News for the Week of December 25, 2017

EARNING AN HONEST PAYCHECK – YOUTH AMBASSADOR TURNS LIFE AROUND

When Steven Mason was growing up, his parents told his younger sister to not follow his example, to build a life opposite of the one he pursued. “Whatever you can think of as far as crime, I did it,” Steven said, now age 22. At age 13, Steven brought a knife to school to defend himself against a bully who taunted him for his stutter. He entered the youth juvenile justice system for the first time, beginning an eight-year arc where Steven became involved in “life in the streets” and a “life of crime.” His mother kicked him out at age 17, forcing Steven to couch-surf between friends and relatives. After watching his friends go to jail, Steven made a commitment to change. “I was tired of always having to look over my shoulder,” Steven said. “I went to real jail at 18. That ingrained a real change in me. I told myself I was done. I was going to give myself two weeks to find a real job.” Within those two weeks, Steven received a referral to the Archdiocesan Youth Employment (AYE) YouthSource Center, run by EWDD partner Catholic Charities of Los Angeles, Inc. There, case worker Alma Diaz provided support and guidance to help Steven build a resume, gain interview skills and successfully transition to a clerical position. “The money part was the longest part to get used to,” Steven said. “What helped me was to know I was making an honest paycheck.” Steven was invited to be a youth ambassador for the Los Angeles Performance Partnership Pilot (P3), a nationally recognized integrated service model that provides access to Los Angeles Unified School District (LAUSD) counselors, along
with housing and social service resources at the City’s YouthSource Centers, creating a one stop shop for youth to determine what services are needed to transition to college or employment. For five months, Steven shared his story with youth ages 16 to 24 to show that it is possible to reconnect with educational and employment opportunities. “I feel like it installed a work ethic in me,” Steven said of the P3 program. “It helped me become a real man. I’ve been a fan of ‘Practice what you preach.’ So by helping others, it helped me help myself.” Steven’s real life experience enables him to effectively connect with youth in similar situations, said EWDD Management Analyst Chang Kim, who currently oversees the P3 program. “He brings in relevant knowledge of what the youth go through,” Chang said. “That knowledge helps us address the needs out there and be able to understand more about what needs to be provided.” Steven recently relinquished his role as P3 Youth Ambassador to accept a Community Administrative Support Worker (CASW) role at EWDD, which he hopes will lead to full-time work and a career working with youth for the City. Now that Steven is turning his life around, his mother has welcomed him back home. He is also currently wrapping up his general education requirements at Antioch University in Culver City, with plans to transfer to West Los Angeles College to study economics. His advice for youth thinking of following his lead? “Stay committed,” he said. “It’s gonna be bad days, it’s gonna be good days. But you have to stay committed. You gotta think about how many people are depending on you and relying on you to make the change, and how many people want to see you do good.” In the meantime, Steven is working on encouraging friends from his previous life to take his path and make positive changes in their lives. “Pretty much all my boys are in jail right now,” Steven said. “I have about 10 friends in jail that I still talk to. I’m working on them, one by one.”

NORTH VALLEY BUSINESSESOURCE CENTER HELPS OPEN SABORES MICHOACÁN

The North Valley BusinessSource Center helped entrepreneur Marisela Bulgarin achieve her dream of opening Sabores Michoacán, a Mexican ice cream parlor located in Sylmar. BusinessSource staff helped Marisela develop a business plan through one-on-one consultations, along with assistance filing permits and licenses and lease review. To prepare for the shop’s opening, Marisela’s son Ivan traveled to Michoacán, Mexico, to learn the art of making fresh fruit ice cream. The North East San Fernando Valley based specialty ice cream parlor has become a very popular and sought out place. Marisela’s team has managed to keep a steady cash flow and create jobs.
YO! WATTS YOUTHSOURCE CENTER CELEBRATES NEW LOCATION

The YO! Watts YouthSource Center celebrated its new location at 1773 E. Century Boulevard by donating more than 400 bags of healthy food to local families and hosting a holiday dinner party for 175 guests on December 21, 2017. EWDD General Manager Jan Perry toured the three-story facility with Hugh Carter, director of the YO! Watts YouthSource Center. The center includes a gym, a computer lab and staff offices. “The new location is beautiful,” she said. “Hugh and the staff have done a wonderful job of making it feel like home. I expect good things will come out of this new location and even greater numbers.” Upcoming plans include a media room that will give kids a place to work on video music production and coding, along with future plans to transform the rooftop into a workout space for the community, Hugh said. The new location gives the YO! Watts team more room to operate and provide more programs. “It just allows us to really follow through with what the YouthSource Center should be,” he said.

GLOW GIRL! - MID-CITY BSC HELPS LAUNCH NATURAL PRODUCTS COMPANY

The Mid-City Region Los Angeles BusinessSource Center assisted entrepreneur EnJunaya Canton in securing a $500 microloan to increase her inventory of natural skin care products. In 2015, EnJunaya branded her line of natural skin care products as GLOW GIRL! The line features products free of toxins and are made from cold pressed, organic, non-GMO and ethically traded ingredients. All GLOW GIRL! products are unisex, fragrance free, and safe for all skin types, including children and people with very sensitive skin. As EnJunaya looked to expand her business, she turned to the Mid-City Region BSC in October 2017 for business coaching and financial assistance. A business counselor at the center helped EnJunaya generate new ideas for her business and develop a business strategy. Then a loan counselor helped EnJunaya analyze her cash flow and review her financial statements.
HOLLYWOOD WSC AND BSC COMPLETES US DOL APPRENTICESHIP TRAINING

EWDD partner Managed Career Solutions sent 17 workers from the Hollywood WorkSource and BusinessSource centers to Southern California’s first Workforce Development Professional Apprenticeship Program, administered by the US Department of Labor.

On Thursday, December 14, 2017, staff from the Hollywood WorkSource and BusinessSource Centers completed a year-long course in Southern California’s first Workforce Development Professional Apprenticeship Program, administered by the U.S. Department of Labor. Started in January 2017, the program provided 144 hours of class instruction, including innovative lessons and theories designed to help workforce and economic development workers improve their programs. Approximately 17 staff from both centers completed the training, which are run by EWDD partner Managed Career Solutions (MCS). Staff presented their Capstone Project presentations at California State University, Los Angeles, which showcased the culmination of their coursework as new projects incorporated into their daily jobs. The projects displayed new strategies to attract more job seekers, partners, employers and entrepreneurs that should increase success rates with EWDD’s WorkSource and BusinessSource programs. Strategies include new methods of outreach, marketing, resource provision, customer service, and new types of job events and workshops. Some projects also included renovations of resource rooms, barrier-specific resource guides for persons with disabilities and ex-offenders, and new hospitality and other sector-based recruitments to be held at the Hollywood WorkSource Center.
BUSINESS METRICS:

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<th>LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor</th>
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<tr>
<td>Pre-Startups Enrolled</td>
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<td>Pre-Startups Assisted</td>
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<td>Start-ups/Operating Businesses Enrolled</td>
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<td>Start-ups/Operating Businesses Assisted</td>
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<td>Workshops: Number of Clients Attended</td>
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WORKFORCE METRICS:
(arrows indicate weekly trend)

JobsLA (online and mobile)

- 64,516 Page Views
- 32.9% New Visitors
- 2,655 New Sessions
- 347 Registrations

WorkSource Centers

- 227 Enrollments
- 56%

“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

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