

EWDD **UPDATES**



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News for the Week of September 10, 2018



(Left to right) City of LA Workforce Development Board Chair Charlie Woo, HIRELA’s Youth participant Nestor Reyes and EWDD General Manager Jan Perry at the inaugural HIRELA’S Youth Heroes reception at City Hall.

HIRELA’S YOUTH HEROES – DONORS HONORED AT LA CITY’S TOM BRADLEY TOWER

Nearly 30 people attended the first HIRELA’S Youth Heroes event Wednesday September 12, 2018 at the Tom Bradley Tower at LA City Hall, the first “Youth Heroes” event to celebrate donors whose sponsorships make it possible for young Angelenos ages 14-24 gain their first work experience. “Most of the young people come from underserved communities, so to have the opportunity to work at their first job and actually earn their very first paycheck is really, really quite a blessing,” said City of Los Angeles Economic and Workforce Development Department (EWDD) General Manager Jan Perry, who served as program emcee. “When you

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invest in the HIRELA's Youth program, you invest in the future of our city because we're training the next generation of young people to work." Honorees included the Citi Foundation, Bank of America, Cathay Bank, Farmers & Merchants Bank, Royal Business Bank, the Mizrahi Tefahot Bank and the University of Southern California. The event, held by EWDD and the City of Los Angeles Workforce Development Board (WDB), was an inaugural reception geared toward the business community to recognize donors and encourage them to spread the word about the program to other corporations. "Research shows that when young people, when students have job experience they're a lot more likely to graduate, to get jobs and to be productive members of society," said Charlie Woo, WDB chair. "It's that first job that is so important to the rest of their lives." WDB member and Bank of America Senior Vice President Garrett Gin said Bank of America is proud to be part of the program and of the contributions of the HIRELA'S Youth interns at their consumer banking branches. "As banking is transforming, these young people are the ones that are really helping demystify technology and mobile banking, and how to operate these new-fangled ATMs that sometimes scare people. That's how our communities are going to change for the better, by letting these young people really shine." HIRELA's Youth participant Nestor Reyes shared his story with the donors, detailing how the program gave him his first real job opportunity following his release from a 5-year prison term and helped him focus on furthering his education rather than returning to his previous life. "I wouldn't have such a bright future and be standing in front of you if it wasn't for this staff, this program, you guys that donate. It really saved my life." he said. "Because when you come from where I come from, not too many people will give you the opportunity. But if you give someone the torch they'll start running if you believe in them." HIRELA's Youth is a year-round youth employment program that provides an opportunity for City of LA youth ages 14-24 to get their first paid job experience and get on the path toward prosperity as a lifetime earner. For more information, visit www.hirelayouth.com.



WDB member and Bank of America Senior Vice President Garrett Gin (left) said his company is proud to be part of the HIRELA's Youth program. The bank donated \$147,861 to the program, paving the way for 59 youth slots.

SOUTH LA WSC & LAVC PARTNER TO TRAIN JOB SEEKER FOR NEW CAREER



The South LA WSC provided funding for Jessica Lotka (right) to enroll in the LAVC Manufacturing Academy in the summer of 2017. She credits the academy for providing her training that prepared her for a new career.

The South Los Angeles WorkSource Center helped job seeker Jessica Lotka receive National Emergency Grant (NEG) funding to attend the Manufacturing Academy at Los Angeles Valley College (LAVC) which provided her training to quickly land employment in a new industry. “Before starting the Manufacturing Academy classes, I worked 15 years for cellphone refurbishing companies. Unfortunately in my last job the company went bankrupt. Today these companies and other similar ones are out of business,” Jessica said. “At that moment, I decided that I should learn new concepts to be able to improve myself, be at the forefront of technology and be competitive in the labor market.” Jessica initially enrolled at LAVC to improve her English language skills when a counselor recommended she investigate LAVC’s job training opportunities. In the summer of 2017, Jessica enrolled in the Manufacturing Academy, a six-week training program that focuses on conventional and Computer Numeric Control (CNC) Machining, inspection, blueprint reading and job readiness skills. Within one week after completing the academy, Jessica was hired and began working as a Calibration Technician II at Dytran Instruments, Inc. in Chatsworth. Jessica recently celebrated her one-year anniversary with the company and she is now responsible for performing calibration on

accelerometers, force and pressure sensors. Jessica said she credits the academy instructors for teaching her new skills, specifically how to read blueprints and the use of inspection instruments, that helped lead to her new job. “The most important aspect of the training was that the staff and collaborative team were always concerned about the students’ learning, support, and suggestions for our success,” she said. “I found the job on the last week of the training. I started working exactly one week after my graduation. My future goals are to continue growing professionally to contribute and be useful with Dytran, the company which gave me this new opportunity, with my family, society, and of course with myself!”

USC CELEBRATES THE CULMINATION OF 50 HIRELA’S YOUTH SUMMER INTERNS



The University of Southern California recently celebrated the more than 50 local high school and community college HIRELA’S Youth participants whose first job experience at USC exposed them to the opportunities available through campus life. Irene Rodriguez, vice president of business development for the USC

Credit Union has participated in the HIRELA’s Youth program for three years. “We teach them life skills,” she said. “At the Credit Union we pride ourselves on educating them on credit, credit building, the basics of managing a savings and checking accounts. They leave with a wealth of knowledge that they can take along their lives.” For many of the HIRELA’s Youth participants, working on campus helps them see that they too can be part of the college experience. “Many have commented, I never thought about going to college and now I’m definitely going to college,” Rodriguez said. That was the case for HIRELA’s Youth participant David Amaya, who worked at USC’s Civic Engagement office, focusing on outreach to local small businesses regarding the Bridges to Business Program. David initially joined the program to earn money to help support his family. Now he is considering pursuing a mechanical engineering degree and eventually launching his own small business.

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor	
Microenterprise enrolled		24
Microenterprise assisted		46
Small businesses enrolled		4
Small businesses assisted		16
Number of BSC clients who attended workshops		57

WORKFORCE METRICS:

(arrows indicate weekly trend)

CalJOBS *(online and mobile)*



665
Registrations

4%

WorkSource Centers



1,664
Enrollments

0.2%

“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