



EWDD

LOS ANGELES

# UPDATES



News for the Week of DECEMBER 2, 2019

## “FIND A WAY TO INVEST IN HIRE LA’S YOUTH”

### BANK OF AMERICA SHARES HOW INITIATIVE BENEFITS EMPLOYERS & BUSINESSES



The HIRE LA’s Youth initiative provides young Angelenos ages 14 to 24 a chance to gain work experience through internships, summer jobs and employment opportunities all-year round. Since 2012, Bank of America has been a major supporter of HIRE LA’s Youth and to-date has donated more than \$1 million to the initiative. Bank of America’s financial contributions have funded hundreds of HIRE LA’s Youth internships, along with slots in its annual Youth Ambassadors program, which provides high-school age Angelenos paid work experience at Bank of America branches throughout Los

Angeles. Bank of America Senior Vice President, Global Marketing and Corporate Affairs and City of Los Angeles Workforce Development Board (WDB) member Garrett Gin recently provided a testimonial about the benefits Bank of America has received through its support of HIRE LA’s Youth, and why other corporations should participate. Below are excerpts from his testimonial. Segments featuring his Q & A will soon be available on the EWDD website at ewddlacity.com.

*Building Local Business • Strengthening LA’s Workforce*

[www.EWDDLACITY.com](http://www.EWDDLACITY.com)





**Q:** There's always youth that are available and want to participate but we need more businesses to be involved. What would you say to other businesses or large corporate entities to give this program a chance?

**A:** "I would encourage any organization, any institution, any corporation to find a way to invest in HIRE LA's Youth," he said. "It's a great investment in the well-being of the City because as our young people become more talented or skilled our City is going to be better. But also, it's an opportunity to get in front of diverse, talented youth that are going to help the long-term growth of your organization. Bank of America is certainly finding diverse talent from communities that we live in and serve throughout Los Angeles through the HIRE LA's Youth program."

**Q:** There may be some corporations that are concerned about hiring a youth or getting a youth that they have no work experience, maybe they haven't been taught about workplace culture. What has Bank of America encountered and how has that gone?

**A:** "We've really identified the fact that we need to work at diversifying our workforce. We need people from different walks of life, different backgrounds, different experiences to reflect the customers that we're serving," he said. "So we're looking at the partnership with the City, with HIRE LA'S Youth as a way to really get in front of talented people who perhaps have never considered a career in financial services. It can be intimidating to walk into a situation where you have not worn a suit, or worked with customers before. Similarly, sometimes it's a very intimidating situation for a corporation to go outside of their normal processes to find talent. So we think that the HIRE LA'S Youth program is a great way to build that bridge."

## EWDD AD CAMPAIGNS PROMOTE GANG INJUNCTION CURFEW SETTLEMENT

In partnership with the LA City Attorney's Office, EWDD recently wrapped up an ad campaign to increase awareness about the City's Gang Injunction Curfew Settlement, also known as the Los Angeles Reconnections Career Academy (LARCA 2.0). Through the program, settlement members are eligible for



free benefits such as job training, tuition assistance and tattoo removal. EWDD partnered with local radio stations KLJH, Power 106 and KDAY to promote the program's benefits through

*Building Local Business • Strengthening LA's Workforce*

[www.EWDDLACITY.com](http://www.EWDDLACITY.com)



Public Service Announcements and social media posts, including video testimonials from individuals who successfully received job training and tuition benefits to further their careers. Each ad campaign aired in the weeks leading up to a large event in communities heavily impacted by the settlement. The first phase of the campaign ran on KJLH leading up to the KJLH Men’s Empowerment Summit on September 7, 2019, with the goal of reaching settlement members in the Wilmington/Harbor Area. The second phase of the campaign ran on POWER 106 and KDAY leading up to the Main Street Canoga Park Dia de los Muertos event on November 3, 2019. At the Canoga Park event, EWDD shared a booth with Power106, the South Valley WorkSource Center and LARCA 2.0 partner ACE4Youth. ACE4Youth staff stated that the outreach effort paid off, with an estimated 40 people slated to return to ACE4Youth to learn more about the program and find out if they are eligible. Several beneficiaries shared their success stories at the event, including Rene Robles, who received her cousin’s benefits and applied them toward earning a certificate in substance abuse counseling. “The program is great,” she said. “I’m already going to finish school this month, so take advantage of the opportunity that is being offered.” Settlement member Sam said his benefits covered the cost for him to earn his Class A driver’s license, training that prepared him for his current role working for the City of LA Public Works Department. “My advice would be to take full advantage of it because it’s all to benefit yourself,” he said.

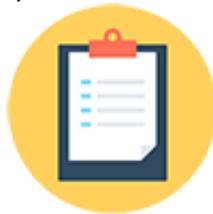
**BUSINESS METRICS:**

<b>LABSCs Reporting:</b>	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprise enrolled	5
Microenterprise assisted	67
Small businesses enrolled	0
Small businesses assisted	14
Number of BSC clients who attended workshops	25

**WORKFORCE METRICS:**

*(arrows indicate monthly trend)*

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



2,525  
Registrations  
6% 

**WorkSource Centers**



4,807  
Enrollments  
4% 

"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)