

News for the Week of July 17, 2017

SPOTLIGHT ON EWDD WORKSOURCE CENTERS:

CA EDD AWARDS \$3M GRANT TO RETRAIN 600 AMERICAN APPAREL WORKERS

The City of Los Angeles Economic and Workforce Development (EWDD) WorkSource Centers received a spate of local news coverage following the California Employment Development Department's announcement in early July that it was awarding a \$3 million grant to EWDD and the County of Los Angeles Workforce Development Aging and Community Services (WDACS) to provide training and reemployment service for the 600 employees laid off from American Apparel. EWDD, in partnership with WDACS, Los Angeles Unified School District (LAUSD) and CA EDD submitted a joint grant application in April to receive \$3 million in federal funds to provide additional assistance to the approximately 3,457 American Apparel employees who lost their jobs when the company shut down in January 2017. Many of the employees worked at sites in Downtown Los Angeles, South Gate and La Mirada. The City of LA's Workforce Development Board (WDB) was allocated \$1.8 million, while LA County's WDB received \$1.2 million. "We are exceedingly pleased to receive this additional funding," said EWDD General Manager Jan Perry. "This additional funding will enable us to help more people get back to work." EWDD's WorkSource Centers have worked steadily with former American Apparel employees since the company closed, providing job training and guidance on how to apply for unemployment insurance, along with English as a second language (ESL) classes and computer training. On Monday July 17, the LA affiliate of Spanish-language network Telemundo ran a story featuring a career coach from the Los Angeles Trade Technical College (LATTC) WorkSource Center, along with two former American Apparel employees who said they were pleased with the support and job training they have received. One of the former employees added that she's now earning more at her new job than the \$10.50 per hour she earned at American Apparel. EWDD also received news coverage about the American Apparel grant from the Los Angeles Downtown News, KPCC.org, the Los Angeles Business Journal and LAist.



Telemundo ran a story about CA EDD's \$3M grant to retrain American Apparel workers. Featured were LATTC WorkSource Center Career Counselor Jessica Fuentes and a former American Apparel employee

ECONOMIC MOBILITY GRANT FROM BANK OF AMERICA PAVES WAY FOR 52 SLOTS IN HIRE LA'S YOUTH PROGRAM

For the second year in a row, Bank of America has provided a generous \$121,000 grant to the City of Los Angeles Workforce Development Board (WDB), paving the way for 52 slots in the HIRE LA's Youth program. Approximately 13,367 youth to date have signed up for the program, which is geared toward providing youth ages 14 to 24 in the City of Los Angeles their first job experience and placing them on the path toward becoming lifetime earners. City of Los Angeles Economic and Workforce Development Department (EWDD) staff is reviewing applications and have already started placing youth at jobs at several city departments, including the Department of Recreation and Parks and the Housing Authority. Mayor Eric Garcetti recently set a goal of hiring 20,000 youth for year-round employment by 2020. "Bank of America is thrilled to partner with City of Los Angeles Workforce Development Board and provide crucial opportunities for youth looking to join the workforce," said Raul A. Anaya, Los Angeles market president, Bank of America. "First job experiences are formative for young people in teaching them the value of hard work and saving money while increasing their self-confidence for continued future success." Bank of America will receive special recognition for their generous grant award, along with other donors to the HIRE LA's Youth program, at the WDB and Youth Council joint meeting on July 26.

HIRE LA'S YOUTH HELP CITY DEPARTMENTS FILL SUMMER JOB SLOTS

More than 1,500 young people who have signed up for a summer job through HIRE LA's Youth will have their first employment experience at the City of Los Angeles. City Departments have pledged approximately 1,526 slots for youth workers through the HIRE LA's Youth program. The Department of Recreation and Parks leads the way with 600 slots, followed by the Housing Authority at 400 slots and the Department of Water and Power with 161 slots. For the second year in a row, engineering firm Black & Veatch Corporation pledged \$2,300 to sponsor a position at the Department of Public Works, facilitated by Public Works Commissioner Luz Rivas.

