

EWDD UPDATES



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News for the Week of February 26, 2018

EWDD WORKSOURCE CENTERS HONORED FOR TARGETED LOCAL HIRE PROGRAM



EWDD WorkSource Centers were recognized at City Hall this week for their involvement in the Targeted Local Hire Program

The City of Los Angeles Economic and Workforce Development Department’s 16 WorkSource Centers and two Job Portals were recognized at City Council Friday, February 23, 2018 for their efforts on the one-year anniversary of the Targeted Local Hire Program. More than 215 people have received civil service jobs with the City of Los Angeles through the program, which is designed to help under-served and under-employed Angelenos find an alternative pathway to civil service careers at the City. EWDD has worked closely with the City’s Personnel Department to help fill these positions, which include vocational, custodial and clerical jobs at various City departments, including the Los Angeles International Airport (LAX) and the Los Angeles Public Library.

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LOS ANGELES LIBRARY PORTAL HELPS WORKER FIND TARGETED LOCAL HIRE JOB

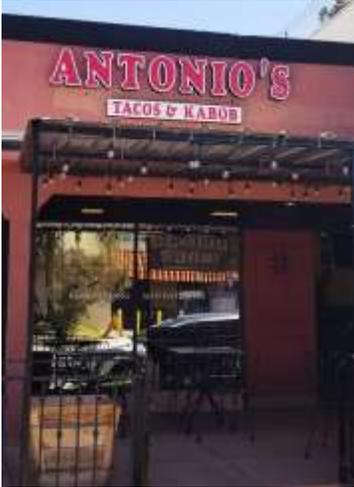
The Los Angeles Public Library (LAPL) WorkSource Portal in Downtown Los Angeles recently helped a woman secure a full-time, civil service job on a professional track with LAX through the City's Targeted Local Hire Program (TLHP). In 2017, Lydia met with Workforce Specialist Johnathon M. Davis at the LAPL Portal for assistance to find a job. Lydia initially expressed interest in the construction trades. Johnathon noticed Lydia possessed the job readiness skills to pursue a professional career and could benefit from the Targeted Local Hire Program, which is designed to help under-served and under-employed Angelenos find an alternative pathway to Civil Service Careers at the City. Lydia was referred to the Downtown/Pico-Union WorkSource Center application site to initiate and complete the required application process. Lydia completed all the steps and was placed into the application pool for available



The Los Angeles Public Library WorkSource Portal helped Lydia launch her civil service career at LAX through the City of LA's Targeted Local Hire Program

City positions. Lydia continued to work with a workforce specialist, where she received assistance with job seeking strategies, resume preparation and interview coaching. Within a few months, Lydia was contacted by the City for her first interview. Ultimately, Lydia received a phone call from the City of Los Angeles with an offer to begin the process of becoming a civil service employee at LAX. Johnathon was ecstatic to hear Lydia's news. "This is why we are the City of Los Angeles," he said. "We are made up of the interwoven fabric of our diverse communities, while tasked with bringing forth positive changes for one another." During the call, Lydia expressed the need for professional work attire and transportation assistance, which EWDD was able to provide through our supportive services. Lydia was also seeking to improve her computer skills when Johnathon introduced the idea of enrolling into the free online computer skills courses provided by the Los Angeles Public Library. As of today, Lydia is elated about her new position and the overall trajectory of her future toward attaining a successful and sustainable career with the City of Los Angeles.

NORTH VALLEY BSC HELPS ENTREPRENEUR MARKET ANTONIO'S TACOS & KABOB



Antonio's Tacos & Kabob new Northridge location opened with help from the North Valley BSC

The North Valley BusinessSource Center (BSC) has provided ongoing business assistance to entrepreneur Raymond Kachatourian, helping him market the opening of his second Antonio's Tacos & Kabob location in Northridge, California. Raymond Kachatourian, who has more than 25 years of experience in the restaurant and catering industries founded Antonio's Tacos & Kabob in Pacoima, an establishment that serves both Mexican and Mediterranean food, in June, 2013. For the past 18 months, the North Valley BSC has provided Raymond business assistance, helping him market his business throughout the North and West Valley communities and assisting his efforts to obtain a Beer and Wine license to increase his revenue. The North Valley BSC is also hosting a grand opening for the new Northridge location on March 6, with a ribbon cutting ceremony featuring officials from Council Districts 7 and 12. The new location has created five new jobs and North Valley BSC staff is helping Raymond find and hire more employees.

EWDD AND WDB SHOW SUPPORT FOR LACCD TRANSGENDER SUMMIT

EWDD and the City of Los Angeles Workforce Development Board (WDB) supported the Transgender Summit Friday, February 23, 2018 at Los Angeles Trade Technical College (LATTC), held by the Los Angeles Community College District (LACCD), an EWDD and WDB partner. The event was also co-sponsored by TransCanWork, an organization dedicated to transgender inclusion in the workplace,



Drian Juarez and Michaela Mendelsohn (center) moderated workshops advocating transgender inclusion in the workforce at the Transgender Summit

founded by WDB member Michaela Mendelsohn. The summit's goal was to share information and resources to support transgender and gender-nonconforming individuals at LA's colleges and the businesses of workforce partners. Workforce related workshops included "Cultural Competency for Business," and "Workforce Certification Panel," with discussions focusing on developing a training and certification process for LACCD's workforce partners.

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EWDD – HELPING THE COMMUNITY GAIN FINANCIAL KNOWLEDGE

This week, EWDD highlights the Financial Opportunity Center (FOC) at the Vernon-Central/Los Angeles Trade Technical College WorkSource Center, exemplifying how EWDD is focused on building financial literacy for all its clients.

VERNON-CENTRAL/LATTC WORKSOURCE CENTER PROVIDES FINANCIAL ADVICE



Vernon-Central/LATTC WSC Financial Opportunity Center participants receive certificates touting their completion of money management skills training

When participants enroll at the Vernon-Central/LATTC WorkSource Center, they also receive training at its Financial Opportunity Center (FOC) to help them develop money management and credit building skills. Participants are introduced to Senior Financial Coach Treasure Owens, who works with them in a group setting for three hours, then provides one-on-one coaching sessions to help them create smart money management skills. The FOC regularly holds these workshops, sometimes

several times a week. The sessions focus on action plans toward employment, credit, support services referrals and developing plans for the future. Participants that complete the workshop receive a certificate commending them for participating in financial goal setting. Weekly workshops are held for participants to help them learn how employment and finance work hand-in-hand to help them reach their goals. The classes are attended by job seekers, dislocated workers, veterans and LATTC students. The goal is to educate participants about developing healthy money habits that will increase their chances of obtaining a job, renting an apartment, purchasing a car or owning a home. The FOC is funded by Local Initiative Support Corporation (LISC), a non-profit organization.

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Pre-Startups Enrolled	29
Pre-Startups Assisted	36
Start-ups/Operating Businesses Enrolled	20
Start-ups/Operating Businesses Assisted	33
Workshops: Number of Clients Attended	126

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



107,408
Page Views

40.2%



29.6%
New Visitors

5.7%



5,328
New Sessions

42.5%



373
Registrations

19%

WorkSource Centers



586
Enrollments

11%

“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