

EWDD **UPDATES**



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News for the Week of November 20, 2017

YOUTH ATTAINS FIRST JOB WITH COACHING FROM NORTH VALLEY WSC



The North Valley WorkSource Center helped a young man with mild autism develop job hunting skills, ultimately helping him land his first job as a package handler with FedEx Ground. When Alejandro Bergara, 22, first visited the North Valley WSC in July 2017, he did not know how to complete a job application. Alejandro shared that he had difficulty finding employment while dealing with the struggles of mild autism, but with guidance from his case manager and the center’s business service representative, Alejandro learned how to apply



The North Valley WSC helped Alejandro Bergara, find his first job.

for positions on his own. He also received resume assistance, feedback on mock job interviews and attended job fairs and job recruitment events at the WorkSource Center. At a recent job fair Alejandro had a successful interview and was offered a job with FedEx Ground. Alejandro’s family said they are extremely grateful for the center’s assistance and helping Alejandro achieve the milestone of getting hired for his first job. “He’s so very happy, he came and hugged me,” said Catalina Rodriguez, Senior Business Service Representative at the North Valley WSC. “He was so super happy, and his mother too. They are so appreciative that we took the time to coach him, to take him farther. We went the extra mile with him.”

NORTH VALLEY WSC HELPS MAN OVERCOME HURDLES AND FIND SECURITY JOB



The North Valley WorkSource Center provided training and employment assistance to Emeka Okonweze, helping him find a well-paying job as a security guard with a salary that allows him to afford a place to live. Upon his first meeting with a case manager at the WorkSource Center in July 2017, Emeka, 56, was living in a state of housing insecurity, sometimes staying at a relative’s home, but otherwise homeless. Remaining proactive in his job search, Emeka took public transportation to the WorkSource Center several times a week to use the computer lab to look for work. After speaking with his case manager about potential career paths, Emeka enrolled in a comprehensive security guard training course in Van Nuys. Emeka completed the course in September 2017. He was recognized as an exceptional student and hired for a full-time estate security position that pays \$20 an hour.

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Emeka is now able to afford housing. After demonstrating excellence on the job, the company offered to co-sign a company car for him so he no longer has to rely on public transportation to get to work. Emeka recently returned to the WorkSource Center to thank his case manager and staff for helping him overcome his challenges to find a job opportunity.

EWDD YOUTH STAFF RECEIVES OUTSTANDING SOCIAL MEDIA TEAM AWARD

The City of Los Angeles Economic and Workforce Development Department Youth Operations team recently received an Outstanding Social Media Team Award from the Cities for Financial Empowerment Fund (CFE) for delivering the most tweets during the #SummerJobsConnect Twitter campaign. The 12-week program asked youth across 13 cities nationwide to share their thoughts about the importance of summer jobs. CFE and the



(Left to Right) Nancy Herrera, Elis Lee and Brenda Anderson celebrated of EWDD's Youth Operations Team accepted an Outstanding Social Media Team award from CFE.

Citi Foundation donated \$400,000 to HIRE LA's Youth program earlier this year. Youth participated from the Boyle Heights Technology YouthSource Center and YO! Watts YouthSource Center, garnering 1st place for providing the most tweets in the campaign. In total, #SummerJobsConnect campaign generated more than 3,500 mentions on Twitter, with 534 engaged users, approximately 1.885 retweets and 390 email submissions. Youth participant Jacqueline Sanchez from the YO! Watts YSC had the distinction of submitting the first tweet in the campaign. Youth participant John Ayala from YO! Watts, who also served as a Financial Services Coach

representative and taught other youth financial literacy skills as part of the program, was selected to be featured in a CFE video about the campaign. "Coming from a low income community where not everyone



John Ayala @johnayala850

Having to feel like a hero and having the super power to teach is my favorite part of my job! 🦸
#SummerJobsConnect #LAEWDD

is taught financial literacy can be really dangerous," John said in the video, which he originally published on Twitter. "I love feeling like a super hero and having the super power to teach. I also help them make sure they make the right financial decision that is going to affect their lives." Thanks all for representing @LAEWDD!

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
LABSCs Not Reporting:	None
Pre-Startups Enrolled	20
Pre-Startups Assisted	21
Start-ups/Operating Businesses Enrolled	21
Start-ups/Operating Businesses Assisted	23
Workshops: Number of Clients Attended	17

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



106,859
Page Views

17.5%



29.5%
New Visitors

2.9%



4,412
New Sessions

8.2%



540
Registrations

10%

WorkSource Centers



N/A this week
Enrollments

“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