News for the week of December 5, 2016

PARA LOS NIÑOS YOUTHSOURCE WORKSHOP FOCUSES ON TEEN SOCIAL MEDIA

The Para Los Niños (PLN) YouthSource Center facilitated a workshop focused on social media. The workshop addressed the impact that images in social media have on teen identity, expectations, dating behavior and relationships. 47 PLN YouthSource students participated in group discussions and breakout sessions. The students were then asked to work in groups to create a public service announcement “Social Media Done Responsibly” and present to the entire group.

Attendee, Destiny Nguyen, a foster youth referral to the PLN program, is also enrolled in the Summer Youth Employment Program (SYEP) and in the Workforce Innovation and Opportunity Act (WIOA) program. Destiny said, “the workshop was very empowering, it reminded me about the importance of our value as women. Sometimes social media makes us believe looks and beauty are all that matters and it makes us forget we have so much more to offer the world. I wish my little sister could have been a part of it.”

Mayor Garcetti’s Welcome Home Project: At the EWDD we are energetically gathering items to fill 3 laundry baskets for delivery to people who are starting a new life, as part of the Mayor’s Welcome Home Project, which is collecting household supplies for formerly homeless people who have been recently housed. Michael Cole, Executive Officer and Jan Perry, General Manager, are pictured. To learn more about the Welcome Home Project go to https://www.lamayor.org/Welcome-Home-Project
Harbor BusinessSource Center success story helps Dentistry practice expand: Celia Mendoza is the owner of Mendoza Dental located at 5234 E Beverly Blvd. Celia was put in touch with the Harbor BusinessSource Center after expressing interest in opening a 2nd location, possibly in the San Pedro area.

After meeting with Harbor BusinessSource Center consultants, it was determined that Celia’s practice was thriving, however the burden of high monthly loan payments were limiting her businesses’ ability to grow. The Harbor BusinessSource consultants were able to put together a loan package to refinance her business debt into one loan at a much lower rate, as well as add an extra $30,000 line of credit for her to use for her expansion. Under the new terms, her monthly loan payment was reduced by over 50 percent. This lower monthly payment, combined with a new $30,000 line of credit, provides up to $77,500 of available capital in the next year and will allow Celia to open a 2nd location in 2017 and create 4 new jobs.

EWDD at symposium to empower and build capacity of nonprofit agencies: On December 5th, Jan Perry, EWDD General Manager, was a featured speaker at the San Gabriel Valley Nonprofit Empowerment Symposium and Resource Expo presented by the California State Board of Equalization. Ms. Perry outlined to attendees how the City of Los Angeles collaborates with non-profits in order for them to thrive and become successful. “At a grassroots level nonprofits are often the first opportunity for employment” Perry said, “they are deeply embedded in people’s lives and the EWDD continues to partner with the Board of Equalization to bring information to nonprofits on how EWDD can support their work in helping people get employment.”
BUSINESS METRICS:

LABSC’s Reporting: Harbor, North Valley, West Valley, South Los Angeles, Hollywood, Central West, and Mid-City, South Valley, East Los Angeles
LABSC’s Not Reporting: South LA

<table>
<thead>
<tr>
<th>Metric</th>
<th>Count</th>
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<tbody>
<tr>
<td>Pre-Startups Enrolled</td>
<td>26</td>
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<tr>
<td>Pre-startups Assisted</td>
<td>30</td>
</tr>
<tr>
<td>Start-ups/Operating Businesses Enrolled</td>
<td>20</td>
</tr>
<tr>
<td>Start-ups/Operating Businesses Assisted</td>
<td>23</td>
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<tr>
<td>Workshops: Number of Clients Attended</td>
<td>70</td>
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WORKFORCE METRICS:

(Arrows indicate weekly trend)

JobsLA (online and mobile)

- Page Views: (Up 75.6%)
- New Visitors: (Down 7.3%)
- New Sessions: (Up 60.6%)
- Registrations: (Up 73%)

WorkSource Centers

- Enrollments: (Up 84%)

Building local business. Strengthening our workforce.

“Updates” is produced by EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Michael Cole at 213-744-7333 or at michael.cole@lacity.org.