

EWDD **UPDATES**



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News for the Week of August 27, 2018

EWDD CELEBRATES CULMINATION OF HIRE LA'S YOUTH FINANCIAL COACHES



On August 16, 2018, 28 HIRELA'S Youth were honored at the EWDD Main Conference Room for completing an eight-week internship as Peer Financial Coaches. Two Peer Coaches were based at each of the City's 14 YouthSource (YSC) Centers, where they provided financial literacy orientations and one-on-one coaching to more than 700 summer youth participants. Training topics focused on banking, saving, and helping youth find affordable and safe financial products. This is the third year Cities for Financial Empowerment (CFE) funded the Peer Coach model in Los Angeles, and the first year all 28 Peer Financial Coaches were implemented across the YouthSource System. Last year, as part of a pilot program, the Peer Financial Coaches were based at the Boyle Heights Technology YSC and the

Youth Opportunity Movement YSC in Watts. City of Los Angeles Economic and Workforce Development Department (EWDD) General Manager Jan Perry passed out certificates honoring each intern. "Thank you for all your hard work this summer," she said. "You made a much greater impact because they (youth participants) will listen to you." As part of the internship, each peer financial coach participated in CFE's #SummerJobsConnect Twitter campaign. The interns also delivered final projects about what they learned this summer in creative forms, including skits, short films and poems. Students voted for their favorite final project, choosing Peer Financial Coach Mary Cruz for a video she produced where she rapped about financial literacy. Congrats HIRELA'S Youth CFE interns!

SOUTH VALLEY WSC & LA VALLEY COLLEGE TEAM UP TO TRAIN HR ASSISTANTS



LA Valley College and the Canoga Park/South Valley WorkSource Center celebrated the 30 graduates from the Human Resource Assistant Academy on August 24, 2018

The Canoga Park/South Valley WorkSource Center (WSC) and Los Angeles Valley College (LAVC) recently teamed up to provide an accelerated five-week Human Resource (HR) Assistant Academy program free of charge to approximately 30 job seekers, with the goal of getting them back into the workforce right away. “I think it is a great example of a community college partnering directly with a WorkSource Center on a team approach to specialized training,” said Doug Marriott, dean of Adult/Community Education and Workforce Development at LAVC. As part of the partnership, LAVC condensed their standard 17-week HR Assistant program into five weeks. Students received an intensive introduction to HR Management including HR compliance, investigations in hiring, recruitment and selection and sexual harassment litigation. “We have tailored our standard HR Assistant program to support displaced workers both back into the labor market and back into the labor market with skill sets that meet – or exceed – currently employed professionals in the HR arena,” said Jonathan Arnold, director of Professional Extension Programs at LAVC. The Canoga Park/South Valley WSC typically serves

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job seekers who have a background in professional services, said Sorie Alba, Business Services Manager. Recently the Canoga Park/South Valley WSC realized they had a large enough cohort to fill a class and the HR Assistant Academy Program provided an opportunity for the job seekers to expand their skills to provide an HR role at smaller companies that may not have a dedicated HR professional, Arnold said. The WSC was able to provide funding for the course, allowing students to attend the \$1,615 course for free. On Friday, August 24, 2018, LAVC celebrated the recent HR Assistant Academy grads at a culmination event. For Bridgette Williams, the training taught her valuable skills that will assist her in finding her first new job after she was laid off as an executive assistant from a biotech company she had worked at for 18 years. “Just because I’m 58 does not mean I’m not employable,” she said. “I can still serve in some capacity somewhere. I’m looking for an environment I want to be in. I’m not just looking for a job.”

MID CITY BSC HELPS ENTREPRENEUR GET REDUCED RENT, SAVE HANDBAG SHOP



The Mid City Region BusinessSource Center helped entrepreneur Jenny Chih save her store JC Handbag, by negotiating a rent reduction and assisting her in developing a method to track business expenses

The Mid City Region BusinessSource Center helped entrepreneur Jenny Chih address cash flow issues, negotiate a reduced monthly rent and develop a system to track her expenses, allowing her to retain her business JC Handbags, along with her livelihood. Since 2013, Jenny has owned JC Handbags in Santee Alley, a retail shopping area in the Fashion District of downtown Los Angeles. Due to personal circumstances, Jenny ran into cash flow issues that affected her business. She struggled to make the monthly business rent and began to accumulate late fees. She eventually received a letter from an attorney regarding collections, and due to her limited English she was never able to develop a resolution to her business problem. Through a referral to the BusinessSource program, Jenny met Wai-Ling Chin, a business counseling manager at the Mid City Region

BusinessSource Center. Wai-Ling was able to help Jenny negotiate a reduced rent and late fees. Wai-Ling also created a spreadsheet to help Jenny manage JC Handbag's expenses, which allowed Jenny to quickly identify how much she needed to stay in business, along with how much was left to pay down the past due rents. Jenny is now on track to pay down her debts and once her business is profitable, she plans to apply for a small business loan to expand.

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprises enrolled	27
Microenterprises assisted	37
Small businesses enrolled	4
Small businesses assisted	22
Number of clients who attended workshops	146

WORKFORCE METRICS:

(arrows indicate weekly trend)

CalJobs



798
Registrations

12%

WorkSource Centers



2,027
Enrollments

9%

“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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