

# CITY OF LOS ANGELES

CALIFORNIA

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INTERIM GENERAL MANAGER

ECONOMIC AND WORKFORCE  
DEVELOPMENT DEPARTMENT

1200 W. 7TH STREET  
LOS ANGELES, CA 90017



ERIC GARCETTI  
MAYOR

**DATE:** October 30, 2019

**TO:** LA's Workforce Development System

**FROM:** Gerardo Ruvalcaba, Director  
Workforce Development System *RR for GR*

**SUBJECT: WDS DIRECTIVE No. 20-08  
INCREASING WORKSOURCE PARTICIPANT ENGAGEMENT**

## EFFECTIVE DATE

This bulletin is effective upon issuance.

## PURPOSE

The purpose of this directive is to collect information and documentation related to activities at each WorkSource Center (WSC). This information will be used to pilot a system that sends out announcements and reminders to clients via text message to remind them of upcoming activities, workshops, and events that might be of interest. Messages will prompt certain job seekers to attend workshops, check in with their case managers, and/or reflect on short-term goals in their job search.

The messages will be sent via text, and will be automatically personalized with information that pertains to their WSC, including details of upcoming workshops, recruitments and job fairs. Specifically, we seek to increase the completion of the orientation and enrollment process among new job seekers, and increase attendance at workshops at job centers across all clients, along with other job-seeking activities. The pilot system aims to increase overall participant engagement in workforce services. *These messages will be sent out by the Mayor's Innovation Team (i-team), and will not require any action from WSC staff.*

## BACKGROUND

The Economic and Workforce Development Department (EWDD) has partnered with the City of Los Angeles Mayor's i-team and UC Berkeley to use text messaging to encourage more engagement with WSCs among new and current job seekers.

This summer, the Mayor's i-team and UC Berkeley staff spoke with WSC Case Managers and Directors across Los Angeles to understand the different types of workforce services offered and also learn of the barriers job seekers face in engaging with and utilizing WSC services.

**REQUIRED ACTION**

EWDD and/or a member of the Mayor's i-team will be reaching out to you to collect pertinent information and documentation to ensure a more positive response by the participants. In order to provide accurate information to clients through this pilot, all WSCs are to provide the following:

**1. Calendar of Events**

A list or calendar of events for all upcoming activities such as workshops, recruitments, job fairs, etc. planned for months of October, November and December of 2019. Please ensure the events include activity name, date, time and location.

**2. WSC Contact**

Designate and provide a WSC point of contact (name, phone number and email) who receives all WSC workshop and orientation sign-in sheets.

**3. WSC Sign-In sheets**

Provide a copy of all sign-in sheets used for WSC workshops and orientations with the participants name, phone number and email address. Feel free to redact any additional information.

**DEADLINE FOR RESPONSE**

All WorkSource Centers are to provide the information and/or documentation being requested by **Friday November 1, 2019** to EWDD and/or a member of the Mayor's i-team.

Brendan Bailey of the Mayor's i-team will be reaching out to you shortly to gather this and any other additional information and documentation needed.

Privacy and data security is of paramount importance to us. Data such as first and last names, phone numbers and email addresses is considered to be non-sensitive personal identifiable information according to the United States Department of Labor (DOL). EWDD will ensure information shared during this pilot complies with US DOL guidelines and the Departments Personally Identifiable Information (PII) Policy.

**EWDD CONTACT**

Please contact Sarai Molina at [Sarai.Molina@lacity.org](mailto:Sarai.Molina@lacity.org) or at (213) 744-7162, TTY (213) 744-9395 with any questions about this directive.

GR:TJ:SM:cg