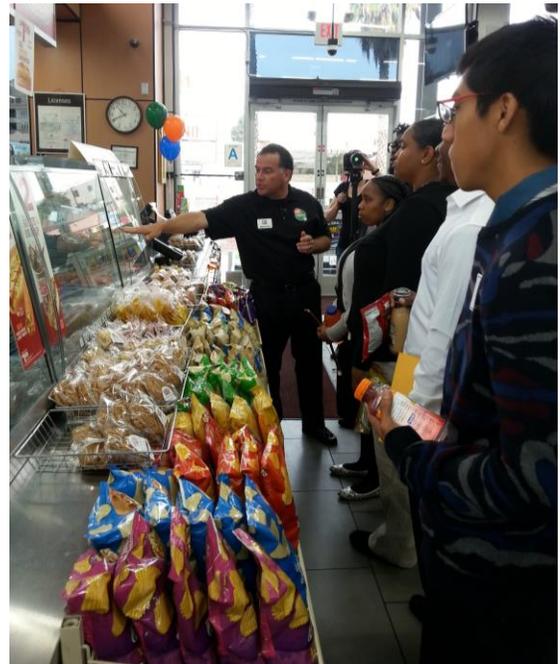




News for the week of April 11, 2016

EWDD, 7-11 PARTNER ON JOBS FOR YOUNG ANGELENOS AND AN EDUCATIONAL VIDEO

A 7-11 store is a staple of life in Los Angeles neighborhoods—and now the convenience store chain is joining forces with EWDD to hire young people and provide on-the-job skills and training at its more than 800 outlets across the region. Franchise owner Shokat Ali and his family operate 19 stores, all in L.A. On April 7 Ali hired four applicants referred by the South Los Angeles YouthSource Center and worked to place another 10 at other locations. What's more, corporate officials are producing an educational video that will be used to urge other 7-11 store owners to partner with the City of LA's workforce system for their employment needs. Dennis Francis, *(leading applicant training, right)* a 7-11 marketing



official, said the chain is looking to form closer bonds with the communities in which it operates. Hiring from local neighborhoods, he noted, benefits both 7-11 and the city's workforce development system. "We are working together as a team to create jobs," he said. The collaboration dovetails with Mayor Eric Garcetti's 2016 Hire LA's Youth program initiative. The mayor has set a goal of helping 15,000 youth ages 14 to 24 find summer and year-round jobs. During last week's video shoot, applicants were told they would learn valuable retail and business skills as part of 7-11's training program, and perhaps even one day operate their own 7-11 store.

South LA biz owner gets loan: Javier Serrano Jr, owner of Chile Serrano discount store in South Los Angeles, was provided technical assistance and a \$7,000 working capital loan with the help of staff at the South LA BusinessSource Center. Serrano opened his doors in 2012 and wanted to expand but was having difficulty obtaining a loan from conventional lenders. He enrolled in the BusinessSource

program and received help applying for a Credit Builder Loan offered by Opportunity Fund. Serrano has increased his inventory and the lender is now considering his business for a line of credit.

LA:RISE recognition: EWDD General Manager Jan Perry on April 11 awarded a certificate of recognition to Baked LA for being the first employer to hire from LA:RISE. The event took place at the LA Area Chamber of Commerce. LA:RISE is a five-year, \$6M project of the Department of Labor's Workforce Innovation Fund to stimulate job acquisition and retention for individuals with barriers to work. LA:RISE integrates the City of LA's workforce development system with non-profit social enterprises and for-profit employers.

USC Village project puts local residents to work: The \$700 million USC Village project is paying dividends for workers who live close to the construction project that will add student housing, retail



(Photo courtesy of USC News/Gus Ruelas)

and open space to the USC campus. Fifteen percent of the 3,200 who have worked on the project live within five miles of the university campus. One-third live in the City of Los Angeles, according to numbers provided by USC's media department. That amounts to hundreds of Angelenos employed close to home, including (see photo, from front left) pipefitter Brandon Griggs, welder/pipe fitter Sheila Cooper, man-lift operator Dianne Bryant and (back row) carpenters Anthony Fagan and Robert Gandara. Locals learned about the work through job fairs hosted by a variety of groups, including the South LA WorkSource

Center, which conducts orientations on the first and third Thursday of every month. "The goal is to equip people with the skills for a lifetime," said Henryetta Andrade, director of South LA WorkSource Center, an EWDD contractor, [told USC News in a recent article](#).

Extra training gives job candidates leg up: Applicants for custodial positions within the Los Angeles Unified School District received training and support from staff at the West Adams WorkSource Center as they went through a lengthy hiring process. West Adams, an EWDD contractor, provided two weeks of custodial and maintenance training, and performed other pre-screening procedures for the school district. Ninety-two percent passed an LAUSD exam to become a building and grounds worker. LAUSD officials were so impressed that they are expanding the West Adams program to a tandem hiring effort in the San Fernando Valley.

Biz Report: BusinessSource centers in **North Valley, Hollywood** and **South Valley** provided outreach, workshops and informational sessions to 55 participants.

Small Business Loan workshops: The Economic Development Division continues its efforts to spread awareness of the city’s Small Business Loan program. Staff recently met with Council Districts 2 and 10, the Echo Park Chamber of Commerce and business owners at Council District 14’s monthly Business Watch meeting to explain the funding process. The loan program’s target market is new or growing businesses that cannot access capital through private lenders.

Metrics:

Jobs LA website: 22,416 average daily users with 79,313 total users for the week. The numbers reflect a big jump to 68% in new visitors, about double the normal rate. It appears that word of the JobsLA website has reached Sacramento, resulting in the highest traffic for the week.

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