

City of Los Angeles Workforce Investment Board

# RECOVERY IN ACTION

2009-2010 Annual Report



Letter from

## **MAYOR ANTONIO VILLARAIGOSA**

*CITY OF LOS ANGELES*

The City of Los Angeles Workforce Investment Board (WIB) has had a tremendous year of achievement. This annual report is a testament to the hard work, ingenuity and dedication of WIB members and their numerous workforce development system partners. I laid out an aggressive workforce agenda this past year, and in the face of significant economic challenges they have not only met their goals but surpassed them.

In the last year we've seen 15,700 youths find summer jobs, thousands of people get trained for higher-paying jobs and hundreds of workers avoid layoffs due to the hard work of the WIB and its partners. These are amazing successes, however, we still have a long way to go towards ensuring the health and prosperity of our city.

It is vital that we continue to provide a trained workforce to support the L.A. economy. We must be forward-thinking in providing the resources and training needed for workers to be successful in the marketplace. The City of L.A. is visionary in its support of growth industries and commitment to education and training. Our efforts to cover all bases – from young adults, to displaced workers, to businesses – ensure that all segments of the workforce have access to the resources they need to succeed.

As we all know, the last year has brought a prolonged recession and reduction in resources at a time when staggering unemployment makes access to resources and training more important than ever. These challenges have brought our local economy to a transformative crossroads, and it is vital that we take advantage of the opportunity to become more efficient, more effective and more focused on what matters.

Congratulations again to the Board, City staff and partners in the workforce system for your leadership in imagining and constructing a complete workforce agenda – one that is inclusive of services for the least advantaged, for workers looking to advance their education and career, and for businesses that create and maintain the kinds of jobs that will lead to a more prosperous L.A. Thank you for your partnership; together we are putting Los Angeles back to work.



Letter from

## CHARLES WOO

*CHAIR, CITY OF LOS ANGELES WORKFORCE INVESTMENT BOARD*

I am pleased to share with you the Workforce Investment Board (WIB) of the City of Los Angeles' Annual Report for performance year 2009-2010. This report showcases our many extraordinary services dedicated to the improvement of the Los Angeles workforce and economy. But while there is much to inspire our celebration, our past year's achievements also mask the difficulty of our work and the enormity of our task.

During 2009, unemployment at the local, state and national level reached some of the highest rates in decades. Los Angeles County has been hit hard with job losses, as impacts of the global recession that began in 2007 continued to take root in the regional economy. Since 2009, 154,000 jobs have been eliminated in the Country, and state and local unemployment figures have outpaced the nation's, which averaged 9.7 percent last year.

The WIB continues to address these challenges by employing aggressive strategies with an emphasis on education and training. This has progressively enabled us to improve the resources available to the City's workforce and to the business community. As a result, more unemployed workers have been able to access training and job opportunities, and more businesses have avoided layoffs.

Our results speak for themselves:

- ▶ We were the **first in the nation** to put youth to work using stimulus funds; **more than 15,700 youths found jobs** through the HIRE LA's Youth Campaign (p. 18)
- ▶ We met and **exceeded worker placement and retention goals**. (p. 20)
- ▶ We set a record for providing an **additional 171,251 customers with universal access services** in the past year. (p. 21)
- ▶ **23 WorkSource and OneSource operators received California Award for Performance Excellence (CAPE) Awards** from the California Council for Excellence (CCE). (p. 14)

My hope is that these and other accomplishments highlighted in the following pages will reinforce your conviction that our work is vital for the health and wellness of the Los Angeles workforce and economy. I envision great things for our Workforce System in the coming year, and I thank our many partners, City and State agencies and members of the Board for their ongoing support to promote our shared mission of building a healthy and prosperous workforce for the City of Los Angeles.

*Charles Woo*







**The Los Angeles Workforce Investment Board (WIB)** promotes economic well-being locally by:

- ▶ improving employment opportunities for workers by enriching their knowledge base, growing their skill set and identifying job openings
- ▶ providing employers and businesses access to a qualified workforce and specialized training
- ▶ guiding the City's workforce policy priorities and investments
- ▶ assisting in the reemployment of workers during time of economic transition

## BOARD MEMBERS

★ Indicates Executive Board Member    ♣ Indicates Youth Council Member

Zeth Ajemian  
*Kaiser Permanente*

Carole Anderson  
*LA Trade-Technical College,  
Fashion and Art Trades  
Department*

Richard Benbow ★  
*City of LA Community  
Development Department*

Elise Buik  
*United Way of Greater Los  
Angeles*

John Byrnes  
*J.L. Byrnes & Company*

Aida Cardenas  
*Building Skills Partnership*

John Choi  
*Los Angeles County Federation  
of Labor (AFL-CIO)*

David Crippens ♣ ★  
*DLC & Associates*

William Dahlman ★  
*WRD & Associates*

Michael Dolphin ♣ ★  
*State of California Employment  
Development Department  
(EDD), Los Angeles-Ventura  
Counties Job Service Division*

John Donner ★  
*AT&T*

Ahmed Enany  
*Southern California Biomedical  
Council (SCBC)*

Sophia Esparza  
*Chicana Service Action Center*

David Flaks  
*Los Angeles County Economic  
Development Corporation  
(LAEDC)*

Shawn Fonder ♣  
*Lundgren Management  
Corporation*

Christopher Griswold  
*Local 986, International  
Brotherhood  
of Teamsters*

Joseph Herrera ♣  
*Staples Center*

Jacquelyn Honoré ♣  
*YWCA/Los Angeles Job Corps  
Center*

John Hughes ♣ ★  
*Rhythm & Hues*

Benetta Johnson  
*Alameda Corridor Jobs  
Coalition*

Don Jue  
*IBM*

Victoria Kane  
*Portfolio Hotels and Resort*

Arthur T. Leahy  
*Los Angeles County  
Metropolitan Transportation  
Authority (MTA)*

Dong-Woo Lee  
*Cal State Los Angeles, College  
of Business and Economics*

Art Lopez  
*North American Security*

Marvin Martinez ♣  
*LA Harbor College*

Frank Miramontes ♣  
*City of Los Angeles,  
Department of Water and  
Power (DWP)*

Jackie Mizell-Burt  
*Los Angeles County  
Department of Public Social  
Services (DPSS)*

Ed Morris ♣  
*Los Angeles Unified School  
District (LAUSD) Adult & Career  
Education*

Kevin Norton  
*IBEW Local 21*

Ruth Lopez Novodor ★  
*Latin Business Association  
(LBA) and Beverly Oncology  
and Imaging Medical Group,  
Inc.*

Patricia Pérez ★  
*VPE Public Relations*

Diana Peterson-More ★  
*The Organizational  
Effectiveness Group*

Nona Randois ★  
*Legal Aid Foundation of Los  
Angeles*

David Rattray ♣  
*Los Angeles Area Chamber of  
Commerce and UNITE-LA*

Norman Ross, Jr.  
*Polaris Enterprises*

Robert Sausedo  
*Schneider Electric Energy  
Solutions*

Darold Sawyer  
*Pratt and Whitney, Rocketdyne*

Carmel Sella  
*Wells Fargo Bank*

Helen Romero Shaw  
*Southern California Gas  
Company*

Ruth Simeon  
*Childcare Consultant*

Paula Starr  
*Southern California Indian  
Center*

Daniel Tellalian  
*Emerging Markets, Inc.*

Larry Thompson  
*Xerox Corporation*

Laura Trejo  
*Los Angeles City Department  
of Aging*

Frank Velasco  
*State of California Department  
of Rehabilitation*

Charles Woo ★  
*Mega Toys*

Willie Zuniga  
*Grifols Biologicals, Inc.*

## EXECUTIVE BOARD



Charles Woo  
*Mega Toys*



Richard Benbow  
*City of LA Community  
Development Department*



David Crippens  
*DLC & Associates*



William Dahlman  
*WRD & Associates*



Michael Dolphin  
*State of California  
Employment Development  
Department (EDD)*



John Donner  
*AT&T*



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Nona Randois  
*Legal Aid Foundation of  
Los Angeles*

## CONTENTS

<b>i ...</b>	<b>Letters of support</b>
<b>2 ...</b>	<b>Board members</b>
<b>4 ...</b>	<b>Introduction</b>
<b>6 ...</b>	<b>Financials</b>
<b>8 ...</b>	<b>About Los Angeles</b>
<b>10 ...</b>	<b>Year in review</b>
<b>16 ...</b>	<b>Programs</b>
<b>15 ...</b>	<b>Youth</b>
<b>20 ...</b>	<b>Adults</b>
<b>24 ...</b>	<b>Business</b>
<b>26 ...</b>	<b>Description of Youth Council and committees</b>
<b>28 ...</b>	<b>Find a WorkSource Center</b>
<b>29 ...</b>	<b>Find a OneSource Center</b>

**This report was made possible through Federal Workforce Investment Act funds administered by the U.S. Department of Labor.**

The City of Los Angeles Workforce Investment Board is an equal opportunity employer/program. Auxiliary aids and services available upon request to individuals with disabilities.

City of Los Angeles Workforce Investment Board  
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# INTRODUCTION TO THE WIB

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The City of Los Angeles Workforce Investment Board (WIB) has an annual budget of more than \$50 million in public funds. Board members are appointed by the Mayor from the leadership ranks of the education, economic development and organized labor sectors as well as other key figures in the Los Angeles economy.

**THE WIB MISSION:** The City of Los Angeles Workforce Investment Board (WIB) works to develop a skilled and innovative workforce that meets the evolving needs of the market to ensure a healthy and prosperous economy.

**THE WIB VISION:** To be the national leader in managing an integrated, collaborative regional workforce delivery system that is dynamic to jobseeker and market needs.

## OUR STRATEGY

In fall 2007, the WIB adopted six Workforce Development Strategies to support its mission to ensure that businesses have access to a trained workforce and workers have access to quality jobs. Employing these six strategies with an emphasis on worker training programs has progressively enabled the WIB to improve the resources available to the City's workforce and to the business community.

The decline of the local labor market in 2009 led to an unprecedented demand for both worker and job seeker employment and training services. The WIB has responded by increasing the capacity of the

City's workforce by preparing its workers for employment in occupations that are expected to be in high demand in the future. As the City continues to face unprecedented economic challenges, the framework the six Workforce Development Strategies provide will continue to be instrumental in addressing the job training and placement needs of the City's low-income residents and dislocated workers.

# WORKFORCE DEVELOPMENT STRATEGIES

## STRATEGY #1

Develop sector-based training programs

## STRATEGY #2

Strengthen the region's workforce development

## STRATEGY #3

Leverage public sector hiring and contracting

## STRATEGY #4

Connect young people to jobs

## STRATEGY #5

Move incumbent workers into living wage jobs

## STRATEGY #6

Create jobs through economic development



### HOW CAN I ACCESS WIB SERVICES?

WIB programs are available to workers and businesses through "WorkSource Centers" located throughout the Los Angeles Area. Most services are available **at no charge**. See page 28 to find a WorkSource Center near you.



