

# CITY OF LOS ANGELES

CALIFORNIA

**ECONOMIC AND WORKFORCE  
DEVELOPMENT DEPARTMENT**

1200 W. 7TH STREET  
LOS ANGELES, CA 90017


CAROLYN M. HULL  
GENERAL MANAGER



ERIC GARCETTI  
MAYOR

**DATE:** February 13, 2020

**TO:** LA's Workforce Development System

**FROM:** Gerardo Ruvalcaba, Director  
Workforce Development Division 

**SUBJECT: WDS DIRECTIVE No. 20-17  
MANDATORY WORKSHOP FOR CONDUCTING PROGRAM  
EVALUATIONS**

## **EFFECTIVE DATE**

This directive is effective upon date of issue.

## **PURPOSE**

Los Angeles City Mayor Eric Garcetti's Innovation Team (i-team), the Abdul Latif Jameel Poverty Action Lab (J-PAL), the California Policy Lab, and the Los Angeles Economic Workforce Development Department (EWDD) will be hosting a workshop for the City of Los Angeles staff and its partner organizations focused on how to conduct government program evaluations. The training is scheduled to take place from 9:00 a.m. to 5:00 p.m. on Thursday February 20, 2020 at Goodwill Fletcher Square located at 3150 N. San Fernando Road, Los Angeles, CA 90065 within the Community Room. Lunch and snacks will be provided.

During this training, attendees will learn about program evaluation, and why tools such as randomized controlled trials (RCTs) are used to measure the effectiveness of a program. Lessons will center on the current evaluation underway at City WorkSource Centers (WSCs), which is currently using behaviorally informed text messages to improve engagement and employment outcomes for clients.

## **BACKGROUND**

The EWDD has partnered with the Mayor's i-team and UC Berkeley to use text messaging to encourage more engagement with WSCs among new and current job seekers.

Last year, the Mayor's i-team and UC Berkeley staff spoke with WSC Case Managers and Directors across Los Angeles to understand the different types of workforce services offered and also learn of the barriers job seekers face in engaging with and utilizing WSC services.

**REQUIRED ACTION**

Program Directors and lead staff from all WSCs are required to attend and confirm their participation to this upcoming training. WSC staff is to register and confirm their participation by clicking the following link: <https://forms.gle/gNAt9oi46ixrCwKt9>.

**DEADLINE FOR RESPONSE**

Both Program Director and lead staff from all WorkSource Centers are to register and confirm their participation by **Friday February 14, 2020**.

**EWDD CONTACT**

If you have any questions or require further information related to this directive, please contact Sarai Molina at [Sarai.Molina@lacity.org](mailto:Sarai.Molina@lacity.org) or at (213) 744-7162, TTY: 711.

GR:DB:SM:cg