THRIFT IT UP! THRIVES WITH HELP FROM SOUTH VALLEY BUSINESSOURCE CENTER



Avid thrift store shopper Ivanna Valdivia turned her passion for resale clothing into an online website, with guidance from the South Valley BusinessSource Center

The South Valley BusinessSource Center (BSC) provided San Fernando Valley entrepreneur Ivanna Valdivia with business plan development services that helped her grow Thrift It Up!, a website that specializes in affordable resale clothing. In 2016, Ivanna identified an online shopping gap for cost conscious thrift store clothing. She decided to launch her business, leveraging more than a decade of customer service experience, including managing more than 40 employees at one of the largest and most profitable thrift stores in the San Fernando Valley. Earlier this year, Ivanna visited the South Valley BSC seeking

advice on how to grow her business. She participated in their 2017 Business Startup Bootcamp and the

San Fernando Valley Small Business Networking Expo. With assistance from South Valley BSC staff, Ivanna is increasing marketing efforts for her business and is planning a Kickstarter campaign to raise \$25,000 to purchase a van or bus for a mobile boutique so she can bring Thrift It Up to outdoor events and festivals.

COMMUNITY NAVIGATION PROGRAM HELPS 500 PROBATIONERS

The Vernon Central/LATTC WorkSource Center, operated by EWDD contractor Coalition for Responsible Community Development (CRCD), held a month-long Community Navigation Program last month providing services to a minimum of 500 County-supervised probationers to assist them with integrating back into society with minimal complications. Services included referrals to WorkSource Centers for job leads and employment services, along with referrals to housing, counseling and other services.

PARA LOS NIÑOS SENIORS COMPLETE PROGRAM TO PREPARE FOR COLLEGE SUCCESS



Para Los Niños YouthSource Center high school seniors celebrate completion of the Escalera Taking Steps to Success program, designed to help them prepare for college

Nearly 30 high school seniors completed the Para Los Niños YouthSource Center Escalera Taking Steps to Success college curriculum, a year-long intensive college and career readiness curriculum. Students committed three to five hours a week to the program, which included sessions with the following components:

- **Program Sessions:** Students explored topics of self-awareness, leadership, self-advocacy, and college and career readiness in structured and supported ways.
- **Experiential learning:** Classroom learning with a focus on personal development and college and career readiness. Activities such as fieldtrips to colleges and universities, career shadowing days, summits, panels and conferences.
- **Summer Learning:** Experiences to expand student views and skill sets including internships and volunteer opportunities.

YOUTHSOURCE STUDENTS ATTEND LEADERSHIP SUMMIT IN PHOENIX, AZ

Sixteen Para Los Niños YouthSource Center students traveled to Phoenix, Arizona earlier this month to attend the National Council of La Raza (NCLR) Lideres Summit, a program designed to support the academic growth and develop leadership skills for Latino youth ages 14 to 23. The three -day summit

focused on professional development, civic engagement, higher education, career exploration, and networking opportunities. The goal of the summit is to empower and equip young adults to pursue positions of leadership and serve as agents of change in their communities.

BUSINESS METRICS:

LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
LABSCs Not Reporting: N/A	
Pre-Startups Enrolled	45
Pre-Startups Assisted	22
Start-ups/Operating Businesses Enrolled	29
Start-ups/Operating Businesses Assisted	39
Workshops: Number of Clients Attended	129

WORKFORCE METRICS:

(Arrows indicate weekly trend)

JobsLA (online and mobile)



Page Views

(Up 17.8%)



New Visitors

(Up 0.1%)



New Sessions

(Down 5.3%)



Registrations

(Down 2%)*

**Due to the PY 16/17 closeout, JobsLA figures for the week of 7.10.16 were incorrect. The correct figure was 530.*

WorkSource Centers



Enrollments

(Up 20%)