

EWDD UPDATES



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News for the Week of November 6, 2017

EWDD - HELPING VULNERABLE AND UNDERREPRESENTED POPULATIONS

In 2016, the City of Los Angeles Workforce Development Board (WDB), in partnership with the City’s Economic and Workforce Development Department (EWDD), set aside a \$750,000 grant to increase workforce training opportunities for Vulnerable and Underrepresented Populations (VUP). Working with community-based organizations, the VUP Program is designed to help transgender and gender non-conforming workers, older workers, men of color, ex-offenders, homeless youth, single parents and linguistically isolated adults. This week, EWDD highlights success stories from the Workforce Strategy Center at Los Angeles Valley College (LAVC) and the City’s first-ever Job Readiness Fair for the Transgender community, representing all the WorkSource Centers and the vital services they provide each day.

RESUMES READY TO GO! - “AVENUES TO SUCCESS” JOB READINESS FAIR

Fifteen individuals received one-on-one resume coaching and interview training at the “Avenues to Success” Job Readiness Fair, the City’s first event of its kind for the Transgender community. “One hundred percent of attendants walked out with a resume,” said Diana Feliz Oliva, Secretary and Chair of the Employment and Job Readiness Committee of the City of Los Angeles Transgender Advisory



Council, organizers of the event. The fair was held Friday October 27, 2017 at Vernon-Central WorkSource Center at Los Angeles Trade Technical College. Participants were primarily preparing resumes for jobs in retail, food service or customer service, Diana said. In the next six months, organizers will work with LATTC and the City’s WorkSource Centers to develop computer classes for the Trans community and a job readiness fair and entrepreneurship programs for the undocumented Trans community, Diana said. The event was organized in response to feedback from employers who participated last year in the City’s first transgender job fair, and to prepare candidates for the Los Angeles LGBT Center’s 9th Annual Transgender Job and Resources Fair on

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November 9, 2017 in West Hollywood, said Drian Juarez, program manager of the Los Angeles LGBT Center's Transgender Economic Empowerment Project. "We've really been working to get people's skills up and get them prepared for the job fair to really shine and show their capabilities. That was our effort this year, to really hone in on how to attract an employer that communicates your skill in the best way possible." The Boyle Heights/East Los Angeles WorkSource Center, overseen by EWDD partner ResCare, represented EWDD's WorkSource Centers at the transgender job fair in West Hollywood. "It's really night and day in terms of the resources that are available and the network of support the Trans community has now," said Drian, who began working in the field in 2005. "I'm hoping it's something more and more cities do to support diversity in workplaces."

METRO ACADEMY GRADUATES CELEBRATE CHANCE FOR CAREER CHANGE



Los Angeles Valley College Metro Bridge Academy Fall 2017 Graduates. Ivor Bok, top left, and Valerie Flowers, top fourth from left

EWDD General Manager Jan Perry delivered words of encouragement and congratulations to 15 graduates from the LAVC Metro Bridge Academy on Friday November 3, 2017. "You're going to have a big impact on a lot of people's lives," she said at the graduation ceremony, held at Los Angeles County Metropolitan Transit Authority (Metro) headquarters in Downtown LA. "It's a chance to have your lives intersect. For all the times when I've been on public transportation, when people are nice to me, people

always remember that." For two of the graduates, the 70-hour training program not only provided a chance to become a Metro bus operator, it represented a mid-life opportunity to pursue a new career with room for advancement. Ivor Bok, 46, was living off savings after losing a job in sales when he stumbled upon the early September grand opening of the LAVC Workforce Strategy Center and learned about the Metro program. "I was applying for positions, going on interviews and nothing was happening," Ivor said. "The few interviews I did go on, I was too old or something just didn't click. I found out about the Metro position and saw the success that Metro was having in the city, and there were opportunities there." Ivor emigrated to the U.S. from South Africa in 1989, attended LAVC and earned a bachelor's degree in business at California State University Northridge. He spent 17 years working in administrative roles in the finance industry. Ivor credits the program with rebuilding his confidence and inspiring him to move forward with a dramatic career change. "When you're out of work, you really start questioning your self-worth," he said. "You start wondering, 'Why don't people want to employ me?' This program, it's like they build you up from scratch again. [Now] I'm in the library. I'm working hard. I'm doing things again. This program has been a god send." As the sole breadwinner for his family, Ivor said he is excited to begin a new career and is confident that the program's training in customer service and interview skills has prepared him for his interview with Metro. The Metro Bridge Academy graduates are scheduled to interview with Metro on November 14. Those with successful interviews will be fast tracked into Operation

