

EWDD UPDATES



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News for the Week of May 28, 2018

“I GOT THE JOB!” – LA:RISE PARTICIPANT GETS HIRED IN RETAIL WITH WSC HELP



The Vernon-Central/LATTC WorkSource Center helped Taylor get two retail jobs.

The Vernon-Central/Los Angeles Trade Technical College (LATTC) WorkSource Center provided job coaching and guidance to a young man named Taylor, helping him successfully find retail jobs at Bloomingdales and Burlington. Taylor was facing many challenges in gaining employment, including a lack of transportation, which hindered his efforts in navigating the workforce. He also did not feel job ready and felt like he was “hitting a wall.” Then Taylor was presented with the opportunity to work with the Los Angeles Regional Initiative for Social Enterprise (LA:RISE), a program administered by EWDD that is designed to serve populations that are the hardest to place in jobs, including those with histories of past incarcerations, disconnected youth and the homeless. Taylor also worked with the Center for Employment Opportunity (CEO), which provides comprehensive employment services for people with criminal records. Taylor was hoping to land a job that will provide security and stability and CEO and LA:RISE provided him with the tools to prepare him for future employment opportunities. Taylor participated in resume workshops, interviewing and job searching clubs with both partner agencies. His participation and hard work started to pay off

when Taylor was invited to an interview. His persistence and dedication became apparent when Taylor walked 45 minutes each way from his home to the WorkSource Center, run by EWDD partner Coalition for Responsible Community Development (CRCDD). Upon his arrival Taylor

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received interview clothes and transportation assistance. After many long walks to the WorkSource Center and long hours put into his job hunt, Taylor received two job offers. Taylor shared that his proudest moment was finding employment that allows him to continue learning and growing. Taylor is now working at Bloomingdales and Burlington. With the help of the WorkSource Center, he received a new uniform and shoes to set him up for a strong start. “For me a job is much more than a paycheck,” he said. “A job has helped me become what I have always wanted to be – successful.”

CATHAY BANK DONATES \$30,000 TO HIRELA’S YOUTH, FUNDS 10 JOB SLOTS

Cathay Bank recently donated \$30,000 to the HIRELA’S Youth program, providing funding for 10 summer jobs. The City of Los Angeles Economic and Workforce Development Department (EWDD) administers the HIRELA’S Youth program, an initiative launched by Mayor Eric Garcetti to provide young Angelenos ages 14 to 24 opportunities year-round to obtain their first job and get on a career pathway to become lifelong earners. Nearly 17,000 youth signed up for the program in 2017, which includes 120 paid hours at a supervised worksite, along with basic financial literacy and work skills training.



VERNON-CENTRAL/LATTC WSC HELPS RE-ENTRY WORKER GET ELECTRICIAN JOB



Sir Thomas Maddox received financial and career coaching, helping him get a job as an electrician.

The Vernon-Central/Los Angeles Trade Technical College (LATTC) WorkSource Center provided career and financial coaching to Sir Thomas Maddox, helping him obtain a job as an Electrician. Sir Thomas searched diligently for jobs, but because he had a criminal record, he was unable to find the job he wanted as an electrician. At the Vernon-Central/LATTC WSC, run by EWDD partner Coalition for Responsible Community Development (CRCD), Sir Thomas received assistance from a career coach to help him navigate the job hunt process. In addition, Sir Thomas received guidance from a financial coach who motivated him and encouraged him to stay focused. Sir Thomas also attended Financial Opportunity Workshops where he learned how having a secure job would help him build a financially secure future, along with money management skills and savings goals. Sir Thomas was released from summary probation May 21, 2018 and secured employment the next day on May 22, 2018.

SOUTH VALLEY BUSINESSSOURCE SUCCESS STORY

Damaris Lopez-Connors launched her Allstate Insurance Agency in 2015 with a simple mission of putting customers at the center of every decision. During Damaris's first year in operation, she had gross sales of over \$100,000. After her second year in operation, her gross sales were nearly half a million



dollars. In October 2017, Damaris enrolled with the South Valley BusinessSource Center and received assistance with access to capital, loan packaging, and business plan development. With the assistance of the South Valley BusinessSource Center, Damaris received a \$100,000 commercial loan from Lendistry, which will allow her to expand her business by purchasing office equipment and hiring additional employees. With help from the South Valley BSC, the commercial loan, and a new marketing strategy, Damaris is projecting total sales of over \$1M in the next two years.

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Pre-Startups Enrolled	30
Pre-Startups Assisted	31
Start-ups/Operating Businesses Enrolled	13
Start-ups/Operating Businesses Assisted	17
Workshops: Number of Clients Attended	146

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



76,331
Page Views

28%



1,602
New Visitors

16%



4,195
New Sessions

16%



519
Registrations

9%

WorkSource Centers



1,957
Enrollments

3%

"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