



News for the week of May 2, 2016



TRAINING CITY'S YOUNG WOMEN TO CALL THE SHOTS

An innovative program training young women to work as basketball referees and scorekeepers at any of the city's 180 Recreation Centers concluded this week with 15 women picking up completion certificates. The women underwent six weeks of training, working from a curriculum developed by Sampson Brue, Regional Scout for the National Basketball Association's Referee Operations. The pilot program is a collaboration of EWDD and Recreation and Parks staff who wanted to increase the ranks of women refs in sporting events. Citywide about 2% of referees are female, said Rob De Hart, a supervisor in Recreation and Parks' Municipal Sports Section. The numbers are just as sparse at the national level, where two women currently work as officials in the NBA, Brue said. "There is a severe shortage of women refs nationwide," he said at the April 28 event in Boyle Heights where the young women picked up their certificates. "What better way to turn that around than at the

grass roots?" Janelva Williams was among those proudly accepting certificates that will allow them to work as independent contractors. Williams, scheduled to call her first game a few days later, admitted to a case of nerves. But her daughter Ja Narie Rhambo called her mother a "warrior" and predicted she would do a great job. Ja Narie also completed the course, saying working as a ref would give her some income as she worked toward her ultimate goal—becoming a sports psychologist. De Hart said Recreation and Parks will continue the pilot program but would ultimately be looking for additional funding to make it permanent. "We've shown that it works," he said.

Workforce Development Board: The City of Los Angeles Workforce Development Board's Oversight Committee held a public comment session on May 2 to review and discuss the City's Draft Annual Plan for Workforce Development Program Year 2016-17.

Social Media training workshops: EWDD staff on April 28 led two packed workshops on incorporating social media into marketing and community outreach efforts at the city's 16 YouthSource centers. The sessions were part of an all-day "Personal Development Day" for YouthSource staff and were so popular that follow-up training in the use of social media platforms is being formulated by EWDD staff.

Big turnout for Rams hiring event: Thousands of South Los Angeles residents turned out for a job fair held April 29 at the South Los Angeles WorkSource Center, with lines extending for city blocks. The draw was 1,600 positions available for primarily security and hospitality at concerts and sporting events, including the recently-arrived LA Rams, the LA Galaxy and USC/UCLA games. With a larger-than-expected turnout, job seekers who didn't have a chance to interview were invited back for second Rams hiring event in June. Print and TV media provided extensive coverage, documenting excited participants holding the large green tickets issued to successful candidates.



BusinessSource comes to rescue of East LA small business: NeoTech Automotive Service and Repair is owned by Manuel Orellana and is located at 3515 East 3rd Place in Boyle Heights. Mr. Orellana immigrated to the United States from El Salvador as an adolescent and grew up in East Los Angeles. After being in operation for one year NeoTech was cited by the Department of Building and Safety for un-permitted construction work. After a failed appeal, the City Attorney was threatening to prosecute Mr. Orellana and shut down his business. Recognizing the issue at hand, the East Los Angeles BusinessSource Center was able to intervene by drafting the building plans and obtaining certification from a structural engineer. NeoTech currently has six employees and is now in compliance with the City of Los Angeles.



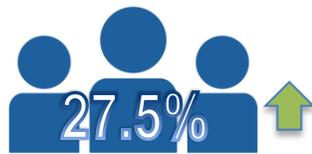
Small Business Day at City Hall: EWDD's Economic Development staff were on hand for Small Business Day at City Hall on May 2 to answer questions and hand out printed materials explaining how the Economic Development Division can help entrepreneurs start a business, obtain loans and navigate challenges. Joe Rouzan and Alex Lakshtanov are pictured at the EWDD table in the line-drawing photograph taken by GM Jan Perry, who provided welcome comments at the event.

WEEKLY METRICS

JobsLA:



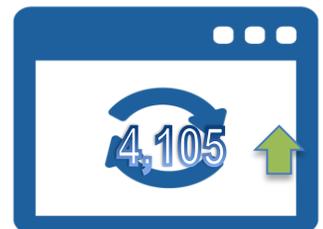
Page Views



New Visitors



JobsLA Enrollment



New Sessions

Workforce Enrollments:

“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.