# FINANCIALS

WIB funding is derived from both public and private sources, with the organization's benchmark funding provided through the federal government as part of the implementation of the Workforce Investment Act (WIA).

## WHAT IS WIA?

The Workforce Investment Act (WIA) was passed by the United States Congress in 1998 to improve the quality of the workforce, encourage career mobility, and improve business competitiveness through increased workforce productivity. Workforce Investment Boards across the country are charged with administering WIA provisions on a local basis. The City of Los Angeles Workforce Investment Board's 2009-10 Annual Workforce Development Plan reflected expenditures of \$45.7 million in formula WIA funds and \$4.2 million of other special funds/grants.

augmented by ARRA funds to many of the same programs totaling another \$3.7 billion. The WIB received \$46,756,777 in funding from ARRA in PY 09-10.



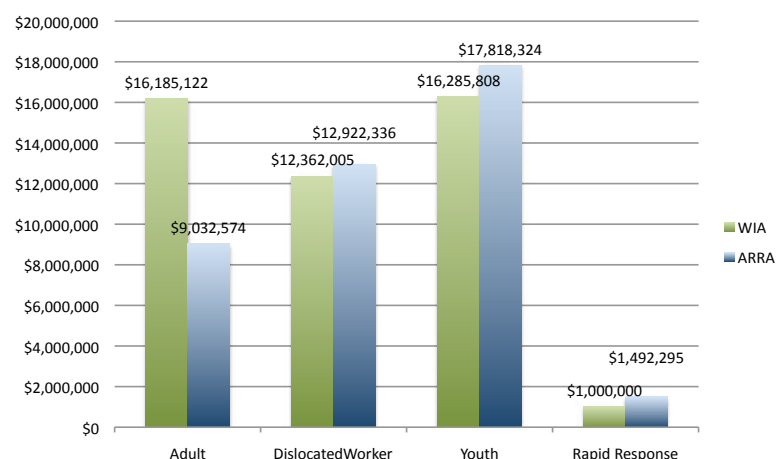
## WHAT IS THE PURPOSE OF ARRA?

The purpose of ARRA WIA Funding is to train workers during the economic recession for jobs that will be produced when the economy recovers.

## WHAT IS ARRA?

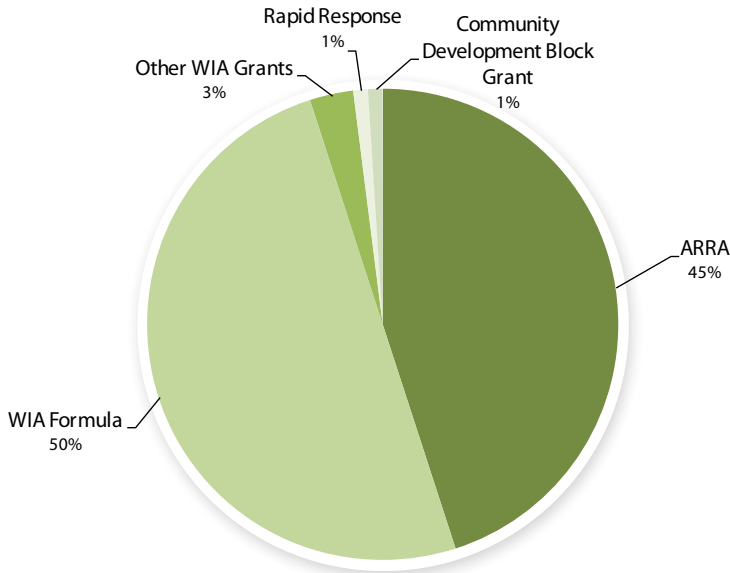
On Feb. 13, 2009, Congress passed the American Recovery and Reinvestment Act (ARRA) at the urging of President Barack Obama, who signed it into law four days later. ARRA provides the U.S. Department of Labor and the nation's public workforce investment system with \$5.1 billion in funding for a number of employment and training programs. In March 2009, regular 2009 Department of Labor program year (PY) appropriations were

## FUNDING BY SOURCE





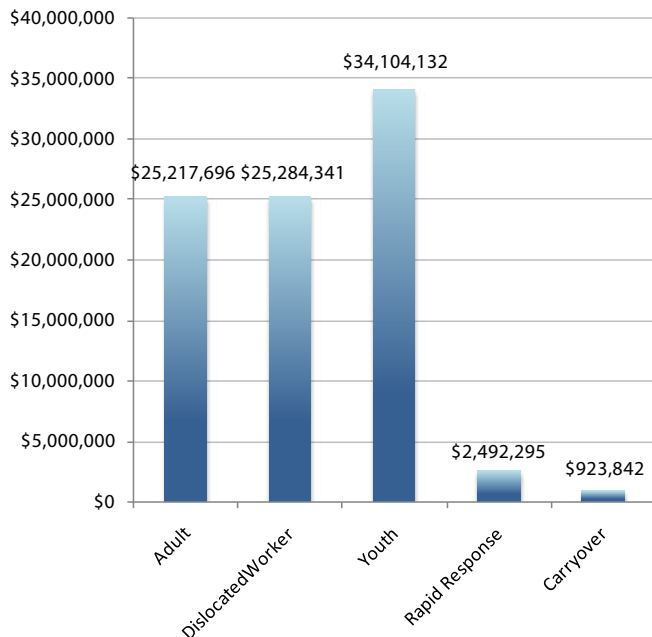
## TOTAL REVENUES



\* The Community Development Block Grant is a program of the U.S. Department of Housing and Urban Development

## TOTAL FUNDING

In PY 09-10 the WIB expended a **total of \$88,022,306** in funding. \$46,756,777 came from WIA funding and \$41,265,529 came from ARRA funding.



# COLLABORATIVE PARTNERS

## WorkSource Center Operators

- ▶ Canoga Park - West Hills WorkSource Center, operated by Arbor E&T, LLC
- ▶ Chatsworth - Northridge WorkSource Center, operated by Build Rehabilitation Industries
- ▶ Chinatown WorkSource Center, operated by Chinatown Service Center
- ▶ Downtown WorkSource Center, operated by Chicana Service Action Center
- ▶ HACLA WorkSource Center Portal, operated by Housing Authority of the City of Los Angeles
- ▶ Harbor WorkSource Center, operated by Pacific Gateway Workforce Investment Network – City of Long Beach
- ▶ Hollywood WorkSource Center, operated by Managed Career Solutions, Inc.
- ▶ Marina del Rey - Mar Vista WorkSource Center, operated by Jewish Vocational Service
- ▶ Metro North WorkSource Center, operated by Goodwill Industries of Southern California
- ▶ Northeast Los Angeles WorkSource Center, operated by Arbor E&T, LLC
- ▶ South Los Angeles WorkSource Center, operated by Community Centers, Inc.
- ▶ Southeast Los Angeles-Crenshaw WorkSource Center, operated by UAW-Labor Employment & Training Corp.
- ▶ Southeast Los Angeles-Watts WorkSource Center, operated by Watts Labor Community Action Committee
- ▶ Sun Valley WorkSource Center, operated by El Proyecto del Barrio, Inc.
- ▶ West Adams-Baldwin Hills WorkSource Center, operated by Los Angeles Urban League
- ▶ Westlake WorkSource Center, operated by Pacific Asian Consortium in Employment
- ▶ Wilshire-Metro WorkSource Center, operated by Community Career Development, Inc.
- ▶ Van Nuys-Sherman Oaks WorkSource Center, operated by Arbor E&T, LLC

(continued on page 27)

# FAST FACTS

## LAND

469

Square miles in Los Angeles City

4,060

Square miles in Los Angeles County

(Data from "Quick Facts" US Census)

## EDUCATION

73.5%

City residents 25 or older with high school diploma/GED or higher

30.2%

City residents 25 or older with bachelor's degree or higher

("ACS" US Census)

## WORLD-RENOWNED SECONDARY EDUCATION

32

colleges & universities in the city of Los Angeles

3  
public universities

20  
private colleges

9  
community colleges

## POPULATION

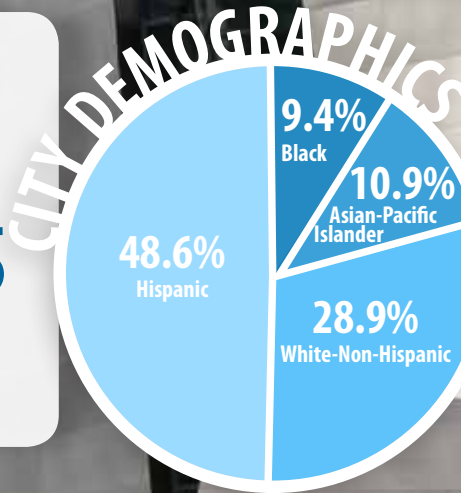
4,065,585

People in L.A. City (2009)

10,393,185

People in L.A. County (2009)

(Data from California Department of Finance)



## QUALITY OF LIFE

### NATURAL ATTRACTIONS

Beautiful beaches, nearby mountains and state parks

### CULTURAL INSTITUTIONS

LACMA, MOCA – Los Angeles, Getty Center, Walt Disney Concert Hall, California Science Center, Staples Center

## ECONOMY

### LA COUNTY IS THE LARGEST MANUFACTURING CENTER IN THE U.S. (LAEDC)

129,537

Manufacturing workers in L.A. City

29,959

Apparel workers

12,698

Fabricated Metal Product Workers

12,813

Computer and Electronic Product Workers

11,455

Food Manufacturing Workers

### L.A.'S ECONOMY IS LARGELY DRIVEN BY INTERNATIONAL TRADE AND INVESTMENT

The Customs District – home to the ports of Los Angeles and Long Beach, Port Hueneme and Los Angeles International Airport (LAX) – is the **largest in North America**, and the **fifth-busiest in the world**.

\$357.3 billion

The value of two-way trade passing through Los Angeles County in 2008 (New York, at second place, totaled \$353.4 billion).

Los Angeles County also includes the **largest Latino Population** outside of Latin America and the **largest Asian population** outside of Asia.

(LAEDC) ("ACS" US Census)

# LOS ANGELES

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A competitive workforce is crucial in attracting new opportunities to Los Angeles and increasing quality of life for workers and their families. The WIB is committed to taking action towards recovery and leading Los Angeles to a more prosperous future.

Since it started more than two years ago, the severe nationwide recession has hit the City of Los Angeles especially hard. During 2009, unemployment at the local, state and national level reached some of the highest rates in decades.

