



## News for the Week of March 11, 2019

### VISITORS FLOCK TO YOUTHSOURCE TABLE AT WOMEN'S HISTORY MONTH EVENT



Approximately 40 attendees from the Women's History Month event March 8, 2019 at the Getty House stopped by the EWDD YouthSource table to learn about the City's 14 YouthSource Centers. Management Assistant Firdaus Landou (seated, left) and Youth Employment Specialist Irene Diaz (seated, right) provided information about the services available at the City's YouthSource Centers, which help youth who are not in school and not working receive a high school diploma, pursue higher education or receive job training to place them on the path to become lifelong earners. The youth staff distributed nearly 350 flyers about the YouthSource Centers and HIRE LA's Youth employment program.

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## “IF I CAN DO IT, I GUARANTEE YOU, YOU CAN ALL DO IT” – EWDD UNVEILS SOCIAL MEDIA VIDEOS ABOUT LAVC METRO BRIDGE ACADEMY

EWDD premiered two inspirational social media videos this week featuring Ivor Bok, a graduate of the Metro Bridge Academy at Los Angeles Valley College who shares his trajectory from job seeker to bus operator at Metro. “My family is my ‘why,” and I suggest that you find your ‘why,” he said. “I know all of you have a reason, a ‘why,’ mine was my family.” Funded by EWDD, the Metro Bridge Academy is a 70-hour training program that prepares job seekers for an interview with Metro. Those with successful interviews are fast tracked into Operation Central Instruction to become Metro Bus Operators. The first two-minute video includes testimonials from Ivor and his wife Tamara about the program and the positive impact it has had on their lives. As the sole breadwinner for his family, Ivor was living on savings after he lost a sales job after a 17-year career in administrative roles in the financial industry. The brevity of the Metro Bridge Academy program allowed Ivor to make a dramatic career change in an accelerated time frame, Tamara said.

“I’m just really proud of my husband to see how far he’s come in such a short period of time,” she said. “And I think that says a lot about the program too is that they allow you to do so much in a short period of time. They don’t drag it out for two years, or three years. People don’t have that much time when they need to take care of their family.” Tamara added that Ivor recognizes the possibilities Metro offers and is availing himself of their training programs to move up the career ladder. “He has grasped that opportunity and really, really ran with it,” she said. “And not just becoming the bus operator and kind of staying there, he is grasping at every opportunity that they are giving him and he is constantly looking for more.” Since graduating from the Metro Bridge Academy in November 2017, Ivor has shared his success story with other graduates, telling them, “If I can do it, I guarantee you, you can all do it.”

The two-minute version of the video is intended for Twitter and Facebook. The one-minute version is intended for Instagram. Both videos are available on the EWDD YouTube channel. These videos represent the wide-range of services EWDD provides to youth, job seekers and entrepreneurs daily at the City’s YouthSource, WorkSource and BusinessSource Centers.



## EWDD AND LA:RISE

EWDD is a leadership partner of the Los Angeles Regional Initiative for Social Enterprise (LA:RISE), a program designed to help individuals recently released from prison, the unsheltered or those at risk of homelessness, and young Angelenos between the ages of 18-24 who are neither in school or working find jobs. Below is an LA:RISE success story.

### LA:RISE HELPS YOUNG MOTHER EARN GED, LEARN MARKETABLE OFFICE SKILLS

The LA:RISE program helped Valorie (below), a mother of three, earn her GED and receive training to excel in an office environment, bringing her closer to meeting her goal – to give her family a better life. Before discovering LA:RISE, Valorie was eager to find a job and complete her education, but after experiencing homelessness, substance abuse challenges, and dropping out of school, she faced significant barriers to employment.

She said she felt depressed and alone and unsure if she

could overcome her past and start on a new path. Valorie learned about LA:RISE through the Greater Avenues for Independence (GAIN) program, which helps steer CalWorks participants to higher paying jobs.

