately 20% lower than the national average¹. This highlights the urgent need for programs like Milwaukee Fellows, which aim to improve educational outcomes and provide students with the tools they need for success in college and beyond.

¹ National Center for Education Statistics (NCES)

Internship and Job Opportunities

Offers creative writing workshops to students across various Chicago neighborhoods, focusing on integrating creativity with academic growth. Programs include workshops like *Aliens*, *The Apocalypse*, & *Activism*, which merges social justice themes with imaginative storytelling, and *The Uncommon Essay for The Common App*, which helps students craft compelling personal essays for college applications. These programs complement Milwaukee Fellows' goal of equipping students with the skills needed for academic success and self-expression.

BMO

BMO Financial Group's history of involvement with education-focused nonprofits, such as Junior Achievement (JA) and Thrive Scholars, provides another avenue for collaboration. BMO provides financial literacy, entrepreneurship, and career readiness opportunities —areas that closely align with Milwaukee Fellows' objectives.

Specific Internship Programs

In Chicago, there are multiple opportunities specifically tailored for African American students to participate in. For example:

-*Healthcare*: Discovering Healthcare Careers, **Lurie Children's Hospital**.

-*Civic Engagement*: Diversity Community Engagement Program, **University of Chicago**.

Non-Profit and Career Development Collaborations

Chicago is home to several educational and career development organizations that align with Milwaukee Fellows' mission of supporting underserved African American youth.

826CHI

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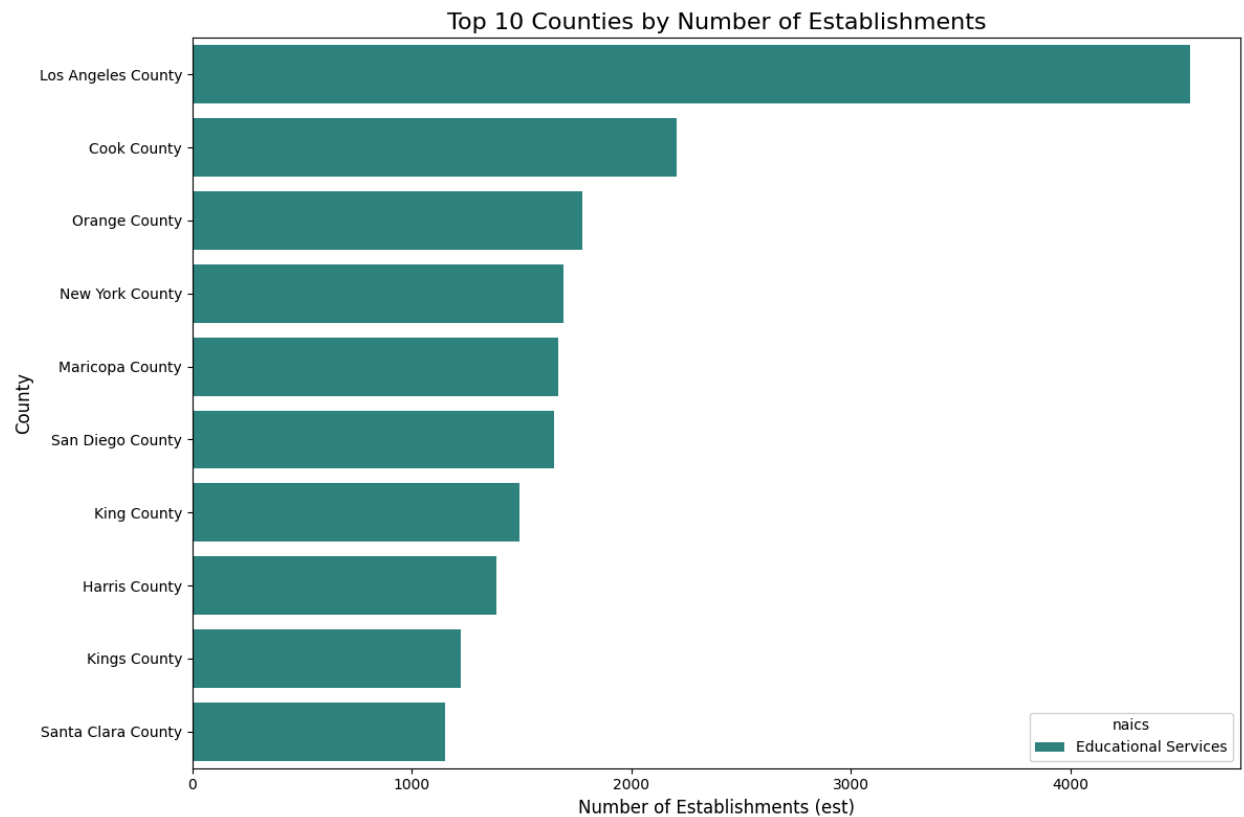
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Illinois Area Health Education Centers (AHEC)

AHEC's focus on enhancing the skills and knowledge of college-level health professions students presents an excellent opportunity for Milwaukee Fellows to introduce career-focused programming in the healthcare sector. AHEC's programs, such as the *Urban Health Experience* and *AHEC Scholars*, offer hands-on training and job shadowing experiences in urban healthcare settings. For Milwaukee Fellows participants interested in healthcare careers, AHEC's initiatives can provide critical exposure to real-world healthcare environments, and offer direct pathways to internships and employment.

