



News for the week of April 4, 2016



COLLABORATION WITH PRIVATE SECTOR FOR HIRE LA'S YOUTH 2016 UNDERWAY; PITCH VIDEO RELEASED

EWDD staff this week met with 7-11 franchisees to recruit jobs for low-income youth as part of this year's Hire LA's Youth initiative. Not only did the franchisees agree, but as result of that meeting, 7-11's corporate officers in Houston agreed to spend \$7,000 on a video showing the chain's collaboration on job programs with

the City of Los Angeles. Hire LA's Youth is one of Mayor Eric Garcetti's top initiatives and this year the mayor set a goal of 15,000 jobs for youth between the ages of 14 and 24. In anticipation of the May 4 youth registration kickoff, EWDD communications staff worked with partners at the LA Area Chamber of Commerce to optimize the landing page at HireLAYouth.org for mobile devices. In addition, an EWDD-produced pitch video created during the 2015 campaign (*see photo, left*) is now available on the HireLAYouth.org website or [directly](#) through EWDD's YouTube channel. Meanwhile, EWDD staff continues to meet with LA Chamber, LAUSD, and other public-private partners to push this year's jobs drive forward. In advance of the May 4 youth registration kickoff, employers are [able to fill out applications](#) to participate in this year's program through a link on the HireLAYouth.org website.

GEDs completed in North Valley: YouthSource centers operated by Youth Policy Institute in Pacoima and San Fernando have enrolled 22 students in a GED preparation course. Two students have obtained their GED certificate and another four are expected to complete the program by the end of April.

ESL at work? Sí se puede! About two dozen Concourse hotel workers recently completed English-as-a-Second-Language classes as part of an innovative program to provide “upskill” training to the hotel’s staff. Housekeepers, room attendants and housemen celebrated graduation from the language courses during a March 31 event held at the LAX-based hotel. Concourse, a Hyatt-affiliated hotel, is undergoing a \$60-million renovation and has partnered with Hospitality Training Academy, the Workforce Development Board and UNITE HERE Local 11 to provide “upskilling” training through a \$100,000 Workforce Innovation Grant. Participants said that improving their English skills gave them confidence and would help them on the job. Graduates included Margarita Mendoza, 48, a native of El Salvador who’d never been in a classroom prior to her ESL training, Mario Bandera, 28, who came to the United States three years ago through the Cuban Refugee Adjustment Act, and Erika Romero 35, who arrived from El Salvador 15 years ago and recently became a U.S. citizen. Hospitality Training Academy has provided over 60 classes inside the hotel, including culinary, customer service and ESL. Graduation speakers included 11th District Councilmember Mike Bonin, EWDD General Manager Jan Perry and LA Workforce Development Board Executive Director Gregg Irish (*see photo above*).



Biz Report: BusinessSource centers in **Hollywood**, **North Valley** and **South LA** held workshops and made presentations on services available to 48 participants. The **Hollywood BusinessSource** center helped entrepreneur Maryanne Real obtain a \$5,000 Kiva Zip loan. In **South LA**, consultants helped Rosa Blanca, owner of a mini-market, receive an extension to resolve an issue with the city’s Health Department. They also helped the owner of Bandz Discount Store renew a doing-business-as license.

Metrics:

JobsLA enrollments: 1,102 (Two weeks)

WorkSource enrollments: 3,691 (Two weeks)

JobsLA.org: 578 average daily sessions with 95,145 page views for the week. Nearly 27% of visitors are new to the website.

“Updates” is produced by Catherine Saillant in EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Saillant at 213-744-9048 or at Catherine.Saillant@lacity.org.