

CITY OF LOS ANGELES

CALIFORNIA

**ECONOMIC AND WORKFORCE
DEVELOPMENT DEPARTMENT**

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DATE: June 23, 2020

TO: LA's Workforce Development System – YouthSource Centers, Youth Work Experience Contractors

FROM: Gerardo Ruvalcaba, Director 
Workforce Development System

**SUBJECT: WDS DIRECTIVE NO. 20-28
REIMAGINING HIRE LA'S YOUTH PROGRAM YEAR 20-21
IMPLEMENTATION**

EFFECTIVE DATE

This directive is effective upon issuance..

PURPOSE

The purpose of this directive is to notify City of Los Angeles' YouthSource Centers and Youth Work Experience Contractors of the updated HIRE LA's Youth Implementation Plan. Program Directors are required to complete the Program Implementation Questionnaire and attend a system-wide meeting on Thursday, June 25, 2020, at 9:30 am, where updates and direction will be provided regarding program options.

BACKGROUND

HIRE LA serves as an entryway for the City's young people to enter the workforce, seek additional education resources, and, most importantly, to realize their future vision. Over the last two years, EWDD has received approximately \$12 million annually in city, county, other grant sources to provide approximately 6,000 subsidized employment opportunities, and 14,000 placements in private and public sector employment. The expansion of subsidized jobs is dependent on available funding sources.

Each summer, youth in the City of Los Angeles participate in employment programs under the banner of "Hire LA." For the past 15 years, tens of thousands of young people aged 14-24 embark on employment and career opportunities. Last year, over 20,000 young people in the City of Los Angeles benefited from our collective efforts. However, there are over 500,000 young people in this age group and over 60,000 (pre-COVID) who are neither in school nor work. Many of these young people are in foster, probation, and homelessness care systems, and significantly overrepresented by African American and Latino youth.

Program Innovation

The novel Coronavirus, subsequent shelter in place orders, and social unrest have disrupted the traditional HIRE LA programming and, more importantly, highlighted the need for the City to coalesce and purposefully provide opportunities and resources for our young people. This challenging time has forced all of us to rethink how best to implement a viable program that meets the economic and learning needs of the young people and the workforce needs of employers.

Effective July 2020, the HIRE LA Program model will be modified to address the challenges presented by COVID-19. The new program model will consist of enhanced professional development opportunities that will be offered virtually, as well as new and innovative opportunities for youth to complete their work-experience virtually. The following includes a summary of program innovations that will be implemented starting July 2020.

Profession Development

The TAY-WOW curriculum will be expanded from the traditional 20 hours to 40 hours and will offer an exploration into high-growth sectors, entrepreneurship, and social/emotional intelligence. In partnership with ZipRecruiter.org, a complementary component will provide training on how to do job searching in the era of artificial intelligence and how to develop an optimum profile. Age appropriate young adults will be able to develop a profile and participate in all resources provided through Zip Recruiter including receiving possible job matches to their interests and geographical areas.

In order to provide a more comprehensive program and address the needs of all of our young people, we are providing 3 Program options. You may choose to participate in one or more of the options. Options one and two will operate in conjunction with LAUSD and other education partners. We would also like to ensure that our probation, foster, homeless, pregnant minor and other vulnerable populations are represented throughout each option.

SUBSIDIZED WORK EXPERIENCE OPTIONS

- 1) A virtual work-based opportunity for those under the age of 18. This option would be for approximately 80 hours and may be paid as a stipend. Virtual opportunities will include 20-40 hours of TAY WOW, 5 - 10 hours of ZipRecruiter, and the option to participate in a project -based or work-based virtual experience in partnership with LAUSD Career pathway programs.
- 2) Learn and Earn targeting high school non-completers, high school seniors from probation, foster, and homeless systems. This second component would be for approximately 100 hours.
- 3) Traditional Internships/Work Experience. Program participants would complete 120 hours including TAY wow and zip recruiter activities. For those 18-24, this option would focus on recovery and rebuilding efforts with employers that can incorporate all safety protocols. For those under 18, parental consent must be completed prior to youth participating in a traditional experience. Traditional work experience can include remote work, which may offer employers an additional option to partner.

REQUIRED ACTION

In order to gauge the WDS ability to implement changes to the 2020 HIRE LA program, the EWDD is requesting service provider input in their ability to implement the 3 subsidized employment options outlined in this directive. Service providers **MUST** complete the Program Implementation Questionnaire <https://forms.gle/PJwMw2pSNjZrvNm9> by Thursday , June 25, 2020, by 3 pm. EWDD is also requesting that service providers attend the Director's Meeting on Thursday, June 25, 2020, at 9:30 am. The meeting will be conducted via Zoom and an invitation will be sent to all Program Directors.

WDS CONTACT

Questions should be addressed to Makeda Vela at Makeda.Vela@lacity.org or (213) 744-7345, TTY: 711.

GR:MV:cg