Additionally, there are many non-profit organizations dedicated to education services in the Cook County area. (see figure below)

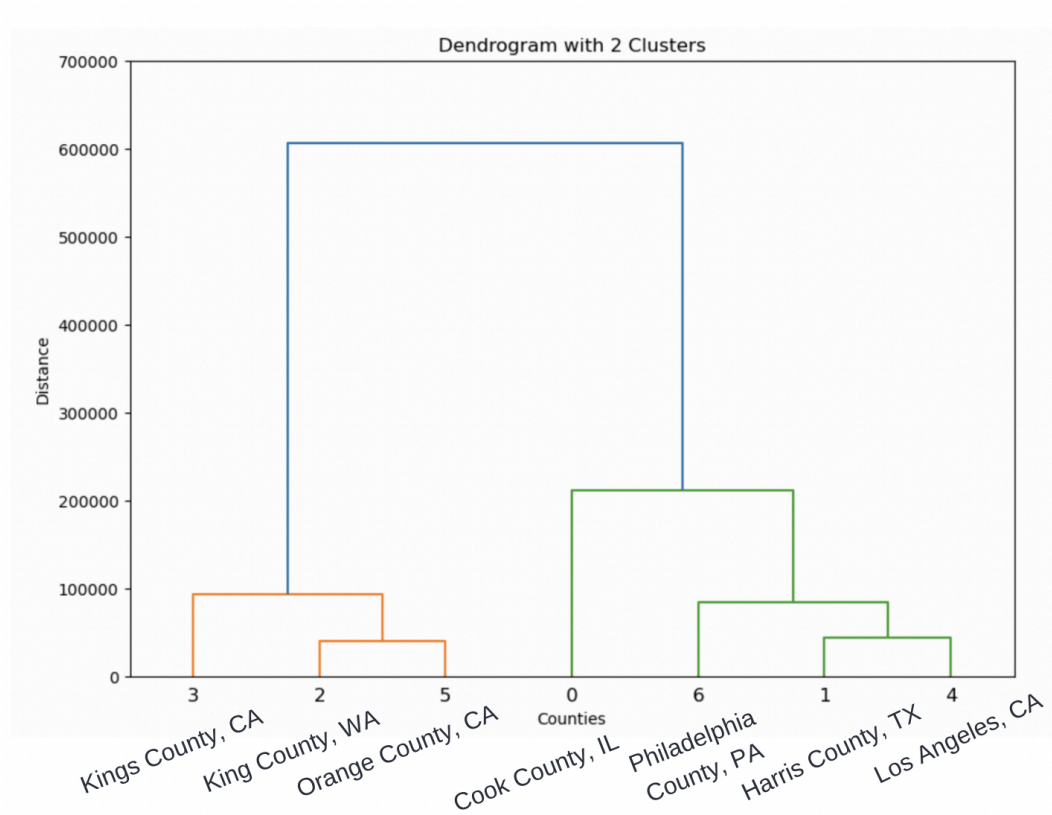


College Graduation Rates

The need for supporting black male students in Chicago public schools is immense, as a UChicago study found that just 13% of Black male Chicago public school graduates completed bachelor's degrees in four years.²

² University of Chicago Consortium on School Research, National Center for Education Statistic

Recommendations



The following dendrogram clusters the counties provided on absolute similarity (i.e. the combined magnitude). While this supports our arguments regarding correlations between the counties chosen, the Black American population (15-18 years old), and internships posted, further evaluation metrics may be necessary to form stronger clusters.

The dendrogram finds a correlation between Cook County (a clear outlier) and Philadelphia County, yet differentiates itself from Orange County despite the similar statistics. Additionally, despite the clear connections between Cook County and Harris County, they are placed on different hierarchical levels. Further metrics such as household income within the county, specific industries available in the county, and college placement rates.

Alternative Option: Houston, TX

Houston, TX has the same characteristics as Chicago, IL. The reason this analysis favored Chicago is due to its close proximity to the Milwaukee office. Close geographic proximity allows for more opportunities and engagement with the possibility of testing the location's success without committing to an office location. If proximity is not a significant factor, we can consider that Houston has:

- Low graduation rates for African American male population
- High black male populations
- 3rd highest Internship Opportunities Nonprofit Partners