

EWDD UPDATES



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News for the Week of September 3, 2018

A CONVERSATION WITH....

FORMER LA LAKER METTA WORLD PEACE SPEAKS TO YOUTHSOURCE PARTICIPANTS



Former LA Laker Metta World Peace greets a YouthSource participant while EWDD General Manager Jan Perry looks on with EWDD Youth Operations Team staff.

Against a mural of hands reaching up towards a basketball, approximately 57 youth from five of the City’s YouthSource Centers recently learned the basics of the game from former LA Laker and Metta World Peace and how establishing a solid foundation in sports can help youth mentally prepare for decisions in day-to-day life. “Basketball is very similar to life,” Metta said. “The things you do today, that’s how you’re going to play. If you’re not preparing, if you don’t have the fundamentals, it’s going to affect your game.” Metta was the second guest in

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EWDD's "A Conversation With..." series, an event launched by outgoing EWDD Youth Operations Director Brenda Anderson to give the City's YouthSource participants an opportunity to interact with influencers who faced similar challenges and overcame obstacles to build successful careers. "Your environment and your situation does not define who you are," Brenda said to the youth audience. "You define who you are. Let today be the beginning of your future. I want you to listen to those who are speaking today, especially Metta. He was where you are, and look where he is now." Held August 30, 2018 at the Expo Center, the event launched with an opportunity for youth to run basketball drills with Metta and a group of his coaches. Metta then shared details about growing up in the Queensbridge projects in Queens, New York, his basketball career, including being part of the winning 2010 LA Lakers NBA championship team. He also talked about his current entrepreneurial efforts such as "The Panda's Friend" clothing line. Afterward, Metta fielded questions from youth ranging from "Who is your favorite rapper?" (Eminem) to how do you overcome trust issues? Metta encouraged the youth to learn how to be good parents, think before acting and seize opportunities. "Don't be afraid to do things that seem impossible," Metta said. "Just ask for help and try to reach those goals." Metta was the second guest in EWDD's "A Conversation With..." series. Last Thursday's event also marked Brenda's last day with the City after a 16-year career. Brenda may have retired, but EWDD staff will continue her legacy project. Upcoming discussion topics include foster care, LGBTQ issues and homelessness.



Approximately 57 youth from five YouthSource Centers run by EWDD partners Brotherhood Crusade, CRCDC, Para Los Niños and the Boyle Heights Technology YSC and the Youth Opportunity Movement Watts YSC had the chance to play basketball as part of "A Conversation with Metta World Peace."

EWDD WORKSOURCE CENTERS AND LA:RISE

This week, EWDD highlights two success stories from LA:RISE, a program designed to serve people who face the toughest challenges when looking for work, including the homeless, those with histories of past incarcerations and disconnected youth. These stories represent EWDD's 16 WorkSource Centers and the vital services they provide every day.

A NEW FIELD – JOB SEEKER TRANSITIONS FROM SEWING TO MAINTENANCE



LA:RISE helped Juan Salazar transition from a career in sewing to maintenance.

The Vernon-Central/LATTC WSC provided Juan Salazar, a father of three boys, with job training to transition from a career in the apparel industry to become a driver for CRCD Enterprises. Juan's primary skill was sewing and after recently losing his job, he was having a hard time finding work. Juan became interested in working for CRCD Enterprises after seeing their company trucks around his neighborhood. He stopped by to fill out a job application for a driver position and learned about the employment opportunities under LA:RISE. During his work experience, Juan gained new skills in janitorial work and painting. Juan's supervisor was impressed by his work performance and he was offered a permanent position as a driver for CRCD Enterprises. With the support of the Vernon-Central/LATTC WSC, Juan was provided with work shoes and a new work uniform. Juan said he is very grateful for the opportunity and is excited to share with his family about his new job with CRCD Enterprises.

VERNON-CENTRAL/LATTC WSC HELPS RE-ENTRY WORKER, FATHER OF 3 FIND JOB

The Vernon-Central/Los Angeles Trade Technical College (LATTC) WorkSource Center (WSC), through the LA:RISE program, provided Vernon Shepard with work shoes and support to start his first job after serving 16 years in prison. Vernon, a father of three, was facing the challenges of homelessness, when he visited the offices of Coalition for Responsible Community Development (CRCD) Enterprises, a professional maintenance services company. EWDD partner CRCD also runs the Vernon-Central/LATTC WSC and the City's South Region YouthSource Center. CRCD staff enrolled Vernon into the LA:RISE program, which helps individuals with high barriers to employment, including the unsheltered, re-entry workers and



LA:RISE helped Vernon Shepard get a job at CRCD Enterprises.

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disconnected youth, get good jobs and stay employed. Through LA:RISE, Vernon developed janitorial skills and learned how to maintain an apartment building as part of the janitorial team of the Skid Row Housing Trust. Vernon also learned how to work in a diverse environment and how to work well with a team. Vernon quickly gained the trust of not only his supervisors but also of the Skid Row community, where he is very loved and missed on his days off. Vernon is now a permanent employee of CRCD Enterprises. Vernon said that he is very grateful to be a part of LA: RISE and to continue learning and growing with CRCD.

NORTH VALLEY BSC HELPS ENTREPRENEUR LAUNCH ESSENTIAL OIL SKIN CARE LINE

The North Valley BusinessSource Center (BSC) provided entrepreneur Maria Suarez step-by-step guidance to develop a business plan with financial projections and assisted her with filing a DBA (Doing Business As) to launch her essential oils skin care line Blend Essence. Maria, a Latina mother of three, has a passion for natural products and decided to make her own skin care products. After spending several years researching the best ingredients for skin rejuvenation and restoration, Maria began making her own essential oils. Last year, Maria visited the North Valley BSC for assistance to develop her business idea. She received step-by-step guidance to determine if current essential oil products would generate a profit. After receiving continuous consultations and attending several social media workshops, Maria launched the [Blend Essence online store website](#). She created a full-time job for herself, and is now financially independent.



BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
Microenterprises enrolled		32
Microenterprises assisted		38
Small businesses enrolled		6
Small businesses assisted		16
Number of BSC clients who attended workshops		68

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



696
Registrations

13%

WorkSource Centers



1,668
Enrollments

18%

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

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