DATE: October 30, 2019

TO: LA’s Workforce Development System

FROM: Gerardo Ruvalcaba, Director
       Workforce Development System

SUBJECT: WDS DIRECTIVE No. 20–08
         INCREASING WORKSOURCE PARTICIPANT ENGAGEMENT

EFFECTIVE DATE
This bulletin is effective upon issuance.

PURPOSE
The purpose of this directive is to collect information and documentation related to
activities at each WorkSource Center (WSC). This information will be used to pilot a
system that sends out announcements and reminders to clients via text message to remind
them of upcoming activities, workshops, and events that might be of interest. Messages will
prompt certain job seekers to attend workshops, check in with their case managers, and/or
reflect on short-term goals in their job search.

The messages will be sent via text, and will be automatically personalized with information
that pertains to their WSC, including details of upcoming workshops, recruitments and job
fairs. Specifically, we seek to increase the completion of the orientation and enrollment
process among new job seekers, and increase attendance at workshops at job centers
across all clients, along with other job-seeking activities. The pilot system aims to increase
overall participant engagement in workforce services. These messages will be sent out by
the Mayor’s Innovation Team (i-team), and will not require any action from WSC staff.

BACKGROUND
The Economic and Workforce Development Department (EWDD) has partnered with the
City of Los Angeles Mayor’s i-team and UC Berkeley to use text messaging to encourage
more engagement with WSCs among new and current job seekers.

This summer, the Mayor’s i-team and UC Berkeley staff spoke with WSC Case Managers
and Directors across Los Angeles to understand the different types of workforce services
offered and also learn of the barriers job seekers face in engaging with and utilizing WSC
services.
REQUIRED ACTION
EWDD and/or a member of the Mayor's i-team will be reaching out to you to collect pertinent information and documentation to ensure a more positive response by the participants. In order to provide accurate information to clients through this pilot, all WSCs are to provide the following:

1. Calendar of Events
   A list or calendar of events for all upcoming activities such as workshops, recruitments, job fairs, etc. planned for months of October, November and December of 2019. Please ensure the events include activity name, date, time and location.

2. WSC Contact
   Designate and provide a WSC point of contact (name, phone number and email) who receives all WSC workshop and orientation sign-in sheets.

3. WSC Sign-In sheets
   Provide a copy of all sign-in sheets used for WSC workshops and orientations with the participants name, phone number and email address. Feel free to redact any additional information.

DEADLINE FOR RESPONSE
All WorkSource Centers are to provide the information and/or documentation being requested by Friday November 1, 2019 to EWDD and/or a member of the Mayor's i-team.

Brendan Bailey of the Mayor’s i-team will be reaching out to you shortly to gather this and any other additional information and documentation needed.

Privacy and data security is of paramount importance to us. Data such as first and last names, phone numbers and email addresses is considered to be non-sensitive personal identifiable information according to the United States Department of Labor (DOL). EWDD will ensure information shared during this pilot complies with US DOL guidelines and the Departments Personally Identifiable Information (PII) Policy.

EWDD CONTACT
Please contact Sarai Molina at Sarai.Molina@lacity.org or at (213) 744-7162, TTY (213) 744-9395 with any questions about this directive.

GR:TJ:SM:cg