Out of a total 3.8 million Los Angeles residents, around 1.9 million participate in the labor force. From the beginning of the recession in December 2007 until summer 2010, the City of Los Angeles lost a net 160,000 jobs. This is equal to a loss of nearly 9% of the peak of 1.8 million jobs at the beginning of the recession. The City's unemployment rate soared as the economy declined. Although net losses in jobs appear to have leveled off some in 2010, the overall unemployment rate for the City has persisted to hover around 13.5 percent. This is higher than the average rates for both California and the United States.

There is light on the horizon however. Even as the state's economy continued to weaken last year, economic activity in early 2010 indicates a slow gradual upswing from the recession. Local economists predict a rise in employ-

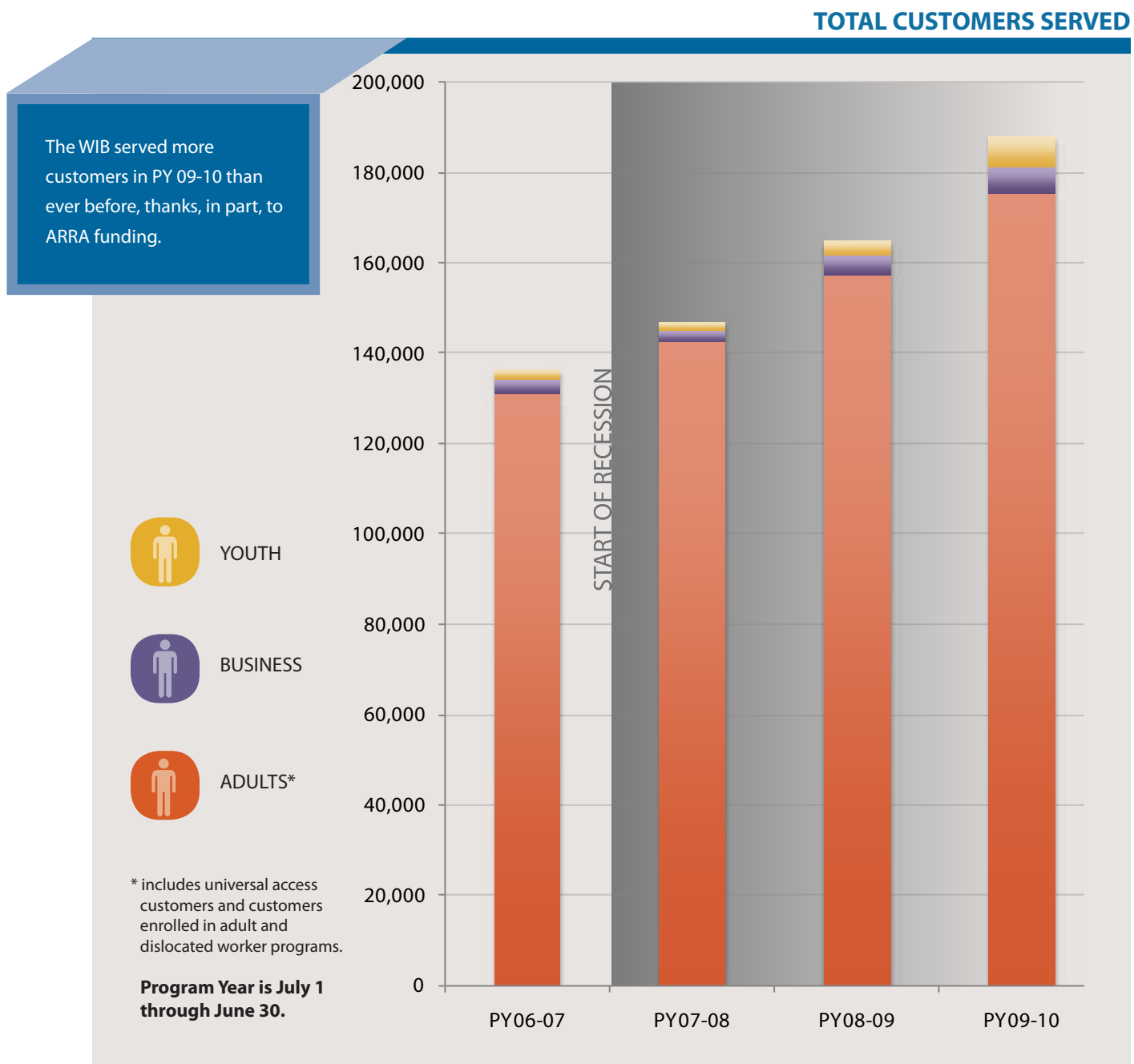
ment over the next few years, though unemployment will remain a persistent problem over the next year. (Los Angeles County Economic Development Corporation, March 2010 Report). In spite of these challenges, Los Angeles remains one of the most strategically situated, richly talented and diverse areas in the nation.

In 2005 and in 2009, the WIB's Youth Council commissioned two reports defining the shocking extent and severity of "disconnected youth" within Los Angeles — one out of five Los Angeles youth between the ages of 16 and 22 are out of school and work. This statistic is especially troubling as early work experience is shown to reduce poverty and prepare a reliable and stable future workforce.

The road to recovery has not been easy, and there is still much work to be done. The WIB is committed to comprehensive and concrete action that will ensure Los Angeles a trained and skilled workforce that is ready for the new economy. With the help of the WIB and its partners, recovery is underway in Los Angeles.

# YEAR IN REVIEW

In spite of economic challenges and record unemployment, the WIB has seen tremendous success in the last year.







# 15,700

Young adults found jobs through  
HIRE LA's Youth Campaign



## YOUNG ADULTS TRAINED FOR GREEN TECHNOLOGY JOBS

In July, Mayor Villaraigosa visited the L.A. Trade Technical College, where students 17-24 years of age were being trained for green technology jobs, such as weatherization, energy efficiency and carpentry. The training was part of the L.A. Scholars program, a component of the HIRE LA's Youth campaign. L.A. Scholars students—many of whom have been out of work and out of school—are placed in classes where they receive up to six college credits and 120 hours of paid work experience designed to earn them entry level positions in high growth industries. The Mayor praised the program, saying "LA Scholars is a unique youth employment program that allows students to stay in school while obtaining the skills needed for the economy of tomorrow."



## EMPLOYERS CHALLENGED TO HIRE LA'S YOUTH

On August 21, Mayor Villaraigosa and the L.A. City Council hosted the HIRE LA's Youth End of Summer Celebration. Four months earlier, Governor Arnold Schwarzenegger and WIB members helped kick off the ARRA-funded Youth Employment Program under the umbrella of the HIRE LA's Youth Campaign, making Los Angeles the first city to put youth to work using stimulus funds. HIRE LA's Youth connects qualified young adults, ages 16-24, with full-time or part-time; short or long-term employment opportunities in Los Angeles. HIRE LA's Youth aims to prepare young adults for the 21st Century workforce and provide L.A. businesses with the most qualified entry-level applicants, reducing recruitment and training costs to employers. Facilitated by the Community Development Department (CDD), under the policy oversight of the WIB, 15,700 young adults were hired into entry-level paid positions in the Summer of 2009.



# FIRST IN NATION

to put youth to work using  
stimulus funds.



# 6,699

Customers enrolled in  
the first quarter

\* Does not include Universal Access.  
See p. 14 for total Universal Access Customers.

## WORKERS RECEIVE TRAINING IN GREEN TECH GROWTH SECTOR

The Pacific Asian Consortium in Employment (PACE) which operates the Westlake Work-Source Center, successfully received a grant to develop and implement a job training and placement program designed to address the demands of a growing Green Economy. The program, called "Green Job Workforce Connection," began development in the first quarter of 2009. To date, the program has graduated 60 solar panel installers and placed 42 graduates in jobs with an average wage of \$15.46. Due to an increase in ARRA funds in PY 09-10, this program was able to expand weatherization services to assist low-income families. The WIB is committed to serving the needs of the Green Technology Industry, a high growth sector in the city of Los Angeles.



# 13,000

Students and parents attended the College and Career Convention



**"I don't know what I would have done without LAVC Job Training and the City of LA."**

Bill Schnieders, Vice President, *Bank of America*



## WIB SUPPORTED 8TH ANNUAL CASH FOR COLLEGE CAMPAIGN

The WIB supported the 8th Annual Cash for College Campaign designed to encourage students to pursue a college education. The campaign's many activities included:

**A College and Career Convention, October 28 – 29, 2009** that featured speakers and seminars on college life, interactive career demonstrations, financial aid presentations, and an exhibit hall of college recruiters. More than 13,000 students and parents attended.

**Workshops, January 2010**, throughout Los Angeles at which students and their families received information about the availability of financial resources for college, and assistance in completing the Free Application for Federal Student Aid (FAFSA) and Cal Grant application. More than 6,000 high school seniors and their families attended these workshops.



# 2,987

Customers enrolled in the second quarter

## "DROPOUTS: PATH TO POVERTY" REPORT UNVEILED

On Nov. 19, members of the WIB and Mayor Antonio Villaraigosa unveiled the WIB/Youth Council-commissioned study, "Dropouts: Path to Poverty - The Lifetime Employment Earnings and Poverty Consequences of Dropping Out of School in the Los Angeles Metro Area" conducted by nationally recognized labor expert, Professor Paul Harrington. The report outlines the dire consequences facing society due to youths dropping out of high school. Following the announcement, community, education and business leaders provided feedback in a roundtable discussion. On Dropout Recovery Day, volunteers went door-to-door to encourage truant students to return to school.



## TRAINING FOR DISLOCATED WORKERS IN MORTGAGE INDUSTRY

Through its contractor, the Community Career Development, Inc. (CCD), and its partner, Los Angeles Valley College, the WIB retrained a large cohort of dislocated workers from the mortgage industry to get them back to work. Services offered included customized training courses in leadership, teamwork and customer service; a 2009 FHA mortgage training course which stressed recent changes in FHA laws; and supportive services such as transportation vouchers and approved personal expenses. This job training successfully resulted in the employment of 32 individuals as loan processors at the Bank of America Fulfillment Center in Woodland Hills, CA. The full-time, high-paying positions began on Dec. 31st.



### YOUTH TRAINED FOR CAREERS IN HEALTH CARE SECTOR

On Jan. 4, the WIB signed a contract with Community Career Development, Inc. to develop the **Connections Health Care Academy**, a 6-9 month intensive vocational training and employment program which is part of the ARRA-funded **Youth Reconnections Academy Program** for out-of-work, out-of-school young adults between 21 and 24 years of age. Services offered include basic skills instruction, introduction to health care occupations, job shadowing and internship opportunities, industry-recognized certification and job placement. Prior to commencement of vocational training, all participants attend a five-week **Career Advancement Academy** facilitated by community college instructors. The curriculum incorporates an overview of the health care industry and features presentations by employers and industry leaders. In addition to *Basic Reading, Writing and Math for Health Care Employees*, the course covers critical thinking, decision-making, resume creation, interview practice, teamwork and financial literacy.

### CONTRACT SIGNED TO PROVIDE PROACTIVE RAPID RESPONSE SERVICES TO IDENTIFY AND ASSIST EMPLOYERS IN FINANCIAL RISK

On February 11, the WIB approved a \$950,000 contract with the Los Angeles Economic Development Corporation (LAEDC) to provide proactive Rapid Response "layoff aversion" services. LAEDC identified 10,000 'at-risk' businesses (with 500 or fewer full-time employees) showing distress factors in the City's service area through credit ratings, bankruptcy filings, late-payment histories and other indicators. LAEDC will consult with businesses identified to assess challenges and coordinate services including:

- Workforce training needs
- Information on financing and resources
- Information and assistance on various business tax credit and incentive programs, including State Enterprise Zones, utility programs, NAFTA/Trade Adjustment Assistance, international trade assistance and business consulting organizations

The LAEDC contracts also commissions a cluster analysis to quantify economic output, employment and wages generated within the City of Los Angeles service area with a focus on fifteen export-oriented industry clusters.



# 2,746

Customers enrolled in the third quarter

### MAJOR PORTION OF ARRA EXPENDITURE PLAN APPROVED

In the third quarter, the WIB approved a major portion of its ARRA Expenditure Plan:

- \$3.3 million ARRA funds for Educational Bridge Training Programs, to train 720 displaced workers in the sectors of health care and transportation
- \$7 million in ARRA funds for twelve High-Growth Sector Training programs to train 1,530 dislocated workers in sectors of green technology, utilities and energy retrofit, clean manufacturing, health care, logistics/transportation, hospitality/tourism, financial services and public safety.



22 WorkSource and OneSource Centers earned **California Award for Performance Excellence** Prospector level certification



# 171,251

Additional customers received universal access services in the past year  
(for more information see page 21).



# 1,353

Customers enrolled in the fourth quarter

## STRATEGIC PLAN FOR ECONOMIC DEVELOPMENT ENDORSED BY WIB

In April, the WIB endorsed the LAEDC's Los Angeles County Strategic Plan for Economic Development (2010-2014), a blueprint for strengthening the region's economy, attracting business and promoting job growth. The plan's goals include: Preparing an educated workforce, creating a business-friendly environment, enhancing quality of life, implementing smart land use and building 21st century infrastructure.

## WIB OPERATORS RECEIVED BALDRIGE-BASED PERFORMANCE AWARDS

In 2009, the Wilshire Metro WorkSource Center received a bronze level California Award for Performance Excellence (CAPE) Eureka Award from the California Council for Excellence (CCE). Additionally, 22 WorkSource and OneSource operators were awarded CAPE Prospector awards. The WIB adheres to the CCE's CAPE program as the exclusive vehicle for the certification of service providers. The CAPE Program features three levels; the California Challenge; the California Prospector; the Eureka Award for Performance Excellence and the U.S. Senate Productivity Award. These awards adhere to the criteria of the Malcolm Baldrige National Quality Award. The WIB requires each of its operators to successfully be awarded a CAPE Prospector level award. By early 2013, the WIB will require all operators to achieve the Eureka level award. In addition, the Community Development Department's Workforce Development Division, which oversees the WorkSource and OneSource centers, received a bronze level CAPE Eureka award in 2008.

## CROSSROADS 2010 POLICY SYMPOSIUM FUNDED BY WIB

The Youth Council hosted Crossroads 2010 on June 22 at the Marriott Hotel in downtown Los Angeles. Focusing on high school dropouts, Crossroads featured speakers were WIB Youth Council President David Crippens, Professor Paul Harrington and Professor Neeta Fogg from Northeastern University's Center for Labor Market Studies, and Professor Dowell Myers from the University of Southern California's School of Policy, Planning and Development. Crossroads policy symposiums have been funded by the WIB over the past decade to address issues related to youth development in Los Angeles. The symposiums have produced strategies for the delivery of workforce development services to youth that have been incorporated into the City's Annual Workforce Investment Act Plans. The *Dropouts: Path to Poverty* report is available on our website: [wib.lacity.org](http://wib.lacity.org)



# PROGRAMS

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The WIB's priorities have not changed since before the recession, but its work is more important than ever.

In the past year, the WIB has developed a robust set of programs and activities that directly address some of the most pressing issues on the minds of Angelenos: unemployment, poverty, education and increasing opportunities for future generations.

The WIB's priorities have not changed since before the recession. Issues of unemployment and undereducation have always been targeted by the workforce development system. But the marked jump in customers who sought out services in PY 2009-10 shows just how vital this work is in today's economy.

Activities are broken down into three major categories: Youth, Adults and Business. The WIB is tasked with ensuring that each of these groups is targeted with effective programming. By working directly with local leaders, the WIB has been able to develop programs relevant to specific community needs. From the WorkSource Centers, providing everything from job placement services to résumé building skills; to the OneSource Centers, helping young adults find jobs; to specialized sector training and support of businesses on the brink of layoffs, the WIB is taking action to lead the Los Angeles workforce into the next decade and a new economy.



# EMPOWERING YOUTH

The WIB is committed to preparing underserved youth for success and employment in adult life.

Research has shown that an investment in youth has a direct impact on the economy as a whole. In order to develop a healthy workforce that is prepared for both current and future economic conditions, workforce development boards must invest in youth education and increasing access to early work experience. The WIB aims to provide the type of opportunities and resources to young adults that allow them to become productive and self-sufficient citizens. L.A. youth face extraordinary challenges on the road to independence; poverty level and drop out rates are high and research shows that 20 percent of youth ages 16-24 are disconnected from education and employment. This means that approximately 97,000 young people within

the City of Los Angeles are not in school, working or even preparing to enter the workforce. The WIB and the City of Los Angeles are committed to addressing these challenges and have emerged as leaders in galvanizing youth to enter the workforce. The last year has seen immense successes: L.A. was the first city in the nation to use stimulus dollars to put young adults to work and more than 15,700 youths were placed in entry-level positions. Young adults are L.A.'s future CEOs, doctors and entrepreneurs—but they need to start somewhere. With the help of the WIB, thousands of young Angelenos are getting that start.

## FAST FACTS

**9 YEARS**

The period of a high school dropout's life that he/she spends living in poverty

**10–20%**

The amount that earnings rise over a lifetime if early work experience is available<sup>1</sup>

**65%**

A high school graduate in L.A. earns 65% more in their lifetime than a high school dropout

**10.8% → 18.5%**

The increase in unemployment among 16-19 year-olds between July 2007 and July 2009<sup>2</sup>

**1 out of 5**

Los Angeles youth, ages 16-24 who are out of school and out of work<sup>1</sup>

<sup>1</sup> Center for Labor Market Studies, Northeastern University. "One out of Five." 2004 (a WIB commissioned report) <sup>2</sup> Bureau of Labor Statistics.

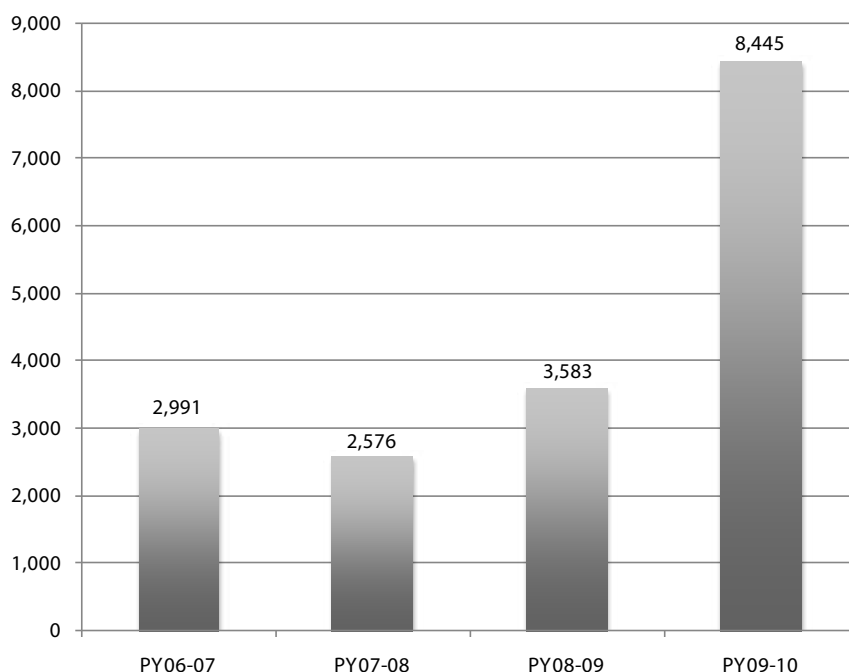
## YOUTH PLACEMENT AND RETENTION

	negotiated performance	actual performance	success rate
Placement in employment or education*	65.0%	76.6%	117.89%
Attainment of degree or certificate*	45.0%	85.1%	189.09%
Literacy or numeracy gains§	15.0%	64.7%	431.13%

\* The cohort for measures is Oct. 1, 2008 - Sept. 30, 2009.

§ The cohort is July 1, 2008 - June 30, 2009

## TOTAL YOUTH CUSTOMERS SERVED (WIA FUNDED ONLY\*)



\* Does not include other non-WIA funded components of HIRE LA Youth Campaign

## SUCCESS STORY

**BRANDON PLAYER, INTERN,**  
CITY OF LOS ANGELES



As a foster youth growing up in a rough neighborhood without any family support, Brandon

Player faced a life full of disadvantages. He was forced to move and change schools frequently, losing and making new friends each time. As a teen, he got the opportunity to participate in the YO Watts program, part of the Los Angeles Youth Opportunity Movement OneSource Center, which helps teens between the ages of fourteen to twenty-four with jobs and job development skills. Brandon interviewed over twenty times before he finally got into the YO Watts program. Despite a disorganized past, Brandon has used barriers from his childhood to successfully create the person he is today. Now at the age of 22 years old, Brandon is an intern in one of many offices of the Mayor of Los Angeles. BJ. Lamothe, Brandon's supervisor stated, "Having Brandon as an intern brings a light to the organization. He has always been a pleasure to work with. Brandon is intelligent, caring, inspiring, and just an all around fun person to have around in the office." Since obtaining the job, Brandon is constantly asked to make flyers, invitations and other marketing pieces that involve his artistic skills. In addition to working as an intern, Brandon is also attending CSU Dominguez Hills in Carson, California where he is majoring in Business Administration.



# YOUTH PROGRAMS

The WIB holds to the philosophy that an investment in City youth is an investment in the future of Los Angeles. The following programs demonstrate the WIB's strong commitment to L.A.'s future.

## THE ONESOURCE SYSTEM:



The OneSource System provides employment and educational services to in-school and out-of-school youth between the ages of 14-21. There are 13 centers located throughout the City that operate on a year round basis. OneSource Centers work collaboratively with the WorkSource and FamilySource systems to maximize service opportunities for their youth customers. All 13 OneSource Centers earned the California Award for Performance Excellence Proprietor level certification in PY 09 -10. OneSource centers offer services to improve educational achievement (basic skills remediation, tutoring and preparation for post-secondary education); services to prepare youth to enter and succeed in employment (work readiness skills training, work readiness certification, paid work experience, and job search and placement assistance); services to support youth (supportive services, adult mentoring, comprehensive guidance and counseling); and services mandated by the WIB's Youth Council to meet the needs of local youth (English-as-a-Second Language and computer literacy).

## HIRE LA'S YOUTH CAMPAIGN



HIRE LA's Youth Campaign is a comprehensive set of programming that creates employment opportunities for young people ages 14-24 who are not otherwise enrolled in traditional OneSource Year Round Programs. Since its inception in 2005 by Mayor Antonio Villaraigosa, HIRE

LA's Youth has served nearly 37,000 young people. This year more than 15,700 youth participated in HIRE LA's Youth Campaign. HIRE LA's Youth is facilitated by the Community Development Department (CDD) under the policy oversight of the WIB. Key programs include:

**Summer Youth Employment Program:** An ARRA funded program that provides paid work experience enabling youth to gain exposure to careers and the workplace while developing fundamental skills (communication, time management and problem solving).

**Learn & Earn:** A partnership with the Los Angeles Unified School District to enroll, assess and place youth in work experience situations with academic and occupational linkages. Under this program, California High School Exit Exam (CAHSEE) non-passers will be provided with basic skill remediation and/or test preparation services to assist them with successful completion of the CAHSEE.

**LA Scholars:** A partnership with the Los Angeles Community College District to provide first-time work experience for youth during school vacation. The program targets at-risk youth who have multiple barriers to employment, with emphasis on hiring foster youth, runaways and youth offenders. Work opportunities are made available on a year-round basis and participants are paid not less than the prevailing minimum wage.

**Reconnections Academy:** A collection of youth projects that provides academic support, sector related job training and subsidized employment to low-income, disconnected young adults who have one or more barriers to employment. Young adults served include juvenile offenders; homeless, runaway or foster youths;





those deficient in basic literacy or math skills; pregnant or parenting young adults; and those requiring additional assistance to complete an education program or retain employment. Services include mentoring, job shadowing, subsidized work experience, training, and placement into a targeted industry or education program.

**HIRE LA News Team:** In addition to holding traditional clerical and customer service positions, youth also serve as reporters, photojournalists and videographers as part of the official HIRE LA's Youth News Team. These young adults travel throughout Los Angeles capturing the stories of their peers on the job.

## LOS ANGELES YOUTH OPPORTUNITY MOVEMENT

The LAYOM promotes the development of Los Angeles youth by implementing its mission of promoting youth achievement by working with families and community partners to create opportunities for youth (ages 14-24 years) to reach their education, employment and personal development goals. In partnership with local community based organizations, LAYOM operates three centers featuring vocational, educational, career and social support systems that emphasize the talents and capacities of the community's youth and families. LAYOM serves disconnected youth and provides recruitment, assessment, case management, job preparation, internships, career counseling, job placement, leadership

development and educational placement in a client-centered, individual approach.

## CASH FOR COLLEGE

The WIB supports and funds the Annual Cash for College Campaign designed to encourage students to pursue a college education. The campaign's many activities includes:

**A College and Career Convention** that features speakers and seminars on college life, interactive career demonstrations, financial aid presentations, and an exhibit hall of college recruiters.

**Workshops** throughout Los Angeles at which students and their families receive information about the availability of financial resources for college, and assistance in completing the Free Application for Federal Student Aid (FAFSA) and Cal Grant application. This event held over one hundred workshops in which 6,000 high school students attended.

## CROSSROADS POLICY SYMPOSIUM

Crossroads Policy Symposiums have been funded by the WIB over the past decade to engage elected officials, city leaders and workforce development professionals in a day-long policy meeting to highlight, educate and lead the discussion of critical issues surrounding youth and workforce development. The Crossroads Symposium for 2009 focused on high school dropouts and the release of the Dropouts: Path to Poverty Report.

# SUCCESS STORY

## MARISOL ESCUTIA, HIRE LA ASSISTANT PROGRAM ADVISOR



Marisol Escutia was one of the thousands of young adults employed by the HIRE LA's Youth

Program. Last year, she entered the Program with few viable business skills. This past summer, she established her internship with the official title of Assistant Program Advisor. With her hard work and dedication, Escutia was just one of the students who parlayed her skills into a leadership position and was honored with a HIRE LA's Youth 2009 Endeavor Scholarship Award. Escutia, an 18-year-old employee, stated that her major job responsibility was to interview prospective youth employees as well as mentor the interns. When asked about job obstacles, Escutia replied that it was a necessity to establish a professional business relationship based on respect. A majority of the students whom Escutia mentored were around 18 years of age and older. As for the future, Escutia was excited to earn the HIRE LA's Youth 2009 Endeavor Scholarship Award. With the help of the HIRE LA's Youth Program, Escutia not only earned a scholarship, she also honed her resume skills and gained innovative leadership experience to be put toward her future career goals. When asked about her experience with the HIRE LA's Youth Program, Escutia stated: "I can't believe I just earned a scholarship and I can't wait for what's next."

“

**"I can't believe I just earned a scholarship and I can't wait for what's next."**

Marisol Escutia, Assistant Program Advisor, HIRE LA's Youth

# EQUIPPING ADULTS

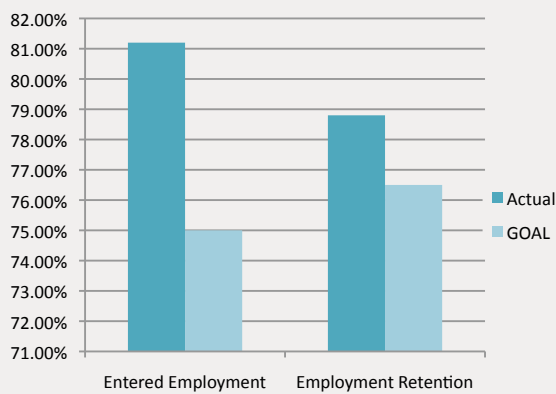
The WIB is committed to preparing the existing workforce for the new economy through education, training and employment services.

Despite a national recession and significant local challenges, Los Angeles continues to be a hotbed for innovation and growth. Certain sectors—such as the green technology, hospitality and logistics industries—are flourishing. The WIB has formed strategic partnerships to prepare displaced workers for careers in these growth sectors. By preparing workers for the technology-driven new economy, the WIB is working to provide long-term security for the City's workforce. In addition to these long-term solutions, the WIB has addressed the immediate and growing need for employment services by investing in the WorkSource

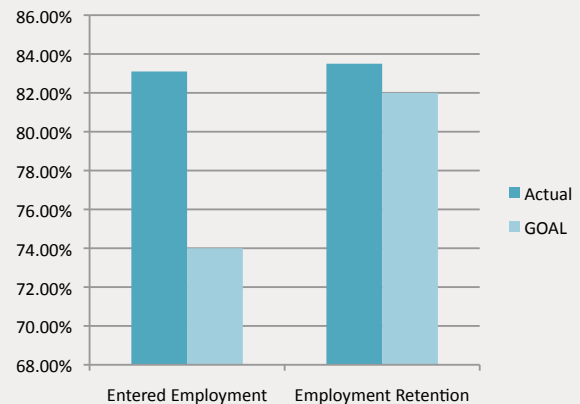
System. The 18 WorkSource Centers (one in a satellite) throughout the city provide universal access to computers, employment-related resources and a network of employers and jobseekers. Enrollment in programs for adults or displaced workers provides additional services such as career counseling, referrals, training and job placement. In PY 09-10, the WIB not only addressed the increased demand for employment services, but consistently exceeded placement and retention goals (see below).

## PLACEMENT AND RETENTION

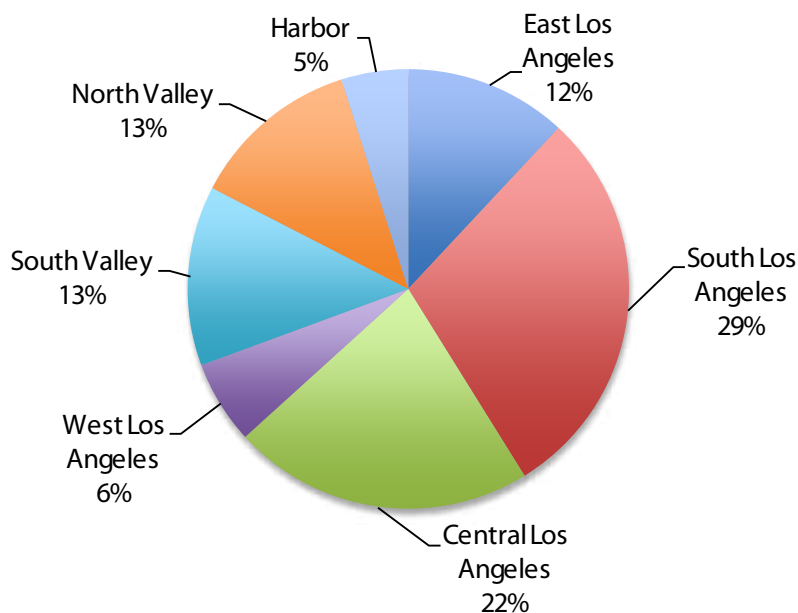
### Adults



### Displaced Workers



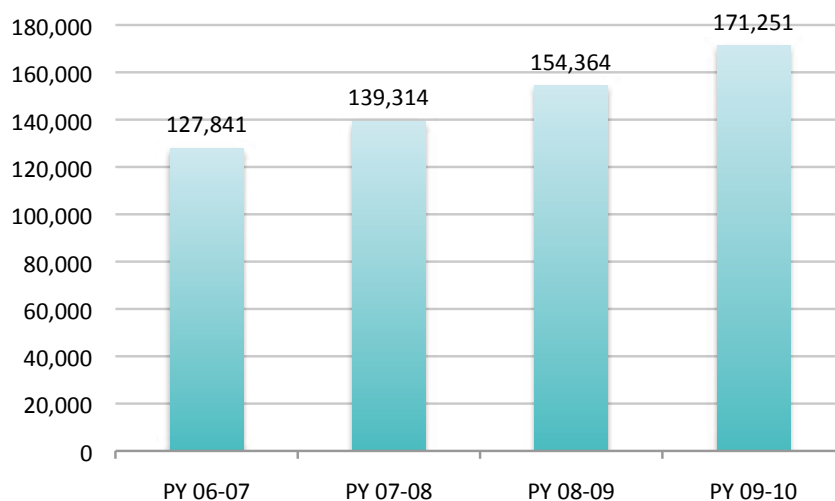
## ALLOCATION OF FUNDS THROUGH CITY'S SEVEN SUB-REGIONS



## RECORD NUMBER SERVED THROUGH UNIVERSAL ACCESS

**Universal access** means that any individual will have access to the One-Stop system and to core employment-related services. Information about job vacancies, career options, student financial aid, relevant employment trends, and

instruction on how to conduct a job search, write a resume, or interview with an employer is available to any job seeker in the U.S., or anyone who wants to advance his or her career.



## SUCCESS STORY

### CHARLIE BOYLE, METRO BUS OPERATOR



**Charlie Boyle** is married with three children. He had previously worked two jobs to support his

family, but was suddenly laid off from both in 2008. Mr. Boyle was not a high school graduate and has a misdemeanor on his record. He had previously applied to Metro to become a bus operator but did not pass the initial exam. Mr. Boyle was told about the Metro Bridge program and applied. He was selected to participate due to his excellent customer service, positive attitude and overall commitment. Mr. Boyle graduated from the Metro Bridge Program in October of 2009 and was hired by Metro on November 30, 2009 as a bus operator. He currently attends school to obtain his high school diploma and plans to begin supervisor classes at Metro in order to move up in the company. Mr. Boyle has been extremely grateful for the opportunities presented through the Metro Bridge Program and graciously volunteers his time to tutor current Metro Bridge candidates. He was invited to join Mayor Antonio Villaraigosa at a press conference that showcased the success of individuals who received training funded by ARRA.



# ADULT PROGRAMS

Roughly 60% of the annual WIA allocation to the City is provided through the Adult and Dislocated Worker funding streams. Following are a few highlights of programs offered in PY 09-10.

## WORKSOURCE CENTERS



WorkSource Centers are the core of the adult portion of the Workforce Development

System. WorkSource Centers serve customers through services described as 'universal access,' which means that anyone can enter a WorkSource center, conduct self-directed job search activities, use equipment in the resource room and meet with other job seekers. There are 17 full-service centers and one portal in the City of Los Angeles that provide a full range of assistance to job seekers under one roof. Job seekers can receive career counseling, job listings, labor market information, training referrals and other employment-related services.

The WorkSource Centers also provide transitional employment and supportive services (i.e., subsidized employment, transportation stipends, work clothing, employment related equipment, tools, etc.) to job seekers with barriers to employment, such as Limited English Proficient (LEP) individuals, ex-offenders, persons with disabilities and homeless individuals. Services are provided to veterans to assist them in obtaining employment.

## PROGRAMS

Additional services are available to customers who are **registered** into programs. Registered customers are eligible to receive staff-supported services, including career counseling, case management, supportive services, and training.

**Educational Bridge Training Programs:** These programs provide academic remediation paired with industry sector skills development to low-wage dislocated workers. There are four distinct projects, each with a consortium of partners (e.g., employers, employer associations, organized labor, educational institutions, etc.).

### High-Growth Industry Sector Training Programs

The WIB has partnered with several organizations to provide customized industry sector job training to unemployed individuals. These partners, called Industry Sector Workforce Intermediaries, are organizations or entities that:

- ▶ Build in-depth knowledge of an industry sector
- ▶ Establish and maintain relationships with multiple employers within an industry sector
- ▶ Establish and maintain relationships with other stakeholders involved in an industry sector (e.g., organized labor, educational institutions, government agencies, community-based organizations, etc.)
- ▶ Monitor an industry sector's changing needs
- ▶ Coordinate employer and other stakeholder resources to address industry sector human resource and competitiveness needs
- ▶ Encourage investments in potential and current/incumbent workers to create enhanced employment opportunities within an industry sector

Customized training was provided to prepare workers for careers in the Construction, Logistics/Transportation/Goods Movement and Hospitality industries.





“

**“Thank you for this opportunity...This training has been a blessing.”**

*Kendall Sykes, Graduate, Mortgage Subprime Training Program*

## SPECIAL PROJECTS

### **National Emergency Grant - Mortgage Industry:**

The WIB received a special grant award from the State Employment Development Department to provide retraining, job search and job placement services to laid off mortgage/banking industry workers. Funding was distributed to certain WorkSource Centers that, in partnership with the LA Community College District and other training and education entities, provided the specified services.

### **National Emergency Grant - Southern CA Wildfires:**

The WIB allocated funding for the Los Angeles Conservation Corps to pay temporary workers part-time over 12 months to clean up fire damage. The Los Angeles Conservation Corps supervised these temporary workers and served as their employer for record.

### **State Stimulus-Funded Program to Underwrite Training and Job Placement Services for Dislocated Workers:**

The WIB allocated the Governor's 15% and 25% WIA Discretionary Funds for areas of California experiencing high rates of unemployment due to the recession. Through a competitive procurement process, each WorkSource Center received an allocation of these funds to provide workforce development services to dislocated workers. In addition, the WIB allocated funding for a study of the trucking industry in Los Angeles which

focused on the training and hiring needs of industry employers.

### **Living Independently Through Employment (LITE) Project:**

The WIB allocated funds for the Skid Row Development Corporation Employment Portal at a Volunteer of America Drop-In Center in downtown Los Angeles. This portal provided job placement assistance and supportive services essential to Skid Row residents in obtaining gainful employment.

### **Collocation with LACCD: Workforce Innovation Center in Glassell Park:**

The WIB allocated funding for a joint use lease of a new WorkSource Center portal at the historic Van de Kamp Bakery, the site of a new Los Angeles Community College innovation campus. This facility houses multiple workforce development partners including Community Career Development, Inc., the operator of the Wilshire Metro WorkSource Center. It serves as a hub for industry sector training in biomedical, biotech, health care, logistics, transportation and goods movement.

## SUCCESS STORY

### **NICHOLAS NAJERA**

#### *SECURITY SECTOR TRAINING*



Nicholas Najera grew up in a family of six children raised by a single mother. Even as a young

man, Najera strived to be a strong male role model for his family. After graduating high school, he felt the call to serve his country, and in May of 2004, he entered the Navy. Najera says that he chose the military because he wanted to set a good example for his siblings. "I wanted to show my brothers that there's something better in life than where we were living at the time." He served as a logistics specialist, and after six years of honorable service, was discharged in July of 2010. While at a federal job fair in 2010, Najera heard about the Security Training Program at the Wilshire-Metro WorkSource Center. He applied and was accepted. Najera still lives near the naval base in Port Hueneme, so he commutes more than an hour to attend class in downtown L.A. "I have to do what I have to do," he says. "I want to use the tools that are provided to me." His mother works in the prison system, and Najera hopes to follow in her footsteps by becoming a probation officer. "I want to help people," he says. "Security training is the first step." Najera's integrity, work ethic and desire to help people has impressed his instructors and fellow classmates; they made him their class president. He is already in contact with potential employers. Thanks to his strong character, and with help from WIB programs, he has a very promising future ahead of him.



# EXPANDING BUSINESS



The WIB sees a business-driven approach as the key to preparing the workforce for recovery.

Employers are a key customer of the WIB, and an important partner in developing a strategy to build skills and prepare the workforce for growing job markets. The WIB uses several strategies tailored specifically to meet the human resource and staff development needs of the City's employer community. Business customers benefit from customized recruitment services, easy access to a large pool of pre-screened job applicants and other resources provided through the City's 18 **WorkSource Centers**. Staff using informational resources at the centers can help develop strategies to address the needs of businesses experiencing difficulty in the rapidly changing economic environment.

Services available include:

- ▶ No-cost advertising of open positions
- ▶ Customized recruitment to help quickly fill multiple positions
- ▶ Candidate screening and/or testing to assure only qualified workers apply for positions
- ▶ Facilities for conducting both one-on-one and group interviews
- ▶ On-the-job and pre-employment training to provide workers with the skills necessary for employment
- ▶ Information about Enterprise Zone, Foreign-Trade Zone, Work Opportunity Tax Credits, Manufacturing Incentives, and other credits

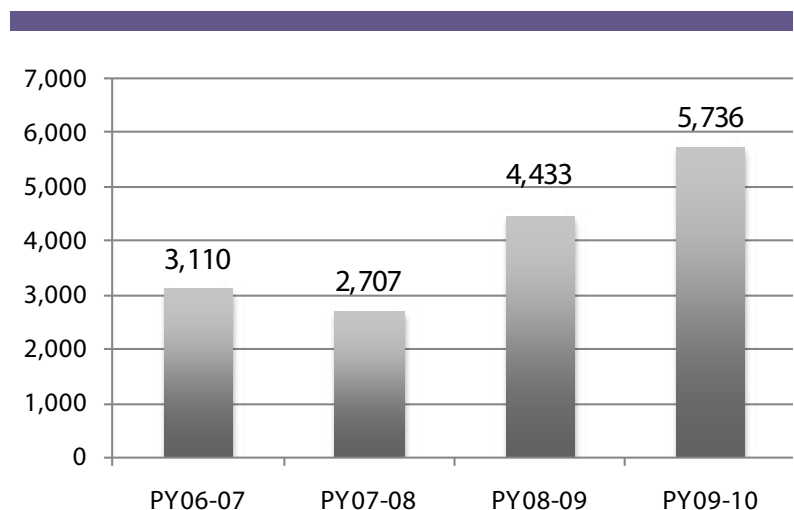


# 1,417

Businesses and employers served by the Workforce Development System (WorkSource Centers) in PY 09-10.

**This is 125% of the goal of serving 1,135.**

**TOTAL RAPID RESPONSE CUSTOMERS  
(WORKERS BEING LAID OFF) SERVED, 2006 - 2010**





# BUSINESS PROGRAMS

The Rapid Response team provides a range of reactive and proactive services to businesses in transition.

## RAPID RESPONSE

When a company decides to reduce its workforce, it is traumatic for the employer, employee and ultimately the economy as a whole. The Rapid Response Team is available to help ease the transition in the case of downsizing. Included are series of reactive and proactive activities designed to assist employers and workers in recovering from industry declines, economic dislocations and natural disasters.

### Reactive Strategies

Rapid Response reactive strategies are conducted by City of Los Angeles Community Development Department (CDD) staff, who respond to Worker Adjustment Retraining Notifications (WARN) issued by employers regarding impending business closures and layoffs. When a WARN is issued, CDD dispatches its team of Rapid Response specialists to make contact with the employer to assess the closure and scope, size and duration of the layoff. CDD staff then develops a plan for delivery of a wide array of reemployment services (such as career counseling, resumé preparation and interviewing skills workshops, job search and job placement assistance and job training) and unemployment benefits information to the impacted workers with the assistance of the Employment Development Department, WorkSource Centers and other Rapid Response partners.

### Proactive Strategies

Rapid Response proactive activities generally fall under the heading of layoff aversion and are typically implemented in partnership with economic development and business associations. They include:

- ▶ Establishing early warning systems and formal and informal channels of communication to foretell worker layoffs in advance of the issuance of WARNs
- ▶ Identifying struggling businesses and connecting them to the resources they need to survive, thrive, and preserve jobs
- ▶ Connecting businesses to customized training offerings to combat low-skilled worker layoffs
- ▶ Collecting labor market information to identify industry trends that may be predictors of worker layoffs
- ▶ Mapping the skill sets of workers in declining industries and identifying potential job opportunities for them in flourishing industries that require the same skill sets
- ▶ Arranging financial restructuring, buyouts, and ownership transfers of distressed businesses, as an alternative to closures and worker layoffs
- ▶ LAEDC contract to provide layoff aversion services (see page 13)

“

**“The staff at the Northeast Los Angeles WorkSource Center has been very effective and has gone out of their way to help us meet our hiring needs. In spite of the recession, we still regularly use the WorkSource Center for recruitments, interviews and larger hiring efforts. If it weren’t for the WorkSource Center, I would be walking the streets finding candidates!”**

*– Kathleen Wills, Supervisor, Temp Depot, Inc.*

*For more than 10 years, Temp Depot has been a business customer of the Northeast Los Angeles WorkSource Center, hiring WorkSource candidates for temporary placement in the East L.A. metro area. Many of the placements are temp-to-hire.*

# WIB COMMITTEES

## **AD HOC TECHNOLOGY TASK FORCE**

Operating on as-needed basis, the Taskforce reviews information systems for the overall management of the workforce system as well as systems used by the workforce system customers.

## **ADVOCACY COMMITTEE**

Members develop, implement, monitor, and update the WIB advocacy plan. The Committee works to improve public awareness of workforce issues and educate policymakers and elected officials regarding the system and its efforts.

## **BUSINESS SERVICES, MARKETING AND RESOURCE DEVELOPMENT COMMITTEE**

Members develop, implement, and monitor the WIB's marketing strategy. They also make recommendations to the WIB regarding the delivery of business services to employers and businesses, and oversees the implementation of [JobsLA.org](http://JobsLA.org).

## **CERTIFICATION SUBCOMMITTEE**

Members assure services of the workforce delivery system are delivered by WorkSource/ OneSource Centers by setting the standards to be met and the policies to be followed.

## **EXECUTIVE COMMITTEE**

Members approve the annual plan, budget and evaluation to assure continuous improvement of the WIB, actively coordinate with City Council and Mayor, resolve special inter-committee issues/ opportunities, and establish task force and ad hoc committees as needed.

## **NOMINATIONS/MEMBERSHIP COMMITTEE**

Members are in charge of surveying, soliciting, and recommending individuals for Board vacancies.

## **POLICY AND OVERSIGHT COMMITTEE**

Members oversee the Workforce Investment Act (WIA) WorkSource/OneSource Centers funded programs. They recommend priority uses for target populations and program services and monitor the utilization of program funds.

## **SECTOR OVERSIGHT SUBCOMMITTEE**

Members assure the WIB program is aligned with City goals. This committee also tracks the performance of sector programs and assures involvement in growth issues.

## **TRAINING AND SUPPORTIVE SERVICES COMMITTEE**

Members oversee and monitor WIA training programs as well as identify target populations and priority uses for training and supportive services.

## **YOUTH COUNCIL**

Members develop portions of the local plan relating to youth by recommending and approving eligible providers of youth activities and conducting oversight of those programs. Members facilitate the collaboration for youth advocacy and increase youth job opportunities.

## OneSource Youth Opportunity Center Operators

- ▶ Boyle Heights OneSource Center, operated by Youth Opportunity Movement
- ▶ Central Los Angeles OneSource Center, operated by Catholic Charities of Los Angeles, Inc.
- ▶ Central Los Angeles OneSource Center, operated by The Regents of the University of California
- ▶ Citywide Youth Enhancement Project, operated by Marriott Foundation For People with Disabilities, Inc.
- ▶ East Los Angeles OneSource Center, operated by Para Los Ninos
- ▶ Harbor OneSource Center, operated by Los Angeles Unified School District
- ▶ North Valley OneSource Center, operated by El Proyecto del Barrio, Inc.
- ▶ South Los Angeles OneSource Center, operated by Catholic Charities of Los Angeles, Inc.
- ▶ South Los Angeles OneSource Center, operated by Los Angeles Urban League
- ▶ South Los Angeles OneSource Center, operated by Watts Labor Community Action Committee
- ▶ South Valley OneSource Center, operated by El Proyecto del Barrio, Inc.
- ▶ Watts OneSource Center, operated by Youth Opportunity Movement
- ▶ West Los Angeles OneSource Center, operated by The Regents of the University of California
- ▶ Valley OneSource Center, operated by Youth Opportunity Movement

## Funders

- ▶ U.S. Department of Labor and Secretary Hilda Solis
- ▶ State of California Employment Development Department
- ▶ Los Angeles County Board of Supervisors
- ▶ City of Los Angeles City Council
- ▶ City of Los Angeles Community Development Department

## Elected Officials

- ▶ President Barack H. Obama
- ▶ Governor Arnold Schwarzenegger
- ▶ Mayor Antonio Villaraigosa
- ▶ Carmen Trutanich, City Attorney
- ▶ June Lagmay, City Clerk
- ▶ Wendy Greuell, City Controller
- ▶ City of Los Angeles City Council
  - District 1, Ed Reyes
  - District 2, Paul Krekorian



## WHEN DO COMMITTEES MEET?

Most committee meetings occur once a month and are open to the public. The full Board and Youth Council meet quarterly. The dates of upcoming meetings can be found on our website: [www.wib.lacity.org](http://www.wib.lacity.org)

# FIND A WORKSOURCE CENTER

WorkSource Centers are the core of the adult portion of the Workforce Development System. They provide a full range of assistance to job seekers under one roof, including career counseling, job listings, labor market information, training referrals and other employment-related services.

## DOWNTOWN AND CENTRAL

### 1 DOWNTOWN WORKSOURCE CENTER

*Chicana Service Action Center*  
315 W. 9th Street, Suite 101  
Los Angeles, CA 90015  
(213) 629-5800  
TTY: (213) 430-0660  
Fax: (213) 430-0657

### 2 CHINATOWN WORKSOURCE CENTER

*Chinatown Service Center*  
767 North Hill Street, Suite 400  
Los Angeles, CA 90012  
(213) 808-1700  
TTY: (213) 808-1719  
Fax: (213) 680-0787

### 3 WESTLAKE WORKSOURCE CENTER

*Pacific Asian Consortium in Employment*  
1055 Wilshire Blvd., Suite 900 A  
Los Angeles, CA 90017  
(213) 353-1677  
TTY: (213) 353-1685  
Fax: (213) 353-1687

## HOLLYWOOD AREA

### 4 HOLLYWOOD WORKSOURCE CENTER

*Managed Career Solutions, Inc.*  
Los Angeles City College  
855 N. Vermont, B - 10  
Los Angeles, CA 90029  
and  
1680 N. Vine St., Suite 206  
Hollywood, CA 90028  
(323) 960-1300  
TTY: (323) 953-4002  
Fax: (323) 953-4018

## LOS ANGELES METRO

### 5 WILSHIRE-METRO WORKSOURCE CENTER

*Community Career Development, Inc.*  
3550 Wilshire Blvd., Suite 500  
Los Angeles, CA 90010  
(213) 365-9829  
TTY: (213) 368-0047  
Fax: (213) 365-9839

## NORTHEAST LOS ANGELES

### 6 METRO NORTH WORKSOURCE CENTER

*Goodwill Industries of Southern California*  
342 North San Fernando Rd.  
Los Angeles, CA 90031  
(323) 539-2000  
TTY: (323) 539-2057  
Fax: (323) 539-2022

### 7 NORTHEAST WORKSOURCE CENTER

*Arbor Education & Training, LLC.*  
3825 N. Mission Road  
Los Angeles, CA 90031  
(323) 352-5100  
TTY: (323) 352-5103  
Fax: (323) 352-5081

## SAN FERNANDO VALLEY

### 8 CANOGA PARK-WEST HILLS WORKSOURCE CENTER

*Arbor Education & Training, LLC.*  
21010 Vanowen Street  
Canoga Park, CA 91303  
(818) 596-4448  
TTY: (818) 596-4155  
Fax: (818) 596-4140

### 9 CHATSWORTH-NORTHRIDGE WORKSOURCE CENTER

*Build Rehabilitation Industries, Inc.*  
9207 Eton Ave.  
Chatsworth, CA 91311  
(818) 701-9800  
TTY: (818) 701-9850  
Fax: (818) 701-9801

### 10 SUN VALLEY WORKSOURCE CENTER

*El Proyecto del Barrio*  
9024 Laurel Canyon Blvd.  
Sun Valley, CA 91352  
(818) 504-0334  
TTY: (800) 504-1974  
Fax: (818) 504-2625

### 11 VAN NUYS-NORTH SHERMAN OAKS WORKSOURCE CENTER

*Arbor Education & Training, LLC.*  
15400 Sherman Way, #140  
Van Nuys, CA 91406  
(818) 781-2522  
TTY: (818) 374-7024  
Fax: (818) 781-3810

## SOUTH LOS ANGELES

**12 SOUTHEAST L.A. CRENSHAW WORKSOURCE CENTER**  
*United Auto Worker Labor Employment and Training Corp. (UAW-LETC)*  
3965 S. Vermont Ave  
Los Angeles, CA 90037  
(323) 730-7900  
TTY: (323) 730-7937  
Fax: (323) 730-7934

**13 SOUTHEAST LOS ANGELES-WATTS WORKSOURCE CENTER**  
*Watts Labor Community Action Committee (WLCAC)*  
10950 S. Central Ave  
Los Angeles, CA 90059  
(323) 563-4702  
(323) 563-5669  
TTY: (323) 563-5684  
Fax: (323) 563-5636

### 14 SOUTH LOS ANGELES WORKSOURCE CENTER

*Community Centers, Inc.*  
7518 South Vermont Ave.  
Los Angeles, CA 90044  
(323) 752-2115  
TTY: (323) 752-9215  
Fax: (323) 789-4567

### 15 SOUTH LOS ANGELES WORKSOURCE CENTER SATELLITE

*Chicana Service Action Center*  
6200 South Broadway  
Los Angeles, CA 90003  
(323) 752-4044  
TTY: (323) 921-0762  
Fax: (323) 753-6724

## SOUTHEAST LOS ANGELES

### 16 HARBOR WORKSOURCE CENTER

*City of Long Beach*  
1851 N. Gaffey St., Suite F  
San Pedro, CA 90731  
(310) 732-5700  
TTY: (310) 732-5714  
Fax: (310) 241-0249

## SOUTHWEST LOS ANGELES

### 17 WEST ADAMS-BALDWIN HILLS SATELLITE WORKSOURCE CENTER

*Los Angeles Urban League*  
5681 W. Jefferson Blvd.  
Los Angeles, CA 90016  
(323) 525-3740  
TTY: (323) 931-9076  
Fax: (323) 525-3799

## WEST LOS ANGELES COUNTY

### 18 MARINA DEL REY - MAR VISTA WORKSOURCE CENTER

*Jewish Vocational Services (JVS)*  
13160 Mindanao Way, St. 240  
Marina del Rey, CA 90292  
(310) 309-6000  
TTY: (310) 309-6018  
Fax: (310) 309-6032

See back  
cover for map  
of locations





# FIND A ONESOURCE CENTER

OneSource Centers work collaboratively with the WorkSource System to offer services to young adults to improve educational achievement and find success in employment.