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Central Instruction to become Metro bus operators. “You can have a good job with benefits,” he said. “Things aren’t as dire as you think they are.” Fellow graduate Valerie Flowers, 51, was laid off after 25-years working in customer service, mostly in the medical and dental fields. After years of taking Metro to work, Valerie was very interested in joining the agency and once hired as a bus operator, hopes to eventually become a train conductor. “I really needed a career change,” she said. “I wanted to do something different. I wanted to be a train conductor, [but] I found out I couldn’t be a train conductor until you become a bus operator. For the first time in her life, Valerie said she is looking forward to “A career,” she said. “Everything else has been a job.” The new role will give Valerie the ability to save for her future and provide financial help to her 75-year-old mother, she said. “If I can get in there, I’m going to be in there till retirement,” Valerie said. “I’m going to be in there for the long haul.”

BACK TO WORK – LA FELLOWS RE-ENTER WORKFORCE

Twenty people graduated from the LAVC LA Fellows program on October 27, 2017, a nine-week job training and professional development program that allows participants to share their expertise at local non-profit organizations while seeking full-time employment. Approximately 430 people have completed the program. On average, participants are in their early 50s and have been unemployed or underemployed for 31 months. Participants come from an array of job fields, including: education, mental health, finance, human resources, technology, entertainment, and nonprofit.



Elizabeth Gilbert, 60, is a transgender woman who had not had to seek a job in her former field since before her medical transition. Elizabeth wasn’t sure how to talk about the first 30 years of her work experience, which was under a different name. Elizabeth embraced and applied lessons from the program, and distinguishing herself among her classmates as a go-to person for thoughtful advice. In a secret ballot, Elizabeth was elected to be one of speakers representing the class at graduation. In addition to a contract photography job she landed with the Disney Company after starting the program, Elizabeth has secured an offer with the Institute of Contemporary Psychoanalysis, in line with her expertise as a CRM Administrator.



Kevin Ralph, 52, is a Human Resources Director who has worked in the field for more than 20 years. When his last position ended, Kevin assumed it would be easy to find another role, given his expertise. Kevin struggled to get interviews and the ones that he did get did not lead to offers. In the LA Fellows program, Kevin demonstrated his leadership abilities to his fellow students and provided coaching. Kevin learned a great deal from the program, and speaks highly of the instructors. Kevin recently landed a position as Director of HR for the CLARE Foundation, a nonprofit organization that provides addiction treatment and recovery services.

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SOUTH LA BUSINESSSOURCE CENTER HELPS ENTREPRENEUR OPEN MOBILE SHOP



Aaron Flournoy, owner of Lil Bill's Mobile Bike Service

The South Los Angeles BusinessSource Center assisted an entrepreneur with finding a solution to continue his family business by opening a mobile bike repair service. Aaron Flournoy's family had run Bill's Bike Shop at the corner of Hoover and Jefferson in South LA for 40 years. In honor of his father, Aaron opened Lil Bill's Bike Shop. When Aaron received news he was losing his location, he met with EWDD officials who directed him to the South Los Angeles BusinessSource Center, run by the Vermont Slauson Economic Development Corporation, a EWDD partner.

Aaron attended VSEDC's 5th Annual Mobile Retail and Food Truck Exhibition in late September and decided to convert his business to a mobile business. He attended a business plan writing class and met with a social media and website development specialist. "The results are great!" Aaron said. "Going mobile allows me to grow my customer base by offering bikes for sale in addition to my repair service."

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
LABSCs Not Reporting:	None
Pre-Startups Enrolled	19
Pre-Startups Assisted	25
Start-ups/Operating Businesses Enrolled	11
Start-ups/Operating Businesses Assisted	21
Workshops: Number of Clients Attended	150

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



105,066
Page Views

11.5%



31.5%
New Visitors

0.1%



4,674
New Sessions

4%



444
Registrations

12%

WorkSource Centers



462
Enrollments

22%

"Updates" is produced by EWDD's communications department. If you have questions, comments or wish to contribute to an upcoming "Updates," please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org