She was soon connected to LA:RISE social enterprise partner Center for Living and Learning (CLL), which offered her training opportunities in customer service, Microsoft Office, along with creating data entry worksheets and building client resumes. Valorie

gained marketable, transferable skills and

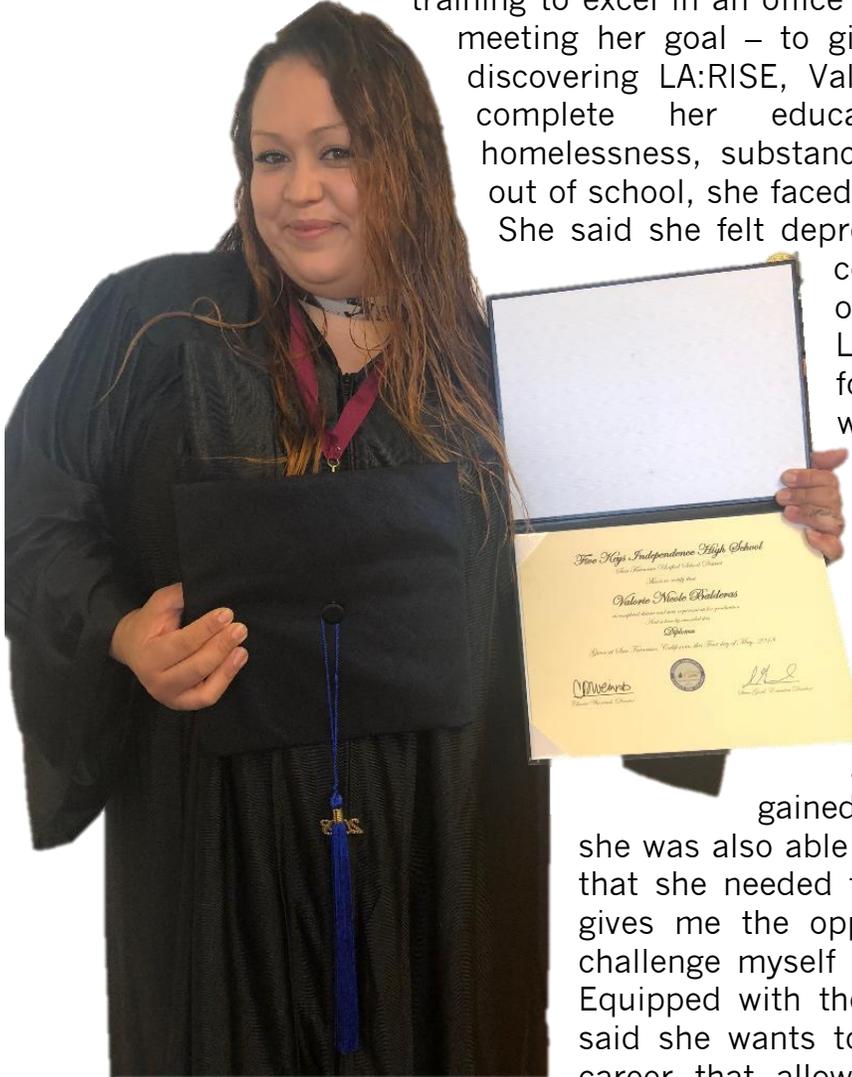
she was also able to complete 20 outstanding credits that she needed to earn her GED. “I love that work

gives me the opportunity to learn new things and challenge myself to become a better me,” she said.

Equipped with the skills she gained at CLL, Valorie said she wants to further her education and find a

career that allows her to help others. “A job has

helped me achieve goals, empower others and become a leader,” she said. “There are many people in this world that are facing challenges and I’d like to encourage people to better themselves.”



**BUSINESS METRICS:**

<b>LABSCs Reporting:</b>	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprise enrolled	18
Microenterprise assisted	64
Small businesses enrolled	2
Small businesses assisted	22
Number of BSC clients who attended workshops	102

**WORKFORCE METRICS:**

*(arrows indicate weekly trend)*

**CalJobs** *(online and mobile)*



622 Registrations  
3% 

**WorkSource Centers**



1,662 Enrollments  
5% 

"Updates" is the weekly report from the EWDD Interim General Manager to the Office of Mayor Eric Garcetti, and is produced by EWDD's communications section. If you have questions, comments or wish to have a contribution considered for an upcoming "Updates," please contact Jamie Francisco at (213) 744-9048 or [Jamie.Francisco@lacity.org](mailto:Jamie.Francisco@lacity.org)