## BOYLE HEIGHTS

**1** Youth Opportunity Movement  
1505 E 1st St.  
Los Angeles, CA 90033  
(323) 266-7584  
TTY: (323) 526-3822  
Fax: (323) 266-7594

## CENTRAL LOS ANGELES

**2** AYE/Catholic Charities  
3250 Wilshire Blvd. Ste. 1010  
Los Angeles, CA 90010  
(213) 736-5456  
TTY: (800) 732-8598  
Fax: (213) 736-5654

**3** UCLA - Central  
501 South Bixel Ave.  
Los Angeles, CA 90017  
(213) 482-8618  
Fax: (213) 241-0909

## CITYWIDE YOUTH ENHANCEMENT PROJECT

**4** Marriott Foundation Bridges  
Program  
600 Wilshire Blvd. Ste. 1540  
Los Angeles, CA 90017 -9001  
(213) 347-0042  
Fax: (213) 623-2761

## EAST LOS ANGELES

**5** Para Los Niños  
838 E 6th St.  
Los Angeles, CA 90021  
(213) - 623 - 8446  
TTY: (213) 572-0628  
Fax: (213) 572-0627

## HARBOR

**6** Los Angeles Unified School District  
1921 N Gaffey St. Ste. J  
San Pedro, CA 90731  
(310) 834-9518  
TTY: (310) 834-9827  
Fax: (310) 834-9195

## NORTH VALLEY

**7** El Proyecto del Barrio, Inc.  
9030 Laurel Canyon Blvd.  
Sun Valley, CA 91352  
(818) 771-0184  
TTY: (818) 252-6505  
Fax: (818) 504-0357

## SOUTH LOS ANGELES

**8** AYE / Catholic Charities  
3965 S. Vermont Ave.  
Los Angeles, CA 90037  
(323) 731-8596  
TTY: (323) 731-6300  
Fax: (323) 731-2905

**9** Los Angeles Urban League  
5414 S Crenshaw Blvd.  
Los Angeles, CA 90043  
(323) 292-8111 Ext. 617  
TTY: (323) 291-6184  
Fax: (323) 292-7851

**10** Watts Labor Community  
Action Committee (WLCAC)  
958 E 108th St.  
Los Angeles, CA 90059  
(323) 923-1434  
TTY: (323) 923-1586  
Fax: (323) 566-7211

## SOUTH VALLEY

**11** El Proyecto del Barrio, Inc.  
20800 Sherman Way  
Los Angeles, CA 91306  
(818) 710-5239  
TTY: (818) 716-6438  
Fax: (818) 587-4806

## VALLEY

**12** Youth Opportunity Movement  
11844 Glenoaks Blvd.  
Pacoima, CA 91340  
(818) 361-1655  
TTY: (818) 837-3213  
Fax: (818) 837-1477

## WATTS

**13** Youth Opportunity Movement  
1501 E 103rd St.  
Los Angeles, CA 90002  
Tel. (323) 971-7640  
TTY: (323) 569-2251  
Fax (323) 569-5404

## WEST LOS ANGELES

**14** UCLA  
3415 S Sepulveda Blvd. Ste. 130  
Los Angeles, CA 90034  
(310) 572-7680  
TTY: (310) 572-6081  
Fax: (310) 572-7681

## Partners (continued)

- District 3, Dennis Zine
- District 4, Tom LaBonge
- District 5, Paul Koretz
- District 6, Tony Cardenas
- District 7, Richard Alarcón
- District 8, Bernard C. Parks
- District 9, Jan Perry
- District 10, Herb J. Wesson, Jr.
- District 11, Bill Rosendahl
- District 12, Greig Smith
- District 13, Eric Garcetti
- District 14, Jose Huizar
- District 15, Janice Hahn

## Collaborative Partners

- ▶ AT&T
- ▶ California State University Northridge
- ▶ California Workforce Association
- ▶ Center for Labor Market Studies, Northeastern University
- ▶ City of Los Angeles Department of Aging
- ▶ City of Los Angeles Department of Recreation and Parks
- ▶ Coalition for Responsible Community Development
- ▶ CVS
- ▶ Kaiser Permanente
- ▶ Los Angeles Area Chamber of Commerce
- ▶ Los Angeles Community College District
- ▶ Los Angeles Department of Water and Power
- ▶ Los Angeles Economic Development Corporation
- ▶ Los Angeles Community Redevelopment Agency
- ▶ Los Angeles County Department of Public Social Services
- ▶ Los Angeles County Federation of Labor
- ▶ Los Angeles County Office of Education
- ▶ Los Angeles Unified School District – Division of Adult and Career Education
- ▶ Los Angeles World Airports
- ▶ Los Angeles Conservation Corps, Inc.
- ▶ Los Angeles County Workforce Investment Board
- ▶ Mary Ann Pranke Training and Consulting
- ▶ Metro
- ▶ Microsoft Corporation
- ▶ National Association of Workforce Boards
- ▶ Pacific Gateway Workforce Investment Network
- ▶ Port of Los Angeles
- ▶ Skid Row Development Corporation / Volunteers of America

*The WIB would like to thank the 1,400 businesses and employers in 2009-2010 that utilized the City's Workforce Development System for their hiring and training needs.*



Workforce **Investment** Board  
City of Los Angeles

## Workforce Investment Board City of Los Angeles

1200 W. 7th Street, 6th Floor

Los Angeles, CA 90017

[www.wib.lacity.org](http://www.wib.lacity.org)

(213) 744-7164

TTY (213) 744-9395

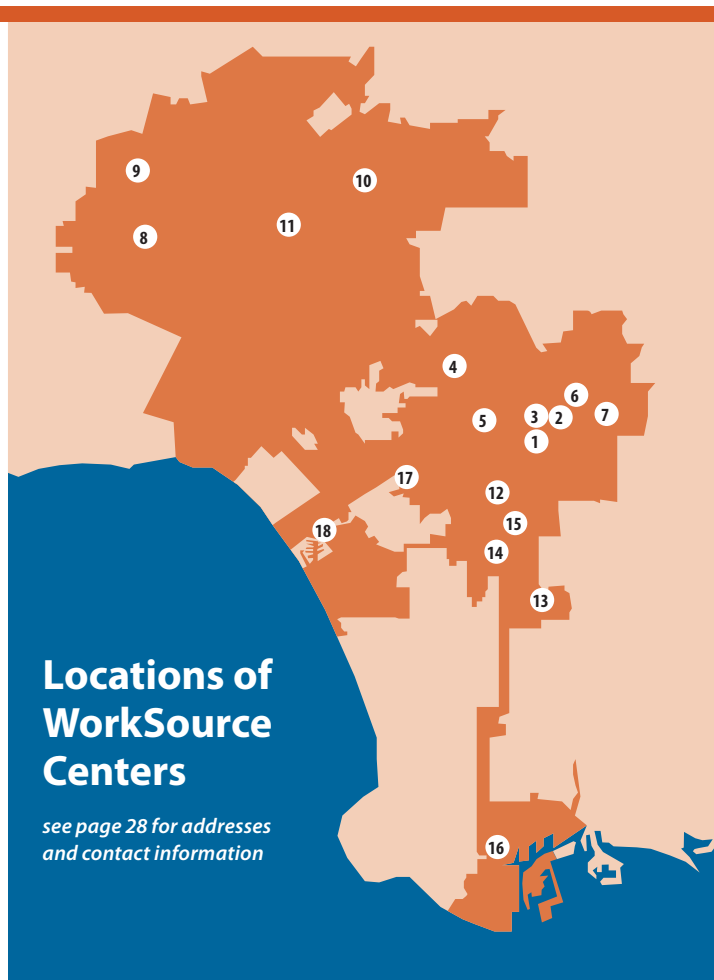
Discover new career  
opportunities and job  
candidates using the City of  
Los Angeles' **new** workforce  
development site:

[www.JobsLA.org](http://www.JobsLA.org)



## ADULT SERVICES

1. DOWNTOWN WORKSOURCE CENTER
2. CHINATOWN WORKSOURCE CENTER
3. WESTLAKE WORKSOURCE CENTER
4. HOLLYWOOD WORKSOURCE CENTER
5. WILSHIRE-METRO WORKSOURCE CENTER
6. METRO NORTH WORKSOURCE CENTER
7. NORTHEAST WORKSOURCE CENTER
8. CANOGA PARK-WEST HILLS WORKSOURCE CENTER
9. CHATSWORTH-NORTHRIDGE WORKSOURCE CENTER
10. SUN VALLEY WORKSOURCE CENTER
11. VAN NUYS-NORTH SHERMAN OAKS WORKSOURCE CENTER
12. SOUTHEAST L.A. CRENSHAW WORKSOURCE CENTER
13. SOUTHEAST LOS ANGELES-WATTS WORKSOURCE CENTER
14. SOUTH LOS ANGELES WORKSOURCE CENTER
15. SOUTH LOS ANGELES WORKSOURCE CENTER SATELLITE
16. HARBOR WORKSOURCE CENTER
17. WEST ADAMS-BALDWIN HILLS SATELLITE WORKSOURCE CENTER
18. MARINA DEL REY-MAR VISTA WORKSOURCE CENTER



## YOUTH SERVICES

1. YOUTH OPPORTUNITY MOVEMENT - BOYLE HEIGHTS
2. AVE/CATHOLIC CHARITIES
3. UCLA - CENTRAL
4. MARRIOTT FOUNDATION BRIDGES PROGRAM
5. PARA LOS NIÑOS
6. LOS ANGELES UNIFIED SCHOOL DISTRICT
7. EL PROYECTO DEL BARRIO, INC.
8. AVE/CATHOLIC CHARITIES
9. LOS ANGELES URBAN LEAGUE
10. WATTS LABOR COMMUNITY ACTION COMMITTEE
11. EL PROYECTO DEL BARRIO, INC.
12. YOUTH OPPORTUNITY MOVEMENT - VALLEY
13. YOUTH OPPORTUNITY MOVEMENT - WATTS
14. UCLA - WEST

