

News for the Week of April 10, 2017

SOUTH LA BEAUTY SALON LAUNCHES MAKEOVER WITH EWDD ASSISTANCE



Isabel Beauty Salon is located at 4060 S. Central Ave. in South LA

Over the past 26 years, Isabel Beauty Salon in South Los Angeles has become a favorite local hangout, with lines of people waiting to get in for the latest hair style.

Still, even beauty trendsetters need an update. Salon owner Maria Cabrera wanted to expand her business, so she turned to the Central/West BusinessSource Center for business counseling and advice. The center has provided entrepreneurs and small business owners with training, technical assistance and access to capital through their Business Assistance Center since 1993. Working closely with the center, Ms. Cabrera completed a business plan and created a pricing strategy to further her business goals.

In late 2016, Ms. Cabrera was approved for a small business loan of \$20,000 to fund interior and exterior building improvements. In addition, the infusion of capital will allow Ms. Cabrera to remodel eight salon stations, hire four additional stylists and hire an additional nail technician to meet the growing needs of her clientele.

LOS ANGELES RECONNECTIONS CAREER ACADEMY RECOGNIZED FOR BEST PRACTICES



LARCA addresses issues of Economic Development, Education, Human Services and Human Revitalization, according to LA n Sync

The Los Angeles Reconnections Career Academy (LARCA) program was recently recognized as a best practices model of how to successfully serve Out-of-School Youth (OSY), one of four programs in the nation to receive this endorsement by the California Workforce Development Board. In Los Angeles, an estimated 97,000 youth are out of school and out of work, including 14,000 homeless youth and 8,278 in foster care. To address this need, the Economic and Workforce Development Department (EWDD) led a consortium of stakeholders in a large-scale effort to align the City's programs and transform youth centers into a one-stop shop for youth to gain access to education and work resources. The LARCA program enables participants to speak on-site with Los Angeles Unified School District (LAUSD) counselors about educational planning, sort out

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previous academic records and hear about work readiness certificate programs and pathways to healthcare careers. This innovative all-in-one approach has produced successful results, with nearly 1,100 youth receiving services since 2015. LARCA's streamlined approach reduced hurdles for youth seeking to obtain their high school diploma and find employment. The program also strengthened relationships between partners including EWDD, LAUSD and the Los Angeles Chamber of Commerce. LARCA is part of LA n Sync, a partnership that combines academic, civic, nonprofit, business and philanthropic sectors of Greater Los Angeles to pursue and win major funding opportunities. LARCA was highlighted in "Best Practices and Model Partnerships for Serving Out-of-School Youth under California's WIOA State Plan," a policy brief released in March 2017 by the California Workforce Development Board, which is comprised of governor appointed business leaders to advise Governor Jerry Brown on workforce development issues. The brief also recognized similar programs in Philadelphia, Baltimore and Washington State.

LA APPLICATION FOR YOUTHSOURCE TECH TALENT ADVANCES TO ROUND 2



On April 7, the City of Los Angeles received news that its application for the "YouthSource Tech Talent Pipeline Initiative" is one of seven finalists for the 2017 National Education Pathways with a Purpose Grant Awards Part II application for large cities. Sponsored by the United States Conference of Mayors and Strada Education Network, the \$100,000 grant, if awarded, would provide funding to expand the development of the Los Angeles region's future tech talent. The proposed program would be developed in partnership with EWDD and the Los Angeles Chamber of Commerce's Bixel Exchange, which currently works with ten community colleges, 30 high schools and more than 50 tech employers to connect students to the tech industry. The final application is due on April 28, with winners announced June 25.

PARA LOS NIÑOS CELEBRATES CERTIFIED NURSING ASSISTANT GRADUATES



Class of 2017 – Para Los Niños held a graduation ceremony for its Certified Nursing Assistant students. For many, this was their first experience with pomp and circumstance.

Donning cap and gowns for the first time, 17 students walked across the stage on April 7 to celebrate their graduation from the Certified Nursing Assistant (CNA) program at the Para Los Niños (PLN) YouthSource Center. PLN staff organized the event for students to give them the opportunity to experience the pomp and circumstance of a graduation ceremony with the support of family and friends in the audience. Students completed a customized 11 week intensive training that included classroom instruction and clinical skills training

though an externship at a clinical site. Approximately 53 students have graduated from CNA training since the program began in 2014. One hundred percent of the students who completed the program in 2015- 2016 are employed full time and a similar goal is set for the class of 2017, said Jorge Orozco, Director of PLN’s Youth Workforce Services. Several members of the class of 2017 have already received job offers while others have multiple job interviews lined up. PLN assisted students in completing their high school diploma or equivalent. Students then received training support services, tutoring, comprehensive counseling, leadership development, mentoring and intensive preparation for the state certification. Students will continue to receive support as they enter the workforce to maintain their success.

BUSINESS METRICS:

LABSC’s Reporting: Central West, Harbor, Hollywood, North Valley, South LA, South Valley, West Valley, Mid-City & East Los Angeles	
LABSC’s Not Reporting: None	
Pre-Startups Enrolled	79
Pre-Startups Assisted	52
Start-ups/Operating Businesses Enrolled	20
Start-ups/Operating Businesses Assisted	11
Workshops: Number of Clients Attended	67

WORKFORCE METRICS:

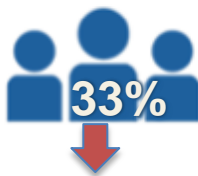
(Arrows indicate weekly trend)

JobsLA (online and mobile)



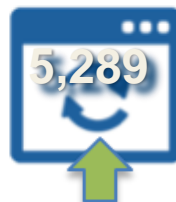
Page Views

(Up 8.6%)



New Visitors

(Down 0.5%)



New Sessions

(Up 9.3%)



Registrations

(Up 36%)

WorkSource Centers



Enrollments

(Up 10%)