News for the Week of March 4, 2019

“THE WARDROBE” – LAYOM WATTS OFFERS YOUTH PROFESSIONAL CLOTHING

Sisters (far left) Theresa and Toni Cordero (far right) launched the non-profit Focused on Youth, which donated $5,000 worth of clothing and fixtures to build a professional clothes closet at the LAYOM Watts. Carpenter Apprentice Nataly Portillo (left center) volunteered to work on the project. LAYOM Watts intern Daize Ayon (right center) will manage “The Wardrobe” when it opens.
The Southeast Los Angeles Youth Opportunity Movement Watts (LAYOM Watts) YouthSource Center broke ground Saturday March 2, 2019 on “The Wardrobe”, a clothes closet where underserved youth will be able to obtain professional clothing for job interviews and work. Volunteers from the Southwest Regional Council of Carpenters and the Local Union Number Eleven International Brotherhood of Electrical Workers donated their time and labor to demolish a defunct boy’s locker room and begin transforming it into a boutique-like shop with hardware and fixtures. Approximately $5,000 worth of clothing, accessories, hardware and fixtures were donated for the boutique by Focused on Youth, a Southern California-based non-profit established by LAYOM Watts Youth Employment Specialist Theresa Cordero and her sister Toni Cordero. “We just want young people to be as competitive as possible,” said Toni Cordero. LAYOM Watts intern Daize Ayon, 17, helped organize the rolling racks of work clothing donated by retailers, separating items by type, print and color. By offering youth their first set of interview clothes or work clothing, it removes a layer of anxiety for youth worried about making a good first impression, she said. “The clothes closet will help the youth have somewhere to go,” she said. “It’s not like they have to stress about it.” For Carpenter Apprentice Nataly Portillo, the volunteer opportunity was especially meaningful for her. Nataly formerly worked at the Hollywood WorkSource Center where she picked up a flyer and learned about the National Association of Women in Construction. The WSC helped her join the trades and since July 2018, she has been working on a large bridge construction project in Orange County. When the chance came to volunteer for the clothes closet project, she was happy to participate. “It reminds me of where I started,” she said. “I was looking for a job too.” Construction on “The Wardrobe” is scheduled to continue until the end of April 2019.
PARA LOS NIÑOS PARTICIPANTS EXPLORE CAREERS IN BIOMEDICINE

Para Los Niños (PLN) coordinated an event for approximately a dozen East and Central YouthSource participants interested in pursuing careers in Science, Technology, Engineering and Math (STEM). The event, held February 22, 2019, exposed youth to careers in Biomedicine, which included an overview of career opportunities and educational requirements, followed by a “gowned” tour of a laboratory and processing plant. The youth were escorted by a guide to see how plasma is collected, separated, stored, treated, filtered, and packaged.

PREPPING FOR SUCCESS – PLN YOUTH ATTEND TRANSITION AGE CONFERENCE

Five Para Los Niños YouthSource participants attended the Transition Age Youth (TAY) Conference 2019 in Sacramento on February 26, 2019, an event geared toward helping foster youth find long-term success. This year’s TAY conference theme focused on “The Three Pillars of Success: Balancing Physical, Mental, and Social Well-Being.” The PLN YouthSource participants attended workshops specifically for young adults, networked with peers, were engaged and asked multiple questions during the plenary session.
PLN YSC PARTICIPANTS ATTEND 2019 RAZA YOUTH CONFERENCE AT UCLA
Para Los Niños YouthSource participants toured the University of California, Los Angeles campus while attending the 2019 Raza Youth Conference on February 23, 2019. Youth attended workshops on topics ranging from self-defense, reclaiming our health and culture and future, along with “Writing Rhymes and Freeing Minds.”

VERNON-CENTRAL/LATTC WSC PROVIDES INTERNS CUSTOMER SERVICE TRAINING
The Vernon-Central/Lo Angeles Technical Trade College WorkSource Center conducts customer service training for all new staff that join the WSC, including interns who join the staff through the Transitional Subsidies Employment (TSE) program. The Vernon-Central/LATTC WorkSource Center provides training to TSE program interns on etiquette including how to deal with clients and staff. After each participant completes the training, they receive a certificate recognizing the knowledge and skills they acquired during the customer service training.

MIDCITY BSC HELPS CARLO’S HOUSE KEEPER OBTAIN $3K MINI-MICROLOAN
The MidCity Region BusinessSource Center helped long-term clients Carlos Castro Pacheco and Ana L. Oliva Alvarado obtain a $3,000 mini-Microloan to purchase additional equipment for their business, Carlo’s House Keeper, a niche service specializing in cleaning houses and rental apartments up for sale. Established in 2017, Carlo’s House Keeper launched with a $2,000 start-up loan obtained with help from the MidCity Region BSC. The service discovered a niche in the market, especially with house sellers that needed to clean their homes in preparation for quick sales. Fast forward to February 2019, Carlos and Ana contacted the MidCity Region BSC for additional help with their business, including access to capital. In February 2019, Carlos and Ana met with a loan manager. After reviewing their growth plan and financials, she found that Carlo’s House Keeper is a growing business.

Building Local Business ● Strengthening LA’s Workforce

www.EWDDLACITY.com

4
The business started with three clients and has grown to 16 clients in houses throughout Los Angeles, Woodland Hills, Van Nuys, and Reseda. This business expansion allowed the loan manager to help Carlos and Ana obtain a mini-Microloan of $3,000 to purchase additional cleaning equipment. They also hired two part-time employees to assist with the increased business.
BUSINESS METRICS:

<table>
<thead>
<tr>
<th>LABSCs Reporting:</th>
<th>North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microenterprise enrolled</td>
<td>22</td>
</tr>
<tr>
<td>Microenterprise assisted</td>
<td>59</td>
</tr>
<tr>
<td>Small businesses enrolled</td>
<td>11</td>
</tr>
<tr>
<td>Small businesses assisted</td>
<td>32</td>
</tr>
<tr>
<td>Number of BSC clients who attended workshops</td>
<td>116</td>
</tr>
</tbody>
</table>

WORKFORCE METRICS:
(-arrows indicate weekly trend)

CalJobs (online and mobile)

- 604 Registrations
- 18% ↑

WorkSource Centers

- 1,741 Enrollments
- 12% ↑

"Updates" is the weekly report from the EWDD Interim General Manager to the Office of Mayor Eric Garcetti, and is produced by EWDD’s communications section. If you have questions, comments or wish to have a contribution considered for an upcoming "Updates," please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org