

CITY OF LOS ANGELES

CALIFORNIA

Carolyn M. Hull
GENERAL MANAGER




ERIC GARCETTI
MAYOR

**ECONOMIC AND WORKFORCE
DEVELOPMENT DEPARTMENT**

1200 W. 7TH STREET
LOS ANGELES, CA 90017

DATE: June 24, 2020

TO: LA's Youth Workforce Development System

FROM: Gerardo Ruvalcaba, Director 
Workforce Development Division

**SUBJECT: WDS INFORMATIONAL BULLETIN No. 20-42
HIRE LA'S YOUTH APPLICATION PLATFORM – LAUNCH
WEDNESDAY, JUNE 17, 2020**

EFFECTIVE DATE:

This bulletin is effective upon date of issuance.

PURPOSE:

The purpose of this bulletin is to notify YouthSource Centers (YSCs), Summer (SYEP) Providers, Unite-LA, and P3 partners about the new HIRE LA's Youth Automated Application Platform www.hirelayouth.com.

BACKGROUND:

HIRE LA is the result of the City of Los Angeles' (City) campaign to provide employment opportunities to young Angelenos. Youth employment programs are a vital component of the Workforce System, providing youth with an opportunity to earn a paycheck while developing foundational workplace skills for well over 30 years in the City. The program's success is well documented each year. This year's program is projected to reach over 6,000 14–24-year-olds. Though some youth will work with the City, most will be placed in private companies/host worksites.

The Economic and Workforce Development Department (EWDD) administers the City's Youth Workforce System, which is comprised of fourteen (14) YSCs and eight (8) non-YSCs/SYEP Providers. Service providers operate the centers under contract with the City of Los Angeles - EWDD, most of which are community-based, non-profit organizations. The centers provide young Angelenos ages 14–24 with the support and resources needed to succeed in school and life. Youth receive financial education and career development instruction as part of the program. A HIRE LA's Youth web-based platform will facilitate more efficient and effective processes for registration/application, campaign lottery, and data management for both contracted providers and EWDD staff.

In January 2019, EWDD's youth section began to procure an automated platform to manage HIRE LA's Youth. This platform will facilitate more efficient and effective processes for youth to apply and register for subsidized opportunities, effectively participate in the lottery, and manage data for both contracted providers and EWDD staff.

REQUESTED ACTION

This bulletin serves as a call for YSCs, SYEP agencies, Los Angeles Unified School District (LAUSD), Unite-LA, and system partners to have youth visit the new and improved HIRE LA's Youth website at www.hirelayouth.com.

This bulletin also serves as a reminder for YSCs and SYEP agencies to visit the provider site www.enrollment.Hirelayouth.com. In the provider site, youth contact information can be retrieved, and program slots can be managed.

WDS CONTACT

If you have any questions or require further information related to this bulletin, please contact Makeda Vela at Mekeda.Vela@lacity.org or at (213) 744-7345, TRS 711

GR:MV:FL:cg

Attachment: Hire LA Youth